



STEERING COMMITTEE FOR CULTURE, HERITAGE AND LANDSCAPE (CDCPP)

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**4th meeting of the Bureau
Strasbourg, 16-17 October 2013**

**FOLLOW-UP TO THE 10TH COUNCIL OF EUROPE CONFERENCE OF
MINISTERS OF CULTURE “GOVERNANCE OF CULTURE –
PROMOTING ACCESS TO CULTURE” (MOSCOW, 15-16 APRIL 2013)**

ROADMAP FOR THE IMPLEMENTATION OF THE MOSCOW ACTION PLAN

DOCUMENT FOR INFORMATION AND DECISION

Item 4.1 of the draft Agenda

The Bureau:

- approves the roadmap for the follow-up of the 2013 Moscow Ministerial Conference and its Action Plan to be implemented within the framework of the Council of Europe's 2014/15 work programme as detailed hereunder;
- invites the Secretariat to remain in contact with the Russian delegation with a view to holding a meeting in Moscow in 2014 and report back on this issue at the next CDCPP Bureau meeting;
- appoints Mr./ Ms. to sit in the working groups on the implementation of the Moscow Action Plan;
- invites the Secretariat to submit a progress report at the next Bureau meeting of the CDCPP.

BACKGROUND

As from 2012, a Task Force bringing together CDCPP members, independent experts, representatives of the Russian Ministry of Culture and the Secretariat prepared the content of the 2013 Council of Europe Conference of Ministers of Culture. Given the challenges facing society (and thus Ministries of Culture) today, such as the digital shift, demographic changes and the economic/social crisis, work concentrated on the theme of democratic governance of culture and the need for new approaches and alliances in this respect. A second focus was put on issues of access to and participation in culture that were gaining strong momentum in the digital era. On the basis of expert inputs that spotted precise needs and opportunities to address the above challenges, the Task Force prepared a conference statement in exchange with member states. It includes a concrete Action Plan for follow-up to the Ministerial event.

Following positive feedback on the 10th Council of Europe Conference of Ministers of Culture “Governance of Culture – Promoting Access to Culture” (Moscow, 15-16 April 2013) by member states and endorsement of the Secretary General’s Conference Report at the Committee of Minister’s GR-C on 2 July 2013, the Secretariat prepared a roadmap for the implementation of the Moscow Action Plan that foresees two main activities:

1. *To launch a medium-term working process that should include work on indicators of the impact of cultural activities on democracy as well as the economic efficiency of financing culture in order to improve the effectiveness of cultural policies, to map related trends and developments at pan-European level with special regard to access to and participation in culture and help generate harmonized national and European surveys;*
2. *To offer a platform for the exchange of experiences and good practices for policy makers, for co-operation for practitioners and civil society, on the impact of digitisation on culture and to study common European orientations for promoting – in full respect of the rights and freedoms guaranteed by the European Convention for Human Rights, and of cultural diversity, especially on the Internet – the democratic governance of culture by ensuring, in particular, citizens’ access to, and participation in, culture in the digital era.*

ACTION 1: TOWARDS THE DEVELOPMENT OF AN INDICATOR FRAMEWORK - MISSION, EXPECTED RESULTS, SCHEDULE, METHOD, OUTPUTS

1. Mission

As the preparatory work to the Moscow Ministerial Conference showed, the nature of cultural policies is changing, with a focus on cultural democracy and citizen involvement. Whilst a multitude of statements on culture’s role in democracy are available, empirical evidence, measurement tools and accepted proofs are still scarce in contrast to the increasing demand for evidence-based policy making. At the same time, the Council of Europe disposes of a number of unique information tools¹ in the area of culture, heritage and landscape with some relevant raw data, indicators and indices (for culture, mainly in the area of cultural access, participation in culture, cultural diversity, intercultural dialogue, state financing of culture, cultural mobility, creativity/ arts education), to be fully used and developed in the follow-up to the Moscow Action Plan. The aim is to develop a framework of indicators that would help shape cultural policies in member states.

¹ Compendium, HEREIN and ELCIS. The Compendium and CultureWatchEurope initiative started developing indicators and a European Cultural Participation index in 2012, sponsored by the Finnish Government.

2. *Expected results*

The expected results under action 1 are an indicator framework on the impact of culture on democracy for use by member states and the Council of Europe; mappings of European trends on cultural access/participation in culture with updates of the Council of Europe information systems as well as related methodological contributions. A new statement on “Culture and Democracy” - i.e. the value of culture for democracy- may be derived from the work under action 1 and be disseminated in form of a digest proposing principles for cultural policy making to stimulate cultural participation for the promotion of democracy and active citizenship.

3. *Schedule*

- Following the Bureau meeting of the CDCPP in October 2013, a small high-level expert group (HLEG) will be set up,² including two CDCPP members, to elaborate the initial conceptual reflection on the indicator framework and prepare a detailed action plan for implementation in 2014/ 2015. Online work of the group can start immediately and a first meeting will be held in early 2014.
- Fund-raising with member states (voluntary contributions) and other potential donors, assisted by Bureau members -who might best advise on national funding opportunities- will be on-going from October 2013.
- The active research phase will start in early 2014 with interim results expected for summer 2014 and a first draft outline of the indicator framework available in winter; refinement and first testing of selected elements in 2015 and finalisation of the framework by the end of 2015; followed by testing in member states and via Council of Europe tools in early 2016. Works on participation/access indicators and methodology will be pursued in parallel, mainly driven by the Compendium community of experts.
- Progress made will be reported regularly to the CDCPP Bureau and Plenary sessions in 2014/ 2015 and onwards.

