



# COVID-19 & The Cultural Sector

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The Council of Europe

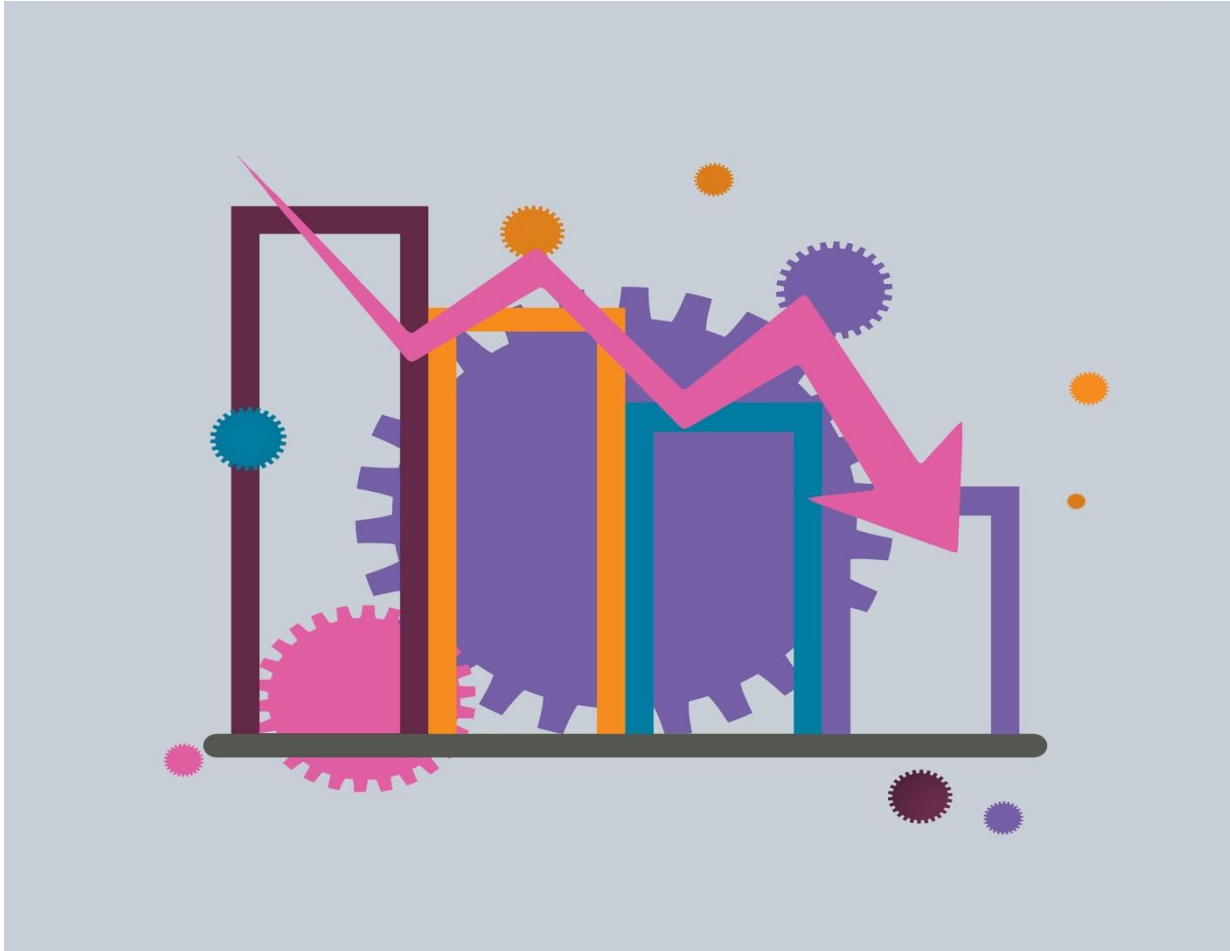
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# COVID-19 & The Cultural Sector

## Outline

- The pandemic's impact on the CCS.
- The responses of International Governmental Organisations: soft and hard supporting measures.
- Measures taken at national levels to support CCS.
- Lessons from the Crisis and the Policy Challenges.
- Proposed Recommendations for Discussion.

