

## PUBLIC CONSULTATION ON THE EUROPE 2020 STRATEGY



**ENCATC RESPONSE**  
**31/10/2014**

### **A) Background for the public consultation:**

The Europe 2020 strategy was launched in [March 2010](#) as the EU's strategy for promoting smart, sustainable and inclusive growth. It aims to achieve a knowledge-based, competitive European economy while preserving the EU's social market economy model and improving resource efficiency. It was thus conceived as a partnership between the EU and its Member States driven by the promotion of growth and jobs.

The Europe 2020 strategy is built around five [headline targets](#) in the areas of employment, research and development, climate and energy<sup>1</sup>, education and the fight against poverty and social exclusion. The strategy also set out a series of action programmes, called "[flagship initiatives](#)", in seven fields considered to be key drivers for growth, namely innovation, the digital economy, employment and youth, industrial policy, poverty and resource efficiency. The objectives of the strategy are also supported by action at EU level in areas such as the single market, the EU budget and the EU external agenda.

The Europe 2020 strategy is implemented and monitored in the context of the [European Semester](#), the yearly cycle of coordination of economic and budgetary policies at EU level. The European Semester involves discussion among EU institutions on broad priorities, annual commitments by the Member States and country-specific recommendations prepared by the Commission and endorsed at the highest level by leaders in the European Council. These recommendations should then be taken on board in the Member States' policies and budgets. As such, together with the EU budget, the country-specific recommendations are key instruments for the implementation of the Europe 2020 strategy.

After four years, the Commission has proposed, and the European Council of 20-21 March 2014 has agreed, to initiate a review of the Europe 2020 strategy. On 5 March 2014, the Commission adopted a Communication "Taking stock of the Europe 2020 strategy for smart, sustainable and inclusive growth" ([Communication](#)  and [Annexes](#) ). drawing preliminary lessons on the first years of implementation of the strategy. Building on these first outcomes

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<sup>1</sup> In January 2014 the Commission launched a [framework](#) for energy and climate policies up to 2030. A reduction in greenhouse gas emissions by 40% below the 1990 level, an EU-wide binding target for renewable energy of at least 27% and renewed ambitions for energy efficiency policies are among the main objectives of the new framework.

and in a context of a gradual recovery of the European economies, it is time to reflect on the design of the strategy for the coming years.

Through these questions, we are seeking your views on the lessons learned from the early years of the Europe 2020 strategy and on the elements to be taken into account in its further development, in order to build the post-crisis growth strategy of the EU.

## **B) Questions:**

### **1) Taking stock: the Europe 2020 strategy over 2010-2014**

#### ***Content and implementation***

- For you, what does the Europe 2020 strategy mean? What are the main elements that you associate with the strategy?

The Europe 2020 strategy was launched as the EU's strategy for smart, sustainable and inclusive growth.

The aim was to improve the EU's competitiveness while maintaining its social market economy model and improving significantly its resource efficiency

It set out five interrelated headline targets for the EU to achieve by 2020 in the areas of "employment", "research and development", "climate change and energy", "education", and the "fight against poverty and social exclusion".

Furthermore, seven flagship initiatives were set out: "Digital agenda for Europe", "Innovation Union", "Youth on the move", "Resource efficient Europe", "An industrial policy for the globalisation era", "Agenda for new skills and jobs", "European platform against poverty".

The Europe 2020 strategy was conceived in the light of the worst economic and financial crisis in a generation, with the aim of strengthening European smart, sustainable and inclusive growth.

- Overall, do you think that the Europe 2020 strategy has made a difference? Please explain.

As it has been stated by Jean-Claude Juncker during the Opening Statement in the European Parliament Plenary Session that was held in Strasbourg the 15th July 2014, and reported into his Political Guidelines for the next European Commission, "The measures taken during the crisis can be compared to repairing a burning plane whilst flying. They were successful overall. Yet mistakes were made. There was a lack of social fairness. Democratic legitimacy suffered as many new instruments had to be created outside the legal framework of the European Union. And, after spending several years concentrating on crisis management, Europe is finding it is often ill-prepared for the global challenges ahead, be it with regard to the digital age, the race for innovation and skills, the scarcity of natural

resources, the safety of our food, the cost of energy, the impact of climate change, the ageing of our population or the pain and poverty at Europe's external borders".

