

"INFORMATION SOCIETY STRATEGIES AND THE CULTURE INDUSTRIES:"
NATIONAL POLICIES, FUNDING PRIORITIES AND LOCAL PROGRAMMES IN 6 EU COUNTRIES

ERICARTS

Dahlmannstr. 26, D - 53113 Bonn
Tel. (+49-228) 2420996/7 * Fax 241318
e-mail: info@ericarts.org

Information Society Strategies and the Culture Industries: National Policies, Funding Priorities and Local Programmes in 6 EU countries

	Finland	France	Germany	Italy	Netherlands	UK
Aims of the national information society strategy	To place Finland at the forefront of global info society developments; promote entrepreneurship; modernise public admin; education and training; research and development	To prevent a digital divide in France; equip and connect schools; innovation in private sector enterprise; create employment; put public administration and services on-line; adapt legislation to IS	Broadening the use of information and communication technology (ICT) throughout economy and society; modernisation of education and vocational training, increasing the capacities for research and defending the leading position in the telecommunications market	Promote the culture of new technologies via media campaigns; increase use of networks by promoting PC's among young people and SME's; develop digital infrastructure; promote on-line services, content production and research; special policies for Southern Italy	Key priorities on technological innovation and commercial aspects of the "knowledge economy"; support to SME's legal frameworks; encryption and liberalisation of telecommunications	Key priorities to foster a competitive environment for UK businesses at home and in the global marketplace; new technologies as a key part of lifelong learning; electronic trading; finding appropriate investment sources for entrepreneurs (e.g. with the private sector)
Arts and culture industries in the IS strategies and policies	Disseminate Finnish culture and products; promote production of domestic content and content industries; establish Finnish multimedia enterprises; digitisation of archive and library material; Culture.Net; training programmes for museum and library professionals	Digitisation of library and museum collections; new legal (copyright) frameworks and technical tools for artistic experimentation; content production; access to info comm technologies; re-enforce int'l presence of France and French culture; modernise French cultural administration	Few cultural dimensions in the IS programmes of Federal or Länder governments (priority on economic goals and skills development) Exceptions: digital and media content, e.g. "Landes-initiative media NRW", (focussed mainly on e-commerce), library projects and cultural portals.	To create an environment which promotes investment and co-operation with the private sector to build the digital infrastructure and content production; introduction of new admin and legal measures; improve efficiency of public admin; create new management schemes	Digitisation of cultural heritage to create "cultural content", new media as a distribution and marketing tool for arts organisations; new media art as an artistic discipline; use of creative professionals to enhance the aesthetic appeal of technological devices	To develop a web portal to link relevant actors in the field; guide new companies with start-up operations (SME's in the culture industries); skills training; intellectual property rights; developing market information for export of creative industries goods and services
Main public actors formulating and implementing the national IS strategy(ies)	Ministries of <ul style="list-style-type: none"> • Trade and Industry • Interior • Transport & Communications • Labour • Education and Culture 	Secretary of State for Industry Ministries of <ul style="list-style-type: none"> • Culture • National Education • Research and Technology 	Federal Ministries: <ul style="list-style-type: none"> • Economic Affairs and Technology • Education and Research • Labour & Social Affairs • Chancellor's office and Prime Ministers of the Länder 	Ministries of <ul style="list-style-type: none"> • Industry • Education • Cultural Heritage 	Ministries of <ul style="list-style-type: none"> • Economic Affairs • Housing, Public Planning and the Environment • Transport & Public Works • Justice • Internal Affairs • Education, Culture and Science 	Departments of <ul style="list-style-type: none"> • Trade and Industry • Culture, Media and Sport • Education and Employment

Source: Danielle Cliche and Andreas Wiesand, ERICarts Compilation, 2001.

	Finland	France	Germany	Italy	Netherlands	UK
Partnerships to carry out national IS policies and strategies	Ministry of Interior and EU Structural Funds developing a network of "centres of expertise" including one for the culture industries and one for the new media. The target group for these centres is entrepreneurs from the cultural field. Training services and business advice are some of the services provided by the centres.	Ministry of Culture and Secretary of State for Industry created a joint funding programme called PRIAMM to support SME projects in the fields of cinema, publishing, broadcasting and multimedia. PRIAMM projects are selected by committee of public and private sector representatives in media and telecommunications.	Besides co-operation between ministries, there are several "platforms" competing for public attention, e.g. Info 2000, Forum Information Society; similar programmes in the Länder, joint model programmes "Arts Education and Training in the Media Age" (BLK)	Main emphasis is on education rather than arts or culture industries. For example: CREMISI project of the Ministry of Education, Committee of Regions, University of Viterbo and other bodies to develop a network of multimedia lecture halls equipped for distance learning and linked to State libraries. Courses include: multimedia and Internet librarian	Ministry of Education, Culture and Science works with the Ministry of Foreign Affairs to support international co-operation projects in the field of new media.	Various forums, working groups and task forces set up to study aspects of the culture industries such as the Ministerial Creative Industries Strategy Group or the Creative Industries Export Promotion Advisory Group
Main financial priorities for development of IS in arts and culture industries	Information Society funding scheme of the Ministry of Education and Culture including: <ul style="list-style-type: none"> • education and training programmes • library and museum networks • digitisation of cultural heritage • content production, incl. websites 	Subsidies and loans for: <ul style="list-style-type: none"> • equipment in libraries and schools • training for artists • digitising cultural heritage • artistic research and experimentation 3 National funds for: <ul style="list-style-type: none"> • multimedia publishing • press and multimedia • visual artists working with new technologies 	Out of 1 billion DM for information society programmes, only ca. 50 million DM are allocated to culture industries content development (not including building activities); additional funds for qualification s and a number of large scale media arts centres (e.g. ZKM Karlsruhe)	Priority is not given to support the culture industries. Funding is rather given for the development of networks, databases and portals in the field of cultural heritage (e.g. database on moveable cultural property, digitisation of photography collections)	Main funding available for two key measures: <ul style="list-style-type: none"> • making cultural heritage accessible and • improving the infrastructure for digital arts and media Additional project subsidies available via new E-culture prog. (development of "creative" digital products and collections)	Funding priorities have included <ul style="list-style-type: none"> • youth (the Creative Partnership Fund bringing together schools, arts and other creative organisations) • opening up access to museums and galleries (Culture Online) • promoting excellence (NESTA bursaries)

