

## How do we do it?

The Agenda proposes **three main goals** for the years to come:

- ▶ encourage **cultural diversity and intercultural dialogue**
- ▶ make the most of **culture as a driver of creativity and innovation**
- ▶ develop the **vital role of culture in the EU's external relations**

In this dynamic vision of the future, **different actors** make their contribution through **new ways of working together**:

### **EU countries: sharing knowledge and finding common solutions to common problems**

Under the rather abstract name of the “*Open Method of Coordination*”, national experts compare their experiences and recommend initiatives to reach the goals of the Agenda. They work on **five main themes**:

- encouraging artists' mobility
- developing synergies between education and culture
- unlocking the potential of the cultural and other creative industries
- encouraging the mobility of museum collections
- developing cultural statistics

### **Culture sector: the voice of grassroots experience**

Just as abstract – but just as useful – the term “*structured dialogue*” with the culture sector means that the European Commission is eager to learn from culture op-

erators about their practical experience, their challenges and proposals. Three platforms have been created to **discuss and propose policy recommendations** on:

- intercultural Europe
- access to culture
- cultural and creative industries

### **European institutions:**

The European Commission **coordinates the work on the Agenda and reports on its progress** to other European institutions and bodies. Last but not least, the “mainstreaming” of culture means that culture must be taken into account in a large number of European policies, from education to migration and from regional development to enterprise.

## What next?

Does all this sound ambitious? It is! We cannot afford anything less. The Agenda is about projecting **Europe as a cultural project** into the 21<sup>st</sup> century.

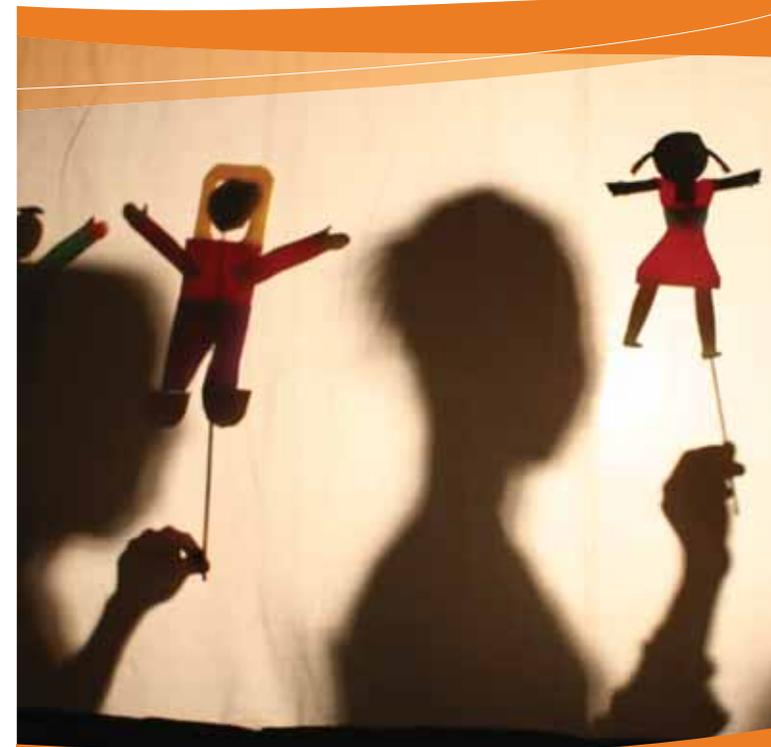
If you believe in it, contribute actively in your own organisation, network or administration, be it at European, national or regional level. We need you! Stay tuned for the Commission's report on the implementation of the Agenda in the second half of 2010.

For more information, see [http://ec.europa.eu/culture/index\\_en.htm](http://ec.europa.eu/culture/index_en.htm)



Education and Culture DG

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# European Agenda for Culture

EVERYTHING YOU ALWAYS WANTED TO KNOW...  
AND WERE AFRAID TO ASK



## The missing link: the European Agenda for Culture ... and you

Are you an artist, a culture operator, a decision-maker in culture policy or simply a fan of culture in all its forms? Then you've surely seen a theatre play that brings together artists from different countries. Or visited an exhibition with paintings from different museum collections. Or seen a movie screened with European funds.

You're about to find out that they are all connected to what we do...



## First of all: who are we and what do we do?

In the European Commission, the Directorate General Education and Culture has, among other things, the challenging task of implementing **European culture policy, programmes and actions**. While initiatives like the Culture Programme and the European Capitals of Culture are quite well-known, culture professionals and the general public are less familiar with the policy work in this field.

Nevertheless, the winds of change are blowing in culture policy cooperation, influencing – and improving, we believe – European cultural life. **The European Agenda for Culture in a globalising world** is a landmark in this process. Proposed by the European Commission, it was adopted by Member States in 2007.



## Why do we do it?

In the European Union, **countries** or even **regions** are responsible for culture policy. This is natural, since culture is the most vibrant expression of the **identity** of any group of people, incorporating their history, language, beliefs and ways of life. The originality of the European project lies in its ability to respect the **diversity** of its member countries, while valuing a **common cultural heritage** on which a **shared understanding** of the world is built.

In today's global village, cultural exchanges with other continents widen our horizons, but also raise the question of European identity. The European Agenda for Culture is a **reply to new challenges**, a political commitment to protect and promote European culture rooted in our diversity, creative and open to the world.

