



Greening the Cultural and Creative Sectors & Industries

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EU Work Plan (WP) for Culture 2023-2026

Council Resolution of 29th November 2022,
Policy priorities for cooperation on culture between EU
Member States (MS) and with the European Commission (EC)

A. Artists and cultural professionals

Stimulate the **green transition** of the CCSIs, with a specific focus on the energy crisis.

B. Culture for the people

C. Culture for the planet

- **Unleashing the power of culture.**
- **Climate action through culture, including the arts and Cultural Heritage (CH).**
- **High-quality living environment for everyone.**
- **Safeguarding heritage against natural and human-made disasters.**

D. Culture for co-creative partnerships

2 new actions on greening CCSIs: **Voices of Culture (VoC)** and **Open Method of Coordination (OMC) Group**

- A new **Voices of Culture** Group of Experts from the civil society organisations published the report: “**CCSIs Driving Green Transition and Facing the Energy Crisis**”: input on how **cultural sectors can play an active role in decarbonisation and contribute to shape the energy crisis management.**
- A new **OMC Group of Experts from Member States** will be launched in **early 2024** to adopt recommendations on how to upscale best practices across the EU for **fostering policy solutions and reinforce cultural sustainability and CCSIs’ role in the Green Deal**, with a view to the energy crisis.

Greening the Creative Europe Programme

Creative Europe 2021-2027: EUR 2.442 billion

- Reduction of **environmental impact** as **cross-cutting issue**, alongside inclusion and gender equality.
- Applicants to **incorporate green practices** in projects through environmental-friendly approaches when designing activities.

The study ***“How Creative Europe aims to go green”*** (May 2023) aims to:

- **Raise awareness** of environmental, climate and sustainability issues for behavioral changes.
- **Accompanies** cultural and creative sectors in adopting greener practices.

It includes **3 recommendations**:

1. **Good environmental practices guide**: a comprehensive overview of existing good environmental practices.
2. **Creative Europe greening strategy**: areas for actions and recommendations to ‘green’ the Programme.
3. **Programme greening monitoring guide**: sustainability indicators (‘green indicators’) to measure progress and contribution towards European Green Deal.



More than 30 Experts from diverse cultural sectors and industries in *structured dialogue* with the European Commission

Culture & Creative Sectors & Industries driving Green Transition and Energy Crisis

Brainstorming Report
September 2023




VOICES OF CULTURE

European Commission Structured Dialogue
with the Cultural and Creative Sectors in the EU



Greening of Cultural and Creative Sectors and Industries, Mariachiara Esposito (EAC.D1)

Key recommendations Summary graphics

Culture & Creative Sectors & Industries driving Green Transition and Energy Crisis

Chapter 1

THE POWER OF CULTURE AND CREATIVE SECTORS TO INSPIRE CHANGE

- Incorporate CCSI in the European Union's Strategy and Vision and in its overall political goals to be developed collectively by its institutions.
- Add 'social imaginaries' to existing EU initiatives supporting CCSI to empower entrepreneurs and

- creative workers to use imagination and the creative arts as tools to represent the benefits of sustainable businesses and sustainable living.
- Develop cross-sectoral, systematic support of CCSI so that CCSI professionals can contribute on an individual and on a collective basis to

- disseminate the Utopia of a new world.
- Mandate European Member States to include culture in their National Recovery and Resilience Plans and all other funding plans, with a formal role for CCSI as an integrated part of climate strategies on local, national and EU level.

Chapter 2

THE POWER OF CULTURE AND CREATIVE SECTORS TO EMBED SUSTAINABILITY IN OTHER INDUSTRIES

- Integrate CCSI-led visualisation and cultural norm-shifting activities into cross-industrial EU programming.
- Facilitate intersectoral dialogue through cross-sectoral platforms, sector-specific clusters, and intersectoral education to close the gap between STEM and CCSI.

- Incorporate CCSI expertise as an active part of design and production processes in every industry, as a requirement of EU funding opportunities.
- Showcase and adapt examples of creative sustainable methods and models from within CCSI, recognising

- and promoting the value of peer- and community-oriented CCSI networks.
- Integrate sustainability into European cultural strategies and initiatives and establish a collective 'Creative environmental protocol' for European Union CCSI.

Chapter 3

THE POWER OF CULTURE AND CREATIVE SECTORS TO ROLE-MODEL SUSTAINABILITY

- Create an official EU platform for the collection of best greening practices and useful examples from the cultural and creative sectors.
- Provide clear sustainability guidelines, recommendations and goals that are developed jointly with the cultural and creative sector at a pan-European and a Member State level.
- Require transparency of environmental impact and

- carbon emissions in every sector the cultural sector relies upon to facilitate intersectoral emissions reductions.
- Implement financial incentives to encourage the adoption of sustainable practices.
- Revise eligibility criteria for funding away from focusing on growth (e.g. increasing numbers of audience) towards social, charitable and environmental goals.

- Develop comprehensive capacity building programs to enhance the knowledge and skills of cultural professionals and students.
- Incorporate sustainable design principles and practices in the construction and renovation of cultural facilities.
- Promote and reward sustainable digital practices and a sufficiency approach in the cultural sector, including sustainable travel.

HORIZON-CL2-2024-HERITAGE-01-01

INNOVATIVE SOLUTIONS FOR GREENER AND FAIRER WAYS OF
LIFE THROUGH ARTS AND CULTURE, ARCHITECTURE AND
DESIGN FOR ALL.

Expected outcome:

1. Innovative solutions, validated in pilot trials, for successful **strategic investments (*NEB inspired*) in cultural heritage** (incl. cultural landscapes) and **CCIs**.
2. Increased understanding and **greater visibility of cultural-led innovation strategies integrating the NEB** approach and core values.
3. Engagement with local ecosystems for **wider involvement of citizens in the preservation and enhancement of cultural heritage**; increased social inclusion within communities.



Scope: CCS have a key role to translate the NEB vision. Proposals should develop **replicable innovative solutions demonstrating** the role of CCS in societal transformation: **strategies should addressing challenges** faced by the targeted spaces oriented to NEB values. They should enhance the **social value of culture** - using renewable materials, leveraging the arts, design and architecture, in connection with cultural heritage, to exploit its full potential as well as synergies between crafts and new industrial techniques.