Source: Danielle Cliche and Andreas Wiesand, ERICarts Compilation, 2001.

	Finland	France	Germany	Italy	Netherlands	UK
Other instruments of support	Arts Council funding scheme for multimedia artists; Promotion Centre for Audiovisual Culture grants to multimedia production	DICREAM (fund for artists working with new technologies); loan guarantees for the culture industries via the Institut pour le financement du cinéma et des industries culturelles (IFCIC) which include direct credit funds for multimedia businesses. Programme d'action gouvernemental pour la société de l'information (PAGSI) provides funds for multimedia products via the Ministry of Education	Larger support programmes, e.g. the technology programme of NRW, do not have specific measures for the culture industries but generally support the competitiveness of the future markets and job creation which include the culture industries.	No funding programmes for culture industries. State lottery money is given to digitise Italian libraries including cataloguing of rare books and digital retrieval catalogues of music collections	1999 National Investment Programme in the digital infrastructure of cultural heritage Funding for Virtueel Platform, network for policy and co-operation in the new media field Dutch Digital Delta Programme	National lottery capital support funds (building technology /electronic networks in the arts). Arts Council grants for new media projects, "Break-through" programme to support experimentation; <i>Arts-online</i> (including space for arts exhibition). <i>Technology Foresight</i> programme supports participation of artists in content development; <i>Regional Venture Capital Funds</i> and Start-up grants; <i>Incubator Fund</i> distributed by "Small Business Service" targeting small and fast growing businesses
Employment strategies with relevance to the culture industries	Employment strategy of the Ministry of Education and Culture is focussed more on education than on culture	National programme 'New Services – New Jobs' for young people, which includes jobs in fields of cultural heritage, new technologies and amateur arts. Government has drawn up an agreement with the <i>Réseau d'Aide à la gestion des entreprises culturelles</i> to set up training programmes for young recruits	Sector employment programmes are unusual in Germany, but there is support for SMEs and self-employment; e.g. for start ups in the arts and culture industries (e.g. competition for cultural founding centres in 2001)	No national cultural employment strategy or programmes. There are some general laws in support of young entrepreneurs, but mainly in the heritage fields and have not proven to be generally successful	New policy memorandum being prepared on cultural entrepreneurship which figures as a priority in the Ministry's 4 year plan. Focus is on privatisation	Employment strategy focused on skills development. Recent document "Your Creative Future" describing various careers in the creative industries. Many new local initiatives which provide employment advice, job bulletin boards etc. for employment in the creative industries (see below)

Source: Danielle Cliche and Andreas Wiesand, ERICarts Compilation, 2001.

	Finland	France	Germany	Italy	Netherlands	UK
Examples of regional / local initiatives or projects	The city of Helsinki has made efforts to create multifunctional high-tech environments for television and multimedia productions. A special cultural funding scheme of the city has provided support for artist run organisations such as the MUU -- a cost free environment for media art projects. The city has developed its own "creative industries" policy plans to promote employment opportunities.	Many local efforts are conducted in partnership with the Directions Régionales des Affaires Culturelles (DRACs) and the Fonds régionaux d'art contemporain (FRACs) including the set up of media arts centres which provide equipment and some resources for media artists in the region. For example: the CICV media art centre was set up by six local authorities in the region of Franche-Comté together with the national Ministry of Culture.	Nearly all Bundesländer and many larger cities have their own models, e.g. in NRW these are the telecommunication initiative, film and TV support programme via the film foundation NRW, Landesinitiative media NRW since 1995 (goal: better use of economic potentials of multi media, improved working conditions).	In Milan, the government has created tax incentives for young entrepreneurs to set up their own businesses, which could also belong to the culture industries	The <i>Multimedia Training Centre</i> includes space for start-up businesses in the cultural and creative industries. Co-operation project between the cities of Tilburg and Eindhoven and supported under the national programme "Twinning cities"	Manchester city council, arts board and other local actors developed the Culture Industries Development Service with EU funding. It provides business advice to SME's in the culture industries including investment opportunities. Similar service is provided by the East Lancashire Cultural Industries Development. Major local initiatives also taking place in cities such as: Manchester, Merseyside, Sheffield, Birmingham, Newcastle, Liverpool etc.

Source: Danielle Cliche and Andreas Wiesand, ERICarts Compilation, 2001.

Note: information in the tables was derived from many publications by ERICarts including:

- a) "Making Information Society Work for Everyone: Cultural Policy Objectives and Measures in the Evolving European Information Society, 2001
- b) Cultural Policies in Europe: a compendium of basic facts and trends, 2000 edition
- c) Creative Artists, Market Developments and State Policies, 2001