

16 April 2019

**Bucharest Declaration of the Ministers of Culture and their representatives on the  
*role of culture in building Europe's future***

We, the Ministers of Culture and their representatives, gathered in Bucharest for the Informal meeting of 16 April 2019, held to develop further the potential of the cultural and creative sectors and keep these at the heart of the political agenda in the years to come, have agreed as follows:

We acknowledge the need to ensure a holistic and strategic approach to cultural policies at EU and MS level in order to highlight the diversity and wealth of Europe's cultures and languages, the vitality and sustainability of the European cultural and creative sectors, as well as a shared cultural heritage creating a sense of common belonging to the EU.

We recognise the need to use the opportunities of ongoing digital developments in order to promote culture and creativity by shaping favourable conditions to that end, especially for young people.

We acknowledge the steps already taken to adapt cultural policies to ongoing digital developments, as well as to ensure sustainable access to finance for the cultural and creative sectors.

We acknowledge the momentum created by the European Year of Cultural Heritage 2018, which was a success all over Europe, and the need to build upon it to ensure the legacy of that Year and its lasting and long-term impact for our societies and future generations.

We highlight the fact that important steps have already been taken to place culture higher than ever before on the EU political agenda. We believe that it would be vital to continue this approach, by taking further steps.

In this context, we confirm our intention that we will continue to mainstream culture in other relevant EU policies. It is our conviction that culture can effectively contribute to the EU's efforts to implement the UN 2030 Agenda Sustainable Development Goals.

### ***I. Financing and innovation for the cultural and creative sectors***

We emphasise the importance of encouraging the use of innovative financial mechanisms and strengthening the entrepreneurial and innovation potential of the cultural and creative sectors.

We emphasise the key role played by crossovers, as well as the need for more intensive, systemic and wide-ranging collaboration between the cultural and creative sectors and other sectors of activity, in view of the innovative potential of culture, creativity and arts for the economy, society and general well-being.

We highlight the need to make progress in the implementation of measures that promote gender equality as an element that strengthens the competitiveness of cultural and creative sectors.

We emphasise the importance of EU support for the mobility of artists and of cultural and creative professionals, as well as for