

Brussels, 26th May 2020

Dear Colleagues,

Dear partners,

Dear members of the CCI community,

first of all I would like to thank all of you for your input, support and interest in supporting CCIs in these difficult times!

Thanks to the commitment and dedication of all of you and, last but not least Commissioner Mariya Gabriel a lot of the ideas launched on April 6<sup>th</sup> (see below) have been taken up and have been implemented.

Please allow me to give you an update on the suggested initiatives:

**Dialogue with the MS and stakeholders:**

*Platforms for knowledge sharing in relation to the COVID-19 impact on the cultural and creative sectors*

- The setting-up of the platform for the representatives of EU culture ministries, operational since 24 April;
- since 5 May, the platform for and by the sector titled 'Creatives Unite' has been setup to offer a common space for all cultural and creative sectors in Europe and beyond to share their initiatives and actions in response to the coronavirus crisis. In the two weeks since its launch, more than 11,000 users accessed the platform;

As announced by Commissioner Mariya Gabriel in the April video conference of EU ministers of culture and media, the Commission is setting up two platforms to help share challenges and solutions at the EU level in relation to the COVID-19 impact on the cultural and creative sectors.

The platform for EU Member States was launched on 24 April. It will allow culture ministries to exchange good practices.

The second platform, Creatives Unite shall help people in the cultural and creative sectors share information and solutions more easily. It was launched on 5 May within the framework of the Creative FLIP Pilot project co-funded by the European Union.

<https://creativesunite.eu/>

### **Making use of the existing toolbox and Horizon Europe**

Quote from Commissioner Mariya Gabriel:

*“Beyond Creative Europe, we have to look at other instruments such as Horizon Europe that can support culture. You know that it will contain a new Cluster on ‘Culture, Creativity and Inclusive Society’. A proper budget needs to be secured but more importantly, synergies have to be found between programmes. We have to create a set of toolboxes for the sector within our instruments. The upcoming Knowledge Innovation Community (KIC) on Cultural and Creative Industries of the European Institute of Technology (EIT) to start in 2022 will also help. Three different instruments, one purpose: support the Culture and Creative Sectors.”*

Through the Music Moves Europe Initiative the Commission will re-programme the 2.5 million EUR available in 2020 to help the sector become more sustainable after the crisis.

### **Engage with the EIB ad boosting the Guarantee Fund:**

European Finance Ministers approved the establishment of a European Guarantee Fund of €25 billion that will support up to €200 billion of financing for companies, with a special focus on SMEs. The €25 billion guarantee fund will be funded by EU Member States pro rata to their shareholding in the EIB and/or other institutions. Thanks to the guarantee, the EIB Group will be able to provide existing products to local banks and other financial intermediaries, who are in close contact with

businesses in all Member States and can unlock financing to the real economy, without risking financial instability.

<https://www.eib.org/en/about/initiatives/covid-19-response/index.htm>

### **Industry Strategy:**

Since 2016 the European Parliament has asked for an industry strategy for the CCIs (see report of Mr Ehler “A coherent European policy for the CCIs” 2016: [https://www.europarl.europa.eu/doceo/document/A-8-2016-0357\\_EN.html](https://www.europarl.europa.eu/doceo/document/A-8-2016-0357_EN.html))

A leaked document (19.5.2020) of Commissioner Breton’s industry strategy to be published in September 2020 revealed that one of the 14 key ecosystems determining the future industry policy of the Union will be on Cultural and Creative Industries.

### **Study to measure the impact of the crisis:**

Study launched by the CULT Committee (call published 29.4. 2020) to measure the effects the crisis has on the CCIs, share best practices and most importantly help to design concrete measure to boot the sector once the crisis is over.

<https://research4committees.blog/2020/04/29/contract-study-on-cultural-and-creative-sectors-in-post-covid-19-europe-crisis-effects-and-policy-recommendations/>

More on the EU response to the response to the Corona crisis in the field of Cultural and Creative Industries here:

[https://ec.europa.eu/culture/news/coronavirus-how-eu-responds-outbreak-support-cultural-and-creative-sectors\\_en](https://ec.europa.eu/culture/news/coronavirus-how-eu-responds-outbreak-support-cultural-and-creative-sectors_en)

Our work will not stop there.