# The Pandemic Impact - Update



- Whole value chains affected but large digital operators benefiting.
- One of the most damaged economic sector – according to the European Commission. Priority for recovery and resilience fund.
- No cultural exception from second lockdown measures despite lack of evidence that cultural events promoted infections.
- Strong health/social impact on the threat to cultural life.
- Crisis highlights precarity of cultural workers (artists but also technicians).
- Show need for cultural policy to adapt to systemic changes

# The Economic Impact : Some Examples



The **European Audio Visual Observatory** estimates **70% box office** losses for EU cinemas in 2020 compared to 2019.



**CISAC** predicts up to 35% decrease in royalty collections in 2020 due to pandemic (- € 3.5 bn in loss revenues)



In France, the **National Centre of Music** estimates the losses generated by COVID-19 on live performances to be between **EUR 1.7 and 2 billion**



Globally, **Art Basel** reports that galleries' **sales fell by 36% on average** in the first six months of 2020, compared with 2019



The **Federation of European Publishers** estimates **80/90% losses** in sales during the the first wave.

# International Governmental Organisations: Soft support measures



- Toolkit "Respecting democracy, rule of law and human rights in the framework of the COVID-19 sanitary crisis"
- Survey on the Impact of COVID-19 on the Cultural Routes of the Council of Europe and Webinar
- The EAO report on the European AV industry in the time of COVID-19.
- Toolkit by Secretary General on impact of sanitary crisis on freedom of expression and media freedom.
- Compendium collection of country reports and online initiatives
- CoE Ministers Declaration of Athens on respecting human rights during pandemic emergencies (4.11.2020)