It could be added that the reaction to the crisis was mainly based on measures aiming to an European financial stability. As it is clearly highlighted by the 19 March 2014 Communication From The Commission To The European Parliament, The Council, The European Economic And Social Committee And The Committee Of The Regions, "as the crisis spread and took on new forms, a particular challenge for the EU was to break the vicious circle between rising levels of sovereign debt, contagious financial instability and low or even negative growth".

The basic idea of the Europe 2020 strategy is that the monetary stability could create itself the conditions for meeting the five headline targets and the seven flagship initiatives. There isn't any reference to the role of culture, neither as a driver of the Europe2020 strategy nor as a targeted area of the strategy. On the contrary, "culture", "values", and "mutual learning" are at the basis of the European capacity to overcome the crisis.

Europe needs to devote much more attention to these issues, with the aim of pursuing an unity in diversity. The European project was born with the Treaty of Rome in 1953 after a crisis even worse than the crisis that is currently facing: the World War II. In its roots, Europe had always been a project of peace, culture and mutual learning. However, to date these issues are underestimated in the European agenda.

- Has the knowledge of what other EU countries are doing in Europe 2020 areas impacted on the approach followed in your country? Please give examples.

As an European network, Encatc, the leading European network on cultural policy and management education, does not make any reference to a single country, but to Europe as a whole.

Under this respect Encatc believes in the importance of the PSF (Policy Support Facilities) programme.

The relevant outcomes obtained through the Spain and Estonia pilot cases make it clear the need for developing such initiatives. As it is discussed at ERAC (European Research Area Committee) level, it does appear especially important the peer to peer approach, in the perspective of a mutual learning and influences at European level. However, to date PSF have mainly focused on financial issues, underestimating the role of culture and intangible values for overcoming the crisis and building a smart, sustainable and inclusive growth.

- Has there been sufficient involvement of stakeholders in the Europe 2020 strategy? Are you involved in the Europe 2020 strategy? Would you like to be more involved? If yes, how?

This initiative itself reveals that EC is committed to a strong involvement of European stakeholders. However, it should be more clear how the community engagement has an impact on the priorities of the European agenda and on the related funding decisions.

Encatc is already involved in many European Commission initiatives and projects, and would be delighted to be more and more involved, in order to advocate the role of culture, cultural management and cultural policy for developing a smart, sustainable and inclusive growth at European level.

As ENCATC represent academics, researchers, cultural managers and professionals across Europe and beyond has a strong expertise and knowledge in the cultural field, we believe that a more involvement in consultations on future EU policy which also effect the cultural field would be of benefit of all parties. ENCATC could particularly be consulted on how CCI, innovation, digitatisation, heritage, and creative economy could contribute to achieve the goals of the EU strategy. This consultation could be organised through experts groups or online platforms.

### **Tools**

- Do the current targets for 2020 respond to the strategy's objectives of fostering growth and jobs? [Targets: *to have at least 75% of people aged 20-64 in employment; to invest 3% of GDP in research and development; to cut greenhouse gas emissions by at least 20%, increase the share of renewables to 20% and improve energy efficiency by 20%; to reduce school drop-out rates to below 10% and increase the share of young people with a third-level degree or diploma to at least 40%; to ensure at least 20 million fewer people are at risk of poverty or social exclusion*].

As it is clearly highlighted by the 19 March 2014 "Communication From The Commission To The European Parliament, The Council, The European Economic And Social Committee And The Committee Of The Regions", the EU is on course to meet or come close to its targets on education, climate and energy but not on employment, research and development or on poverty reduction.

However, a strategy aiming at fostering growth and jobs should include further targets, and especially targets related to the contribution of culture, cultural heritage and creativity to promote a sustainable and inclusive economic development as well as an increase of the occupation, with particular reference to young people.

- Among current targets, do you consider that some are more important than others? Please explain.

