



Education, youth, CULTURE and SPORT Council **25 November in Brussels**

*The Council will start on Tuesday at 10.00 with the **culture and audiovisual session**, chaired by the Italian Minister for Cultural Assets and Activities in Tourism, Dario Franceschini.*

*The **sport session** will start at 15.00, under the chairmanship of Graziano Delrio, the Italian Secretary of State to the Presidency of Council of Ministers in charge of Sport.*

It will be preceded by a working lunch (13.00-15.00), in the framework of the "structured dialogue" between representatives of the sports movement and ministers from the member states of the expanded troika (LT, EL, IT and LV). addressing the issue of sport and innovation. The Presidency has also invited representatives from the sporting goods industry and research.

The Commission will be represented by Commissioners Navracsics (for culture and sport) and Oettinger (for audiovisual issues).

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Press conferences: *Tuesday before lunch (+/-13.00) and at the end of the meeting*

Press conferences and public events by video streaming: <http://video.consilium.europa.eu>

Video coverage in broadcast quality (MPEG4) and photo gallery on: www.eucouncil.tv

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¹ This note has been drawn up under the responsibility of the press office.

CULTURE AND AUDIOVISUAL

European audiovisual policy

The Council is due to adopt conclusions on the **European audiovisual policy in the digital era**, addressing in particular the new business environment, access to finance, public funding, media and film literacy, as well as film heritage. Furthermore, the conclusions call for an urgent review of the Audiovisual Media Services directive (AVMS)² and the modernisation of the EU copyright framework, in the light of digital shift.

These conclusions will be adopted at a particularly strategic moment, since the creation of a "digital single market", which would allow citizens to access audiovisual content on their electronic devices wherever they are in Europe and regardless of borders, is among the top priorities of the new Commission and its president.

In the new audiovisual landscape borders between linear (TV broadcasters and cinemas) and non-linear (providers of on-line and on-demand services) services are gradually disappearing. Media convergence offers new possibilities for distributing audiovisual content and reaching a larger-than-ever audience. Many European citizens however regularly experience difficulties in accessing content legally, particularly if it is provided across national borders.

The conclusions argue for the respect of three main principles in order to create a competitive European single market for audiovisual content that meets the demand of citizens, content creators and rightholders:

- facilitating supply of high-quality content;
- meeting audience demand wherever that audience is; and
- ensuring equal conditions for all audiovisual media service providers.

In times of the rapid technological changes and unpredictable market development, such an approach aims to ensure cultural and linguistic diversity in the converged media and increase competitiveness of the European audiovisual sector.³

Work Plan for Culture

The Council will adopt conclusions establishing a **Work Plan for Culture** (2015-2018). It is a strategic document setting out the priorities for European cooperation in cultural policy-making for the next four years. These priorities will subsequently be implemented by member states in cooperation with the Commission

Further to the assessment of the 2011-2014 Work Plan⁴, the new Work Plan has been streamlined, which should allow it to be implemented more efficiently. It is also more strategic, since it creates effective links with the work of the Council, in particular its rotating Presidencies.

² OJ L 95, 15.4.2010.

³ See also:

- Green paper on a fully converged audiovisual world ([8934/13](#))

- Communication on European film in the digital era ([10024/14](#)).

⁴ Report on the implementation of the 2011-2014 Work Plan for Culture ([12646/14](#)).

The Work Plan has four sectorial priorities (accessible culture; cultural heritage; creative economy and innovation; and cultural diversity, including culture in EU external relations), which are complemented for the first time by two cross-sectorial priorities (digital shift and statistics). They are all structured around the Europe 2020 strategy for growth and jobs.

The focus is on topics that represent a clear EU added value and encourage cross-sectorial cooperation, taking into account the dual nature of culture.

Cultural heritage⁵

The Council will adopt conclusions on **participatory governance of cultural heritage**, inviting member states to promote a more active involvement of civil society and of the private sector in the governance of cultural heritage, at local, regional, national and European levels.

This method of governance can increase public awareness of cultural heritage and the values that it represents, reinforce transparency and accountability in the use of public resources, and build trust between citizens and public authorities.

Alongside tangible and intangible heritage, the conclusions also underline that digital heritage can be used for the development of innovative services, such as [Europeana](#). They also explore synergies between the culture and tourism sectors, in particular via sustainable cultural tourism, in order to find the right balance between economic opportunities and the well-being of local communities.

Cultural heritage is one of the four priorities of the new Work Plan for Culture.

Cultural and creative sectors

Ministers will hold a policy debate on the **contribution of cultural and creative sectors, including cultural heritage, to the Europe 2020 objectives**, in the context of the mid-term review of the strategy.⁶

Europe 2020 is the EU's long-term growth and jobs plan. It was launched in 2010 with the aim of boosting the EU's economy in a "smart, sustainable and inclusive" way. The strategy tackles a wide range of policies in a cross-sectorial way, focusing on the ultimate objectives of growth, employment and competitiveness.