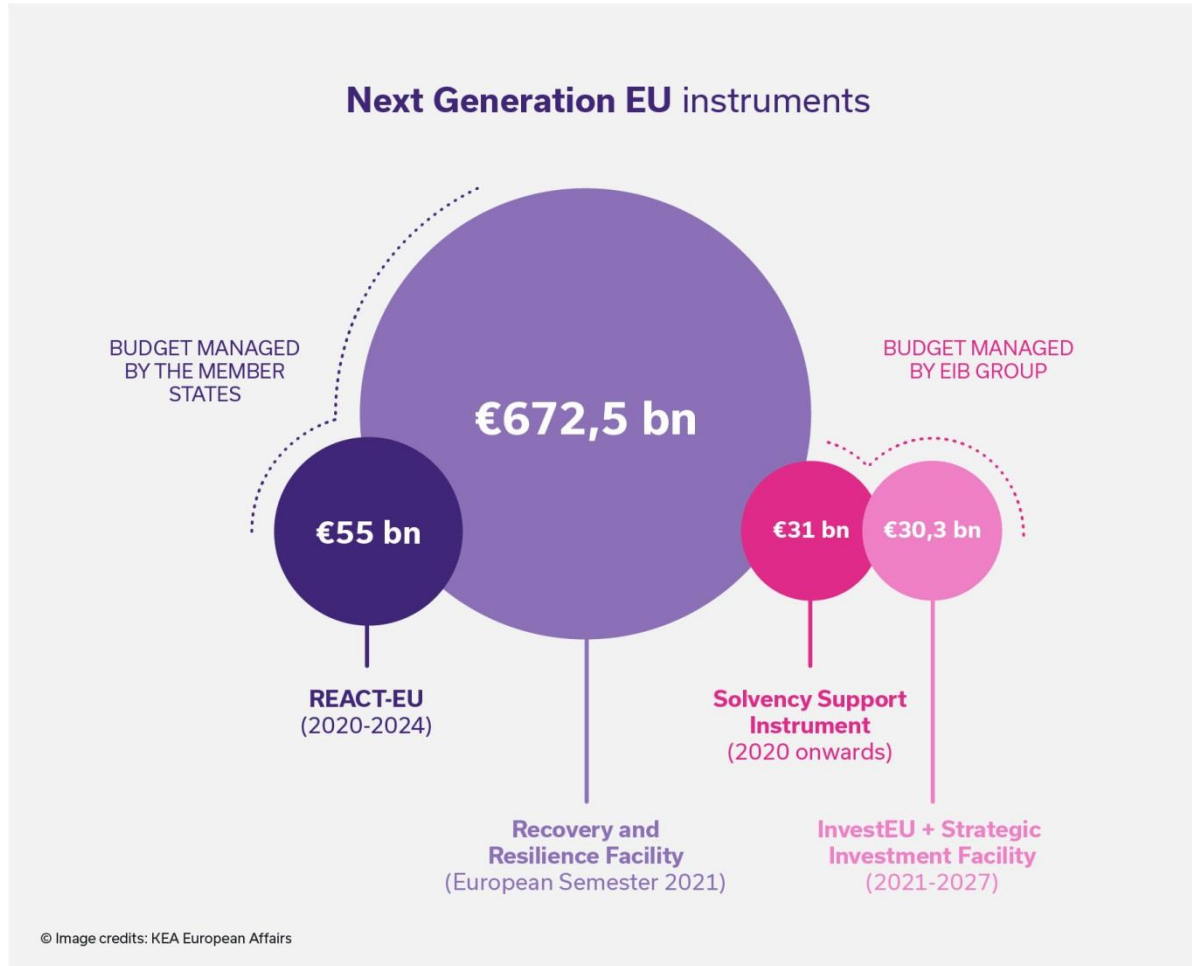


- ResiliArt Movement which constitutes a "series of virtual debates with key industry professionals and artists"
- Culture & Covid-19: Impact and Response Tracker
- Urban Solutions: Learning from cities Online Report
- Culture in Crisis : Policy guide for a resilient creative sector



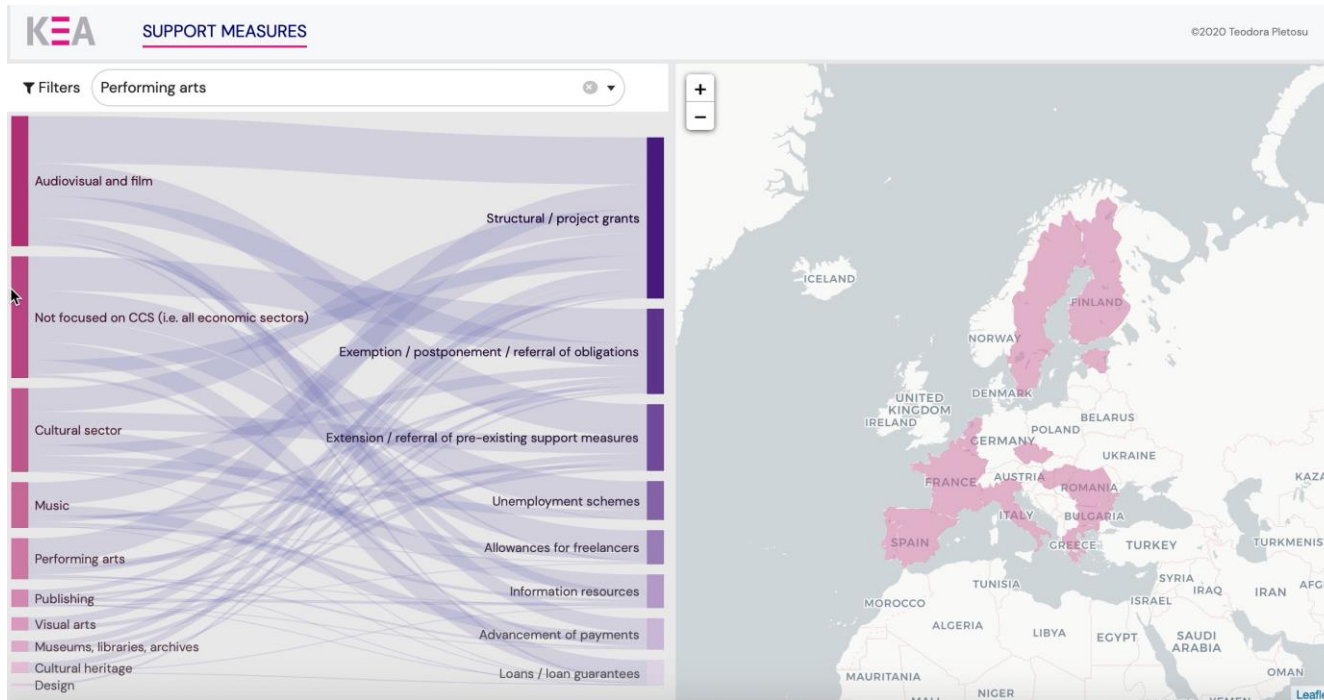
- Webinars provided reflections and insights on the current crisis and future of the CCS
- Study "Culture shock: COVID-19 and the cultural and creative sectors".