4. *Method*

The HLEG will examine existing studies and indexes that provide information on the possible relations between culture and democracy and the impact of culture on democracy. The following will need to be considered:

- gather information on “cultural aspects” as inputs (e.g. active participation, diversity, identity etc.) and on indirect effects as “mediators” (e.g. reflection ability, personal development, economic development, etc.);
- identify outputs to show what precisely the cultural aspects and their related mediators are expected to work on (e.g. equality, social cohesion, sustainable development as “democracy principles and characteristics”);
- correlate cultural aspects, mediators and democracy principles and characteristics in a table, where for each effect and relationship relevant research is quoted, to hint at established evidence.

² It is envisaged to involve key partners such as the co-editor of the Compendium information system ERICarts, a representative of the HEREIN working group on social and economic values of culture, the KEA consultancy, the Budapest Observatory and the key note speaker of the Moscow Ministerial Conference from IULM University Milan.

- present possible correlations of survey data and indexes. Various survey indicators³ are selected and listed to give an insight on how correlations could be run.

The HLEG will pay attention to and fully exploit Council of Europe information sources such as the online information systems Compendium and HEREIN and on-going work on mapping of European trends on access to/ participation in culture.

Meetings with interested partners from other International Organisations (EU, OECD, UNESCO), relevant Foundations and other bodies will be organised from autumn 2013 to identify potential for co-operation and synergy. The possible inclusion of culture into the OECD's "Better Life Index" -as suggested by its Deputy Secretary General at the Moscow Conference- will be explored.

5. Outputs

- A digest on culture and democracy may be derived from the work setting out principles for cultural policy making to stimulate cultural participation for the promotion of democracy and active citizenship. It could be launched at a public event -possibly linked to a plenary or Bureau session of the CDCPP in early 2016 and bringing together a wide range of cultural practitioners, policy makers, administrators and civil society representatives.
- Once the indicator framework on culture and democracy has become available, the Compendium -and as fit, HEREIN- methodological grids may be amended to accommodate relevant data and ensure -in line with the Moscow Action Plan- longer-term mapping of trends and developments at pan-European level.

ACTION 2: PLATFORM TO STUDY THE IMPACT OF DIGITISATION ON CULTURE MISSION, EXPECTED RESULTS, SCHEDULE, METHOD, OUTPUTS

1. Mission

Preparatory work to the Ministerial Conference analysed and revealed the importance of users' individual and collective needs vis-à-vis digital media and of the values of interaction and participation seen from the perspective of usage rather than ownership. It showed the risks for European cultural diversity and the requirements for cultural content production and creativity in the digital age and related to this, the importance of media education and "trans-literacy". The aim is to identify and make use of the opportunities of digital culture for individual and collective creativity (including cultural professionals as driver of new technologies), for content diversification, for democratisation and self-empowerment, and address risks for enclosure of public interest content as well as for cultural institutions, which may be related to a lack of adequate support to their efforts to cope with digitisation.

2. Expected results

The expected results of action 2 include the setting-up of a platform for exchange on the impact of digitisation on culture and the preparation of policy orientation papers for member states on promoting the democratic governance of culture in the digital context. Policy orientations will be discussed in various formats and serve as a basis for possible future Council of Europe guidelines in this area.

³ Sources of information include: Various Cultural Participation Studies, incl. CoE 2012 (Helsinki) Index; Culture for Development Indicator Suite (UNESCO); Better Life Index (OECD); Social Progress Index (Porter, Michael); Vanhanen Democratization Index; Bertelsmann Social Cohesion Index; Happy Planet Index; Corruption Perception Index; Gallup World Poll; Freedom House.

3. *Schedule*

- Ad-hoc consultations with specialists will be held following on from the Bureau session of the CDCPP and a platform work group (PWG) be set up, including representatives of member states, cultural and media practitioners and two CDCPP members. The group is to elaborate on the reflections on the platform including the selection of possible themes for envisaged policy orientation papers and prepare a detailed plan for implementation of action 2 of the Moscow Agenda in 2014/ 2015.
- The group could hold its first meeting in early 2014. Before, it could exchange online, i.e. following from the Belgrade Ministerial event and the World Forum for Democracy.
- Fund-raising with member states (voluntary contributions) and other potential donors, assisted by Bureau members -who might best advise on national funding opportunities- will be on-going from October 2013.
- Optimal links between the work carried out under actions 2 and 1 of the Moscow Agenda will be ensured, i.e. the contribution of the work of the platform on the impact of digitisation on culture to a possible digest on culture and democracy.
- Progress made will be reported regularly to the CDCPP Bureau and Plenary sessions in 2014/15 and onwards.

4. *Method*

The PWG will engage in research and consultation with all relevant stakeholders. It will include member states' representatives, cultural and media experts and seek synergies with other CoE bodies and teams such as the Council of Europe's Internet Governance Task Force (IGTF) and the Council of Europe's Education sector on issues of trans-literacy and media education. The results of the forthcoming Conference of European Ministers on Media and Information Society (Belgrade, 7-8 November 2013) and of the Council of Europe World Forum for Democracy (Strasbourg, 27-29 November 2013) shall be duly taken into account in the fine-tuning of platform activities for 2014/15.

5. *Outputs*

- A first platform meeting in spring/summer 2014 in the Russian Federation.
- Two policy orientation papers will be prepared in 2014/15, inspired by the outcomes of respective platform meetings.