Although culture is not directly mentioned in the strategy, cultural and creative sectors have proved they can generate substantial growth and jobs. They proved resistant to the economic and financial crisis and continued to create value and preserve employment. At the same time, they seized the opportunities offered by the digital shift, developing new business models, such as on-line music platforms or video-on-demand. In 2011, the core creative industries accounted for approximately 4.4 % of total European GDP and 3.8 % of the total European workforce.

The EU's cultural and creative sectors give Europe a competitive advantage over the rest of the world, since they can get inspiration from what is unique to Europe: an extraordinarily rich and diverse cultural heritage. These sectors use and re-use cultural heritage creatively, and this will benefit other sectors of the economy and society as a whole.

⁵ See also:

- Council conclusions on cultural heritage as a strategic resource for a sustainable Europe ([9129/14](#))
- Commission communication: "Towards an integrated approach to cultural heritage for Europe" ([12150/14](#))

⁶ Commission communication " Taking stock of the Europe 2020 strategy" ([6713/14](#))

In order to structure the debate, ministers are invited to answer the following questions prepared by the Presidency ([14752/14](#)):

- How can the cultural and creative sectors contribute in practice to “smart, sustainable and inclusive growth”? Is there any added value in involving the cultural, audiovisual and creative sectors more directly in Europe 2020 strategy, for instance through a contribution to the European semester?
- How can Member States engage with their stakeholders to stimulate social and economic innovation through the cultural and creative sectors?

The outcome of the debate will be included in a summary report with all the Council's other contributions, which will be submitted to the December European Council.

Other business

- Transatlantic Trade and Investment Partnership Agreement negotiations
 - Information from the Commission
- Work programme of the incoming Presidency
 - Information from the Latvian delegation

SPORT

Sport and innovation

The Council is due to adopt conclusions on **sport as a driver of innovation and economic growth**, which highlight the importance of research and innovation in sport and its positive effects on other sectors of the economy, as well as its potential to create jobs. They invite member states, interested parties and the Commission, to take a very broad range of initiatives to foster research and innovation in the sport sector.

The conclusions place special emphasis on the need to promote cross-sectoral and cross-border clusters, involving local administrations, universities, research centres, industry and sport bodies, and to provide a favourable environment for sports-based research and product development. They underline that innovation goes both ways: sport benefits from breakthroughs in other sectors, while at the same time its innovations are taken up elsewhere.

The conclusions also invite member states to make use of the EU Programmes and funds, like Horizon 2020, COSME and Erasmus+, which could provide an important contribution in this field.

According to a recent study, sport accounts for 1.76 % of EU Gross Value Added (GVA) and 1.63 % of EU GDP. Hence, it is an important sector in its own right, with a share in the national economies comparable to agriculture, forestry and fisheries combined. Furthermore, the sport sector has proved to be exceptionally resilient during the economic crisis.

The EU Work Plan for Sport 2014-2017⁷, following last November conclusions on the contribution of sport to the EU economy⁸, underline the need for the Council to continue work on the economic dimension of sport, addressing in particular innovation, in addition to the sustainable financing of sport and the legacy of major sport events. These conclusions constitute an important step forward in that direction.

Sport and physical activity at school age

Ministers will discuss possible measures to promote **sport and physical activity at school age**.

The EU Work Plan for Sport 2014-2017⁹, foresees the preparation of recommendations to develop physical education in schools and to strengthen cooperation with the sport sector, national and local authorities and the private sector. The aim of the debate is also to contribute for that preparation.

In order to achieve a more interactive, free-flowing debate, the Presidency has invited a guest speaker, Mr Giovanni Malagò, President of the Italian Olympic Committee who launched an important project of cooperation with the Italian ministry of education.

Although physical education is a compulsory subject in all EU member states, there is increasing evidence that indicates a perceived decline or marginalisation of sport and physical activity in school age children, partly due to curriculum time allocation and subject status, as well as to lack of financial, material and human resources.

⁷ OJ C 183, 14.6.2014.

⁸ OJ C 32, 4.2.2014.

⁹ OJ C 183, 14.6.2014.

Physical activity not only contributes to good health, but also develops, through the personal interaction and team effort present in many sports, principles and concepts such as fair play and respect, body consciousness and social awareness. There is also evidence to suggest that physical activity in school, or before school, improves levels of concentration among pupils and leads to improved educational attainment.

Ministers will be invited to structure their interventions on the basis of the guest speaker's speech and of the two questions prepared by the Presidency ([14956/1/14 REV 1](#)):

- What are the reasons for declining rates of sports participation and physical activity among school age children?
- Taking into account the current constraints in public expenditure, what can governments and public authorities do to reverse current trends and promote the practice of sport and physical activity for this age bracket?

Other business

- World Anti-Doping Agency (WADA) meetings
 - Information from the EU Member State representatives
- Council of Europe Convention on the manipulation of sports competitions
 - Information from the French delegation

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- Work programme of the incoming Presidency
 - Information from the Latvian delegation
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