All the current targets are relevant. However, Encatc would like to emphasize the role of education and research and innovation to craft a better future. While it is clearly stated the role of culture for a more effective European education system, the current R&I policies are not focusing on culture enough. The Horizon2020 Societal Challenge n.6 "Europe in a changing world. Inclusive, innovative and reflective societies" is underfunded, if compared to other societal challenges. Considering SSH (Social Sciences and Humanities) as a cross-cutting research policy is controversial and risks to further deprive the budget devoted to

inclusive, innovative and reflective topics. Furthermore, some programmes funded under SC6 - like the COST programme - are mainly technological programmes and further reduce the level of funding to inclusive, innovative and reflective oriented topics.

- Do you find it useful that EU-level targets are broken down into national targets? If so, what is, in your view, the best way to set national targets? So far, have the national targets been set appropriately/too ambitiously/not ambitiously enough?

From an European network perspective, European policies should mainly envisage Europe as a whole and not as a patchwork of different nations. However, national targets could indeed be effective in influencing national policies. In some cases macro regions targets could be effective, as well.

- What has been the added value of the seven action programmes for growth? Do you have concrete examples of the impact of such programmes? [*"Flagship initiatives": "Digital agenda for Europe", "Innovation Union", "Youth on the move", "Resource efficient Europe", "An industrial policy for the globalisation era", "Agenda for new skills and jobs", "European platform against poverty"*].

The Digital Agenda has strongly contributed to the digitalisation of cultural heritage. The Europeana project has proved to be a key driver to better access cultural heritage across Europe and as a facilitator for innovation and creativity. In addition within the agenda for new skills and new jobs universities and cultural organisations have established themselves as a learning environments in a LLL perspective.

## **2) Adapting the Europe 2020 strategy: the growth strategy for a post-crisis Europe**

### ***Content and implementation***

- Does the EU need a comprehensive and overarching medium-term strategy for growth and jobs for the coming years?

Yes, EU need a comprehensive and overarching medium-term strategy for growth and jobs for the coming years

As it has been stated by Jean-Claude Juncker during the Opening Statement in the European Parliament Plenary Session that was held in Strasbourg the 15th July 2014, and reported into his Political Guidelines for the next European Commission, "Jobs, growth and investment will only return to Europe if we create the right regulatory environment and promote a climate of entrepreneurship and job creation. We must not stifle innovation and competitiveness with too prescriptive and too detailed regulations, notably when it comes to small and medium sized enterprises (SMEs). SMEs are the backbone of our economy,

creating more than 85% of new jobs in Europe and we have to free them from burdensome regulation".

Culture is a unique competitive asset for Europe. Cultural heritage is an essential leverage for increasing the performance of the European touristic sector. And culture and creativity are the driver of many European large companies and SMEs in many sectors, like fashion, design and architecture. Cultural industries have a huge role both for boosting the European economy and for crafting a better European society. European cultural diversity is an asset, and not a weakness. Through the European intercultural dialogue new values based on ethics could be developed, in order to overcome a crisis that is not only a financial crisis but also an ethical crisis.

- What are the most important and relevant areas to be addressed in order to achieve smart, sustainable and inclusive growth?

Starting from 2006, when the Study prepared for the Directorate-General for Education and Culture of the European Commission was issued, it has become clear the role of CCIs (Cultural and Creative Industries) for European growth and occupation.

The role of creative industries in the framework of Europe 2020 has been highlighted especially by the Council conclusions on the contribution of culture to the implementation of the Europe 2020 strategy (2011/C 175/01). EU Culture Ministers recently recognised the contribution of heritage for the Europe 2020 strategy in their Council Conclusions on cultural heritage as a strategic resource for a sustainable Europe, adopted in Brussels on 21 May 2014. These Conclusions underline the important role of heritage in promoting economic growth, creating and enhancing social capital and contributing to environmental sustainability, all relevant to the Europe 2020 objectives for a smart, sustainable and inclusive growth.

