

# The cultural policy of the EU: a “strong” soft policy

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*Workshop Cultural heritage and creativity: a powerful driver for small and  
medium-sized urban centres  
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## The importance of the Cultural and Creative Sectors (CCSs) in Europe

### SOME DATA

In 2022, the cultural sector in the EU employed 7.7 million people, representing 3.8% of total employment. Compared with 2021, it indicated a 4.5% increase from 7.4 million ([LINK](#))

The cultural and creative industries (CCIs) ecosystem represents approximately 3.95% of EU value added.

In 2022, the cultural sector recorded the smallest ever gender employment gap with a difference of just 1.6 percent.

In 2020, 1.2 million cultural enterprises in the EU generated around 147 billion Euro value added.

*Eurostat*

**CORE  
CCs**

Cultural and creative industries in Europe provide more than 12 million full-time jobs, which amounts to 7.5 % of the EU's work force, creating approximately EUR 509 billion in value added to GDP (5.3 % of the EU's total GVA)

*REPORT on a coherent EU policy  
for cultural and creative industries 30.11.2016 - (2016/2072(INI))*

**CORE  
CCs  
+  
High-end  
industries  
+  
Fashion  
Industry**

21<sup>st</sup>

European Week of  
Regions and Cities

Thriving Regions, Stronger Europe

## CCs EU definition

'Cultural and creative sectors' means all sectors whose activities are **based on cultural values** and **artistic and other individual or collective creative expressions**, whether those activities are market - or non-market-oriented, whatever the type of structure that carries them out; and irrespective of how that structure is financed.

The activities include the **development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions**, as well as related functions such as education or management. Many of those have a potential to generate innovation and jobs in particular from intellectual property.

The sectors include inter alia **architecture, archives, libraries and museums, artistic crafts, audiovisual** (including film, television, video games and multimedia), **tangible and intangible cultural heritage, design** (including fashion design), **festivals, music, literature, performing arts**, (including theatre and dance), **books and publishing, radio, and visual arts**.

*Article 2 of Regulation No. 2021/818  
establishing the Creative Europe Programme for the period 2021- 2027*

#EURegionsWeek



## The importance of the EU Cultural Policy

***What are the main features of EU cultural policy?***



## **EU cultural policy is a “soft policy”...**

Legal basis:

Article 3 of the *Treaty on European Union*

Article 6 + 167 of the *Treaty on the functioning of the European Union*

[#EURegionsWeek](#)



**...but nonetheless it plays a crucial role: EU cultural policy is a  
«strong» soft policy**

in terms of

**Vision**

**Strategies**

**Funding**



## New frontiers...

**Cultural Welfare**

**Cultural citizenship**



*«La cultura diviene il motore della città culturale (...),  
nell'ottica di un welfare culturale che spinga le persone,  
la società civile e le istituzioni stesse a percorsi  
di responsabilità sociale e a nuove consapevolezze».*

*«Culture becomes the engine of the cultural city,  
in the context of a cultural welfare that moves people,  
the civil society and the institutions themselves towards pathways  
of social responsibility and new awarenesses».*

*Lucio Argano,  
Guida alla progettazione della città culturale, 2021*