# International Governmental Organisation: “Next Generation EU”



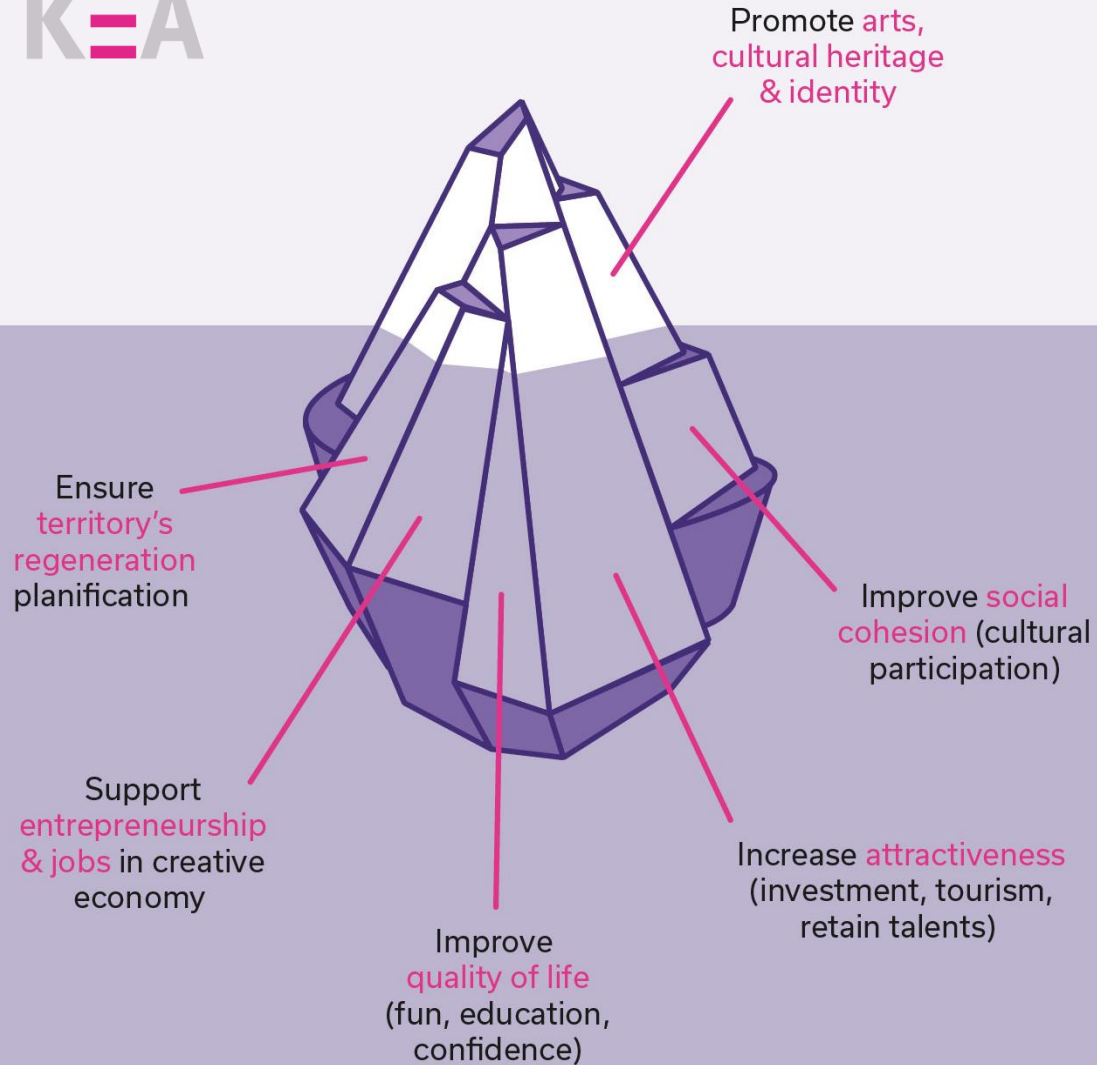
- CCS identified as priority sector benefiting from EU Recovery and Resilience facility (national recovery plans to include CCS as a condition).
- Integration in the EU Green Deal through the new European Bauhaus Initiative. Encourage culture and art's contribution to innovation with science and technology.
- Implementation of AVMS Directive – opportunity to get digital operators to contribute funding to local creation (France).
- Implementation of EU copyright directive (liability issues and copyright payments)

