

EPP calls for a lease of life to the culture and creative industries

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EPP MEPs from the ITRE and CULT committees met this Wednesday with representatives of the culture and creative industries, in a video hearing, to debate the present and future of these sectors, particularly hit by the COVID-19 pandemic. At the end of the meeting, the MEPs called for a “lease of life” to these industries, highlighting their importance in Europe.

“We know that the effects of the pandemic on the creative industry have been devastating, and this probably is an understatement,” declared Maria da Graça Carvalho MEP during the EPP Group hearing with the stakeholders in the field.

“Perhaps we don’t realise that this is a field in which we lead globally. We can and should be proud of it. This industry is very present in the life of our citizens and it will most certainly be a big part of our future. The cultural and creative sector will help Europe carve its role globally because it is after all a unique selling proposition for Europe. Beyond that, we must help this industry adapt to digitalisation, but the creative sector can also be seen as an enabler for digital new trends and features,” declared Christian Ehler MPE, the Group Spokesman in the European Parliament’s Committee on Industry, Research and Energy.

Along with the tourism industry, the OECD has identified arts, entertainment and recreation as among the sectors most at risk due to the impact of the crisis and the containment measures.

“The creative and cultural industry has always been a priority for the EPP Group. We defended and managed to have creative and cultural industry as a priority in the EU Funding Programme Horizon Europe,” said Maria da Graça Carvalho MEP.

According to a recent Unesco report by March 2020, the global film industry had already lost 7 billion dollars in income and was forecast to lose an estimated 160 billion over the next five years. In the music industry, a six-month shutdown could cost more than 10 billion dollars in sponsorships. Compared to 2019, the world book publishing market is expected to shrink by 7.5% in 2020 as a result of COVID-19.

“Against the backdrop of this colossal loss for this industry we call on EU governments to devote 2% of the EU Recovery Plan to the creative and cultural industry. In the very recent negotiations with the Council of Ministers regarding the European Institute of Innovation and Technology, we added this industry as a Knowledge and Innovation Community,” concluded MEP Carvalho.