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3349th Council meeting

Education, Youth, Culture and Sport

Brussels, 25 November 2014

Presidents **Dario Franceschini**
Minister for Cultural Assets and Activities in Tourism
Graziano Delrio
State Secretary, Prime Minister's Office (Cabinet Secretary)

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Main results of the Council

Audiovisual policy

The Council adopted conclusions on the **European audiovisual policy in the digital era,** in preparation for the future review of the Audiovisual Media Services directive and the modernisation of the EU copyright framework. They address in particular the new business environment, access to finance, public funding, media and film literacy, as well as film heritage. The future approach to European audiovisual policy should ensure cultural and linguistic diversity in the converged media and increase the competitiveness of the European audiovisual sector.

Work Plan for Culture

The Council also adopted conclusions establishing a **Work Plan for Culture** (2015-2018). The plan is a strategic document setting out the priorities for European cooperation in cultural policy-making for the next four years, focusing on topics that represent a clear EU added value and encourage cross-sectorial cooperation.

Cultural heritage

Furthermore, ministers debated, in public deliberation, 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 Europe 2020 strategy.

The President of the Council

Minister Franceschini declared that "culture and tourism should constitute priorities for Europe and investment in these sectors is strategic for growth and development. The presidency's view was shared by all ministers at our informal meeting of ministers in Torino, and today's Council paved the way to giving culture and tourism a central role in EU policy-making."

Sport as a driver for innovation and growth

The Council adopted conclusions on **sport as a driver for innovation and economic growth,** which highlight the positive effects on others sectors of the economy of research and innovation in sport, as well as its potential to create jobs.

Minister Delrio had a working lunch on the subject with representatives of sport organisations and of sports goods industry.

Sport and physical activity at school age

Ministers also discussed concrete measures to promote **sport and physical activity at school age.** They acknowledged that in general there is a decline or marginalisation of sport and physical activity in school age children, in particular teenagers, which is a cause for concern. However, many member states are already developing programs and specific actions to reverse this trend.

Secretary of State Delrio said that "today we made progress in two subjects which are related to Europe 2020. It's clear that sport has a huge economic weight in Europe and was scarcely touched by the economic crisis. We must create conditions to promote its development further, in particular through innovation."

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- Where declarations, conclusions or resolutions have been formally adopted by the Council, this is indicated in the heading for the item concerned and the text is placed between quotation marks.
- Documents for which references are given in the text are available on the Council's Internet site (http://www.consilium.europa.eu).
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PARTICIPANTS

Belgium:	
Mr Sven GATZ	Flemish Minister for Culture, the Media, Youth and Brussels Affairs
Ms Isabelle WEYKMANS	Vice-Minister-President, Minister for Culture, Employment and Tourism
Bulgaria:	
Mr Vezhdi RASHIDOV	Minister for Culture
Mr Krasen KRALEV	Minister for Youth And Sport
Czech Republic:	
Mr Petr HULINSKÝ	Deputy Minister for Education, Youth and Sports
Ms Kateřina KALISTOVÁ	First Deputy Minister for Culture
Denmark:	
Mr Ole TOFT	Deputy Permanent Representative
Germany:	
Ms Monika GRÜTTERS	Minister of State to the Federal Chancellor and Federal Government Commissioner for Culture and the Media
Mr Ole SCHRÖDER	Parliamentary State Secretary to the Federal Minister for the Interior
Estonia:	
Mr Urve TIIDUS	Minister for Culture
Ireland:	
Mr Tom HANNEY	Deputy Permanent Representative
Greece:	
Mr Konstantinos TASSOULAS	Minister for Culture and Sport
Mr Stefanos ANAGNOSTOU	General Secretary for mass Media
Spain:	
Ms José Maria LASALLE RUIZ	State Secretary for Culture
Mr José Pascual MARCO MARTINEZ	Deputy Permanent Representative
France:	
Ms Fleur PELLERIN	Minister for Culture and Communication
Mr Alexis DUTERTRE	Deputy Permanent Representative
Croatia	
Ms Andrea ZLATAR VIOLIĆ	Minister of Culture
Mr Roko ANDRIČEVIĆ	Deputy Minister for Science, Education and Sport
Italy:	
Mr Dario FRANCESCHINI	Minister for Cultural Assets and Activities and Tourism
Mr Graziano DELRIO	State Secretary, Prime Minister's Office (Cabinet Secretary)
Cyprus:	
Mr Costas KADIS	Minister for Education and Culture
Latvia:	
Ms Dace MELBĀRDE	Minister for Culture
Ms Mārīte SEILE	Minister for Education and Science
Lithuania:	
Mr Šarūnas BIRUTIS	Minister for Culture
Luxembourg:	
Ms Maggy NAGEL	Minister for Culture, Minister for Housing
M. Romain SCHNEIDER	Minister for Social Security, Minister for Development Cooperation and Humanitarian Affairs, Minister for Sport
Hungary:	
Mr Péter HOPPÁL	Minister of State for Culture
Mr Olivér VÁRHELYI	Deputy Permanent Representative