We will continue the dialogue with you, the European Parliament, the European Commission and the Member States in order to improve the situation of creators all over Europe.

Please keep sharing your concerns, numbers and ideas!

With kind regards,

Christian Ehler MEP

Brussels, 6th April 2020

Dear Colleagues,

Dear partners,

Dear members of the CCI community,

In the past weeks we have seen numerous remarkable initiatives by the Member States to support cultural and creative industries during the Corona crisis. The European Union has been active and helpful as well, most recently by amending the Temporary Framework for State aid measures to support the economy in the current COVID-19 outbreak.

Furthermore several stakeholders have launched campaigns to raise awareness for their difficult situation.

While this is impressive and useful I believe that it needs more than just a campaign to help the sector and many stakeholders and that we have to focus on **concrete measures** and most importantly we have to find tools, funds and ideas that we can steer on the European level rather than only calling on the Member States to take action.

I have taken a few steps already:

Together with Mrs Verheyen we are working on a coordinated approach within the CULT committee and the EP as a whole.

The EPP is currently drafting a paper related to the Corona crisis and we will make sure that CCIs will be adequately mentioned.

Furthermore we have requested to launch a study via the CULT committee in order to measure the effects the crisis has on the CCIs, share best practices and most importantly help to design concrete measure to boot the sector once the crisis is over.

Our efforts do not stop there.

Additional measures and points that we should take into consideration could be:

**Funding:**

- engage with the EIB to design adequate solutions for the sector
- possible set-up of a solidarity fund for creators to complement national schemes
- Boost the Guarantee Facility for Cultural and Creative industries to meet the demand that will increase post-crisis

**Make use of the existing toolbox:**

- Make sure access to funding for CCIs will be a priority within the next MFF (in particular regarding the funding of Creative Europe and the Creative Cluster within Horizon Europe)
- Consider launching a call within the Horizon 2020 programme towards the end of the year to help re-boost the sector (could be an award for the most innovative idea within different sectors such as books/ publishing, design, music, film etc). Such a call could be a joint call from H2020 and Creative Europe.

### **Legislation:**

- we have to make sure to create unnecessary additional legal burden for the CCIs and legal uncertainties. A very recent example for such a discussion is the possible review of the Geo-blocking directive. A potential extension of the scope to include copyright content and services could have consequences for the future of financing, promotion and distribution of copyright works throughout the Digital Single Market.

### **Dialogue with the MS:**

- remind the Member States that the funds they are receiving from the EU to deal with the consequences of the Corona Crisis will have to benefit the CCIs as well
- the European Commission should set up a platform to share best practises and initiatives from CCIs across the EU

### **Ensure diversity:**

- the Corona crisis will certainly have effects on the representation of expertise on European level. Big and small associations will suffer from reduced Membership fees and a few associations representing creators might vanish completely. In the field of CCIs, diversity is particularly important – we should therefore consider to explore ways of how to ensure that all actors involved will still be able to defend their interest on European level (could be part of the solidarity fund?).

To conclude I would like to point out that CCIs and the creators involved are not only victims of the crisis but also have a role in helping to overcome it. CCIs are for example involved in designing apps fashion brands, textile companies and designers are producing masks and clothes for medical personnel and citizens. Musicians, actors, writers, museums, opera houses are making sure that their content is available online and we all still have access to cultural events during the lockdown. Let's use

this momentum and make CCIs a policy priority during the political crisis management!

**The above-mentioned ideas are just a first set of possible measures. I would be very grateful to kick-off a constructive dialogue with all of you – be it big or small companies, free-lancers, creators, designers, collectives societies, authors, publishers, artists, museums, journalists etc. etc. to make sure the whole ecosystem of the CCIs comes out of the crisis stronger than before.**

I am looking forward to hearing from you and working together with you in the coming months!

Yours sincerely,

Christian Ehler