# National Public Measures



**KEA Support Measures Visualisation**  
<https://keanet.eu/research-apps/c19m/>

- Measures in the making visualisation updated in October (source: OECD)
- The comparison allowed KEA to include four more actions taken in Latvia, Hungary, Poland and Slovakia with regard to project grants and allowance for freelancers.
- Majority of measures are emergency relief funds.
- Need to research CCS national measures taken as part of recovery plans.



## Lessons from the Global Crisis: Culture, a Driver of Transformation ?

- Culture influences political transformation whether to nourish collective passions or to be critical of political orders (that deny freedom of expression for instance).
- It shapes our values in relation to powerful digital companies and disruptive technologies (genetic, data processing...).
- Culture is everywhere nourishing territorial attractiveness (talent, tourism, real estate, investment) , innovation (digital economy), social cohesion and well-being.



**Cultural investment is multidimensional**



# The Policy Challenges & CCS: Towards a Modern Cultural Policy



- Mobilise cultural workers as agents of transformation (sustainability goals, innovation through creativity, challenge “progress”).
- Social inclusion through culture to address inequality and stimulate solidarities.
- Acknowledge the acceleration of behavioural changes (youth).
- Adapt policies to the digital shift
  - Copyright and AVMSD Implementation for instance
  - Competition policy.
  - Funding regimes to promote digital transition and trans-sectorial collaboration (CultureTech).
  - Foster internationalisation.

# Recommendation

## Develop a New Understanding of Cultural Policy

Mobilise the capacity and skills of artists, creatives and cultural workers to « imagine » the New World (more connected, urban, less mediated).

- Culture as a first necessity investment
  - To shape values (in the face of techno-social engineering).
  - To nourish innovation with creation (human centric).
  - To promote cultural diversity (against standardisation and global control).
  - To fuel social changes (to address global challenges together) through community engagement (behavioural changes).
- The multidimensional impact of cultural investment.
  - Economic contribution (growing digital and creative economy).
  - Territorial attractiveness (investment, talent, tourism).
  - Social cohesion (mutual understanding, empathy, well being, empowerment).

# Proposals

- A **COE Recommendation** to MS on the essential role and impact of culture to address global crisis (health, climate, social, human rights).
- Provide **training** to public officials on the economic and social value of CCS and how to make the most of local cultural resources.
- **Research** behavioural changes linked to cultural engagement.



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