Malta:	
Mr Neil KERR	Deputy Permanent Representative
Netherlands:	
Ms Jet BUSSEMAKER	Minister for Education, Culture and Science
Austria:	
Ms Josef OSTERMAYER	Federal Minister for Arts and Culture, Constitution and Media
Mr Gerald KLUG	Federal Minister for Defence and Sport
Poland:	
Mr Bogusław ULIJASZ	Deputy State Secretary, Ministry of Sport and Tourism
Mr Radomir WOJCIECHOWSKI	Minister Counsellor
Portugal:	
Mr Jorge BARRETO XAVIER	State Secretary for Culture
Mr Pedro LOMBA	State Secretary attached to the Minister attached to the Prime Minister and Minister for Regional Development
Ms Rosa BATORÉU	Deputy Permanent Representative
Romania:	
Mr Ioan AUGUSTIN	Undersecretary of State, Ministry of Youth and Sport
Mr Cristian BADESCU	Deputy Permanent Representative
Slovenia:	
Ms Julijana BIZJAK MLAKAR	Minister for Culture
Ms Metka IPAVIC	Deputy Permanent Representative
Slovakia:	
Mr Alexander MICOVČIN	Deputy Permanent Representative
Finland:	
Ms Pia VIITANEN	Minister for Culture and Housing
Sweden:	
Ms Alice BAH KUHNKE	Minister for Culture and Democracy
Ms Åsa WEBBER	Deputy Permanent Representative
United Kingdom:	
Mr Ed VAIZEY	Minister of State for Culture and the Digital Economy, Department for Business, Innovation and Skills and Department for Culture, Media and Sport
Ms Shan MORGAN	Deputy Permanent Representative

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Commission:	
Mr Xavier PRATS MONNÉ	Director General

ITEMS DEBATED

CULTURE AND AUDIOVISUAL

European audiovisual policy

The Council adopted 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 directive)[1] 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.

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[2].

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[1] OJ L 95, 15.4.2010.

[2] *See also:*
- Green paper on a fully converged audiovisual world *(8934/13)*
- Communication on European film in the digital era *(10024/14)*.

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.

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.

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.

Member states in general welcomed the new Work Plan, considering it a clear progress and an essential tool for reinforcing the role of culture in European policies.

Some member states would wish for a more ambitious work plan, in particular regarding the statistics and culture in external relations.

Member states also agreed on the need to promote reading, given in particular its strategic importance to support access to culture and cultural diversity and to develop awareness of European identity.

However, opinions diverged on the fiscal treatment to be applied to printed books and E-books. According to the VAT Directive, printed books are “goods” e-books are “services”, therefore they have different VAT rates. The conclusions invite member states and Commission to “consider the issue of differentiated treatment” of both supports.

Several member states were of the view that a book is a book, independently of its support and therefore the VAT rate should be the same.

On the other hand, a number of member states considered that this is a tax issue and should therefore be addressed by the Ecofin Council. Furthermore, some of these member states argued that putting e-books on the same level as printed ones could open the door to related issues that would perhaps create other problems.

In this context, several member states underlined the need to combat illegal copying and called for a rapid review of the copyright legislation in order to ensure equal treatment of rightholders and strengthen the competitiveness of Europe's cultural and creative industries

Commission confirmed that it was planning to address the issue of taxation and considered that statistics were a key transversal issue that should also be dealt with through OMC.

In order to reach a consensus, the Presidency presented a compromise drafting that was accepted by the Council.

Cultural heritage

The Council adopted 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.