The Council Conclusions on cultural heritage also recognise that heritage is relevant to many public policies beyond culture, potentially contributing to policy objectives in regional development, social cohesion, agriculture, maritime affairs, environment, tourism, education, the digital agenda, and research and innovation. In turn, each of these policy areas can have an impact on cultural heritage. The Conclusions call both the Member States and the European Commission to fully recognise and develop the potential of cultural heritage

The recent Communication of the Commission "Towards an integrated approach to cultural heritage for Europe" (COM (2014) 477) underlines that heritage resources, independently from their ownership, bear a value that is held in common, and are in this sense common goods. As common goods, heritage resources require an evolved framework of collective (multi-level, multi-stakeholder) governance. This should recognize the role of all public and private actors and the rights of groups of interested citizens ("heritage communities" according to the terminology adopted by the Faro Convention on the Value of Cultural heritage for the Society) to actively participate in the maintenance, management and development of common heritage

A community-based approach to cultural heritage policies and programmes has already been adopted in the framework of several EU programmes, from the societal challenges n. 6 of the research programme Horizon 2020, to the community-led local development included in the European Structural and Investment Funds. The Directorate-General for Education and Culture of the European Commission has delivered the "Creative Europe" programme, that encompasses both the area of "culture" and the area of "media". The community-based approach is also recognised by the Joint Programming Initiative Cultural Heritage and Global Change: a new challenge for Europe.

The current Italian Presidency is strongly promoting the role of culture and heritage for a smart, sustainable and inclusive growth. Two previous EU Presidency conferences on heritage helped inform the development of the 2014 Council Conclusions. In November 2013 the conference "Cultural Heritage and the EU-2020 strategy – towards an integrated approach", organised by the Lithuanian Presidency, recognised the cross-sectorial policy relevance of heritage and recommended a long term plan to ensure that cultural heritage is incorporated in other EU policies and programmes. In March 2014 the conference "Heritage first! Towards a common approach for a sustainable Europe", organised under the Greek Presidency, highlighted the role heritage plays in building social capital and its potential for ensuring sustainable development, thus paving the ground to the recently adopted Council Conclusions. With the conference "Heritage Commons" the Italian Presidency aimed to build on the conclusions of the Council and both previous Presidencies, and to progress towards the practical measures that should now be taken to unleash the potential of cultural heritage for a smart, sustainable and inclusive growth.

- **What new challenges should be taken into account in the future?**

The role of culture, cultural heritage and creativity should be taken into greater account. The relevance of cultural management and policy initiatives should be more emphasized. The Creative Europe programme should be reinforced. The Horizon2020 Societal Challenge n.6 "Europe in a changing world. Inclusive, innovative and reflective societies" should be increasingly funded.

Encatc would like to propose that the Europe 2020 strategy would evolve from "Smart, Sustainable and Inclusive growth" to "Smart, Sustainable, Inclusive and Reflective growth".

- **How could the strategy best be linked to other EU policies?**

For this purpose the role of the PSF (Policy Support Facilities) programme is significant. The projects should be based on a peer-review process, and not to be limited to a final "recommendation list". As for PSF, the process (i.e. mutual learning, inter-institutional cohesion) is even more important than the final product (list of recommendations to be implemented). A section of the PSF Programme should be devoted to cultural policies.

- What would improve stakeholder involvement in a post-crisis growth strategy for Europe? What could be done to increase awareness, support and better implementation of this strategy in your country?

EC should encourage bottom-up approaches based on citizen involvement, community engagement, participation processes. Co-creation approaches should be encouraged, as well.

### **Tools**

- What type of instruments do you think would be more appropriate to use to achieve smart, sustainable and inclusive growth?

PSF (Policy Support Facilities), and CSA (Coordination and Support Actions)

- What would best be done at EU level to ensure that the strategy delivers results? What would best be done at Member State level?

To ensure that the strategy delivery results, a stronger community-based approach should be put in place, both at EU level and at Member States level. Currently, the involvement of the stakeholder is carried out mainly during the policies planning. A stronger involvement would be appropriate during the monitoring processes and the analysis of the policies impact.

- How can the strategy encourage Member States to put a stronger policy focus on growth?

Moving from the mere complying with procedures and technicalities towards a real intercultural dialogue and mutual understanding. In this perspective, the role of education is critical.

- Are targets useful? Please explain.

The targets are not ends in themselves. While being aware of their limitations, targets help to measure and guide the different aspects of the strategy, thus helping to steer political awareness and policy focus at both national and EU level.



- Would you recommend adding or removing certain targets, or the targets in general? Please explain.

Encatc would recommend to add targets on the role of culture, cultural heritage and creativity for growth and occupation.

- What are the most fruitful areas for joint EU-Member State action? What would be the added value?

To strengthen the European strategy to pursue unity in diversity.