Cultural heritage is one of the priorities of the new Work Plan for Culture, it's a common good, a resource that we share and for which we have a collective responsibility The involvement of all interested parties in decision-making, planning, implementation, monitoring and evaluation of cultural heritage policies and programmes can increase public awareness of 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 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.

The conclusions also include an invitation to the Commission to propose a "European Year of Cultural Heritage".

Contribution of cultural and creative sectors to Europe 2020

Ministers held 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.

Ministers underlined that culture represents around 4% of EU PIB and contributes to growth through innovation, the digital economy, employment and youth policy, industrial policy and resource efficiency and is in turn affected by decisions in other policy areas.

In general, member states agreed that the transversal dimension of culture fitted well with the cross-sectorial approach of the Europe 2020 strategy and could therefore reinforce the effectiveness of the whole strategy, provided that an integrated approach was adopted at all levels.

However, several member states stressed that Europe 2020 is a very focused strategy with precise quantitative goals that are regularly monitored by the Commission, which would be difficult to apply to art and culture. Furthermore, this would probably lessen the focus and the impact of the strategy and in the field of culture and creativity it's best to cooperate rather than regulate.

Most ministers underlined that the EU's cultural and creative sectors give Europe a competitive advantage over the rest of the world since they benefit from something that is unique to Europe: an extraordinarily rich and diverse cultural heritage.

In this context, several ministers suggested to accelerate the digitalisation of cultural heritage, in particular making a better use of Europeana.

A number of member states also advocated a stronger interaction between tourism and cultural policies, as well as between training, research and innovation policies, which would also contribute to the preservation of the cultural heritage for future generations

Many member states agreed on the need to protect intellectual property rights, updating the current copyright framework and combatting piracy on-line, in order to ensure fair competition for Europe's cultural and creative sectors.

Other business

– ***Transatlantic Trade and Investment Partnership Agreement***

Ministers took note of information from Commission on the state of play of negotiations on the audiovisual related issues of the Transatlantic Trade and Investment Partnership Agreement (TTIP) between the EU and the USA,

The TTIP is a comprehensive agreement that addresses a broad range of bilateral trade and investment issues with the aim of boosting trade and investment between the two partners. The negotiations started in mid-2013, and seven rounds have taken place so far, the last one from 29 September to 3 October 2014. The next round of negotiations is scheduled for the beginning of January 2015.

In order to guarantee the protection of cultural diversity (the so-called "cultural exception") audiovisual services were explicitly excluded from the negotiating mandate given to the Commission by member states last June, as it has been the case for more than two decades in negotiations with third countries. This was a crucial issue for European cultural and creative industries which feared the competition from the powerful American industry in this sector.

The Presidency recalled that the EYCS Council has addressed in its two last meetings the challenges that the agreement could represent to cultural diversity and underlined that this is a value to which the European Union is deeply attached.

The Commission reiterated that during the negotiations it had respected strictly the mandate given by member states regarding audiovisual services and there was no change at all since the last round. It also recalled that on this matter President Juncker had declared that he would not "sacrifice EU culture on the altar of free trade".

This has also been confirmed by the new Commissioner for Trade, Cecilia Malleström in her hearing before the PE, and more recently she announced that she was in favour of transparency and wanted to give a fresh start to negotiations.

– ***Work programme of the incoming Presidency***

The Latvian delegation presented the main priorities of its Presidency for next semester:

– Cult diversity and access to culture

– Cultural creativity

– Role of statistics in the context of culture in external relations

– Progress on the review of the Audiovisual Media Services directive

SPORT

Sport and innovation

As an introduction to this topic, the Italian Presidency presented a synthesis of the main messages from the "structured dialogue" with representatives of sports movement and of the sports industry:

– Sport market represents €66 billion and employs more than 600 000 people;

– More than 150 000 innovations are developed every year;

– Public and private sector cooperation are crucial (this includes public sector, sports movement and universities)

– Innovative public and private partnerships should also be developed

– A very modest investment in sports and innovation can generate very significant returns

The Council then adopted conclusions on **sport as a driver of innovation and economic growth** *(14954/14)*, 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, which is not always acknowledged.

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 the best use of the EU Programmes and funds, like Horizon 2020, COSME and Erasmus+, which could provide an important contribution in this field.

The EU Work Plan for Sport 2014-2017[1], following last November conclusions on the contribution of sport to the EU economy, 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.

[7] OJ C 183, 14.6.2014.

Sport and physical activity at school age

Ministers discussed concrete measures to promote **sport and physical activity at school age,** also as a contribution to the recommendations foreseen in the new EU Work Plan for Sport, which aim to develop physical education in schools and to strengthen cooperation with the sport organisations, national and local authorities and the private sector.

Although physical education is a compulsory subject in all EU member states, most ministers acknowledged that there is a decline or marginalisation of sport and physical activity in school age children, in particular among teenagers and girls.

This is partly due to curriculum time allocation in schools and lack of financial, material and human resources and also to competition from computer games, Internet and TV, which leads to increasingly sedentary lifestyles.

Members states agreed in general that physical activity not only contributed to good health, but also developed principles and concepts such as fair play and respect, as well as social awareness and better academic results.

Among the policy initiatives already developed or foreseen in member states to combat this trend, the following could be highlighted:

– increase cooperation between schools and sport associations

– promote the role parents and top athletes as role models;

– develop new and innovative methods for physical education classes

– give incentives to "active" schools and pupils

– take advantage of major sporting events taking place in Europe to increase motivation of young people

Other business

– ***World Anti-Doping Agency (WADA) meetings***

The Council was briefed by the EU representative at the WADA Foundation Board (Luxembourg) on the meetings that took place in Paris on 15 16 November 2014. The main subjects on the agenda were budget ,data protection and anti-doping issues.

The EU member states coordinate with each other and represent their joint concerns at each meeting of the Foundation Board of the World Anti-Doping Agency, usually in May and November. The EU is currently represented in WADA by the BE, LU and MT Sport ministers.

The World Anti-Doping Agency (WADA), set up in 1999, is a private law body (although half of its board members represent governments) whose mission is to promote, coordinate and monitor the fight against doping in sport in all its forms.

WADA is composed of a Foundation Board, an Executive Committee and several Committees. The 38-member Foundation Board is WADA's supreme decision-making body. It is composed equally of representatives from the Olympic Movement and governments.

– ***Council of Europe Convention on the manipulation of sports competitions***

The French delegation wished to encourage other sports ministers of the EU to join the eight member states (Bulgaria, Denmark, Finland, France, Germany, Greece, Lithuania and the Netherlands) who already signed the Convention of the Council of Europe against the manipulation of sport competitions

Following ratification by at least five signatories (three of which must be members of the Council of Europe), the Convention can come into force. This will probably happen some time in 2015 or 2016. The Commission is expected to adopt proposals for EU accession to the Convention towards the end of 2014.

– ***Work programme of the incoming Presidency***

The Council took note of the incoming Presidency main priorities for next semester presented by the Latvian delegation:

– Grassroots sports

– Healthy lifestyles (HEPA)

– Progress on the ratification of Council of Europe Convention on the manipulation of sports competitions

– Anti-doping issues

OTHER ITEMS APPROVED

EMPLOYMENT

Mobilisation of the European Globalisation Adjustment Fund for Finland and France

The Council adopted two decisions mobilising a total amount of €2.34 million under the European Globalisation Adjustment Fund (EGF), providing support for workers made redundant in Finland and France.

An amount of €1.43 million is mobilised after 634 workers of a Finnish enterprise operating in the manufacture of transport equipment having been dismissed as a result of major structural changes in world trade patterns due to globalisation. Further €918 000 are paid out of the EGF following the dismissal of 760 workers of a French food producing enterprise.

The EGF helps workers to find new jobs and develop new skills when they have lost their jobs as a result of changing global trade patterns, e.g. when a large company shuts down or a factory is moved outside the EU, or as a result of the global financial and economic crisis. The help of the EGF consists in co-financing measures such as job-search assistance, careers advice, tailor-made training and re-training, mentoring and promoting entrepreneurship. It also provides one-off, time-limited individual support, such as job-search allowances, mobility allowances and allowances for participating in lifelong learning and training activities.

APPOINTMENTS

Committee of the Regions

The Council appointed Ms Ruth DOMBEY (United Kingdom), as a member of the Committee of the Regions for the remainder of the current term of office, which runs until 25 January 2015 *(15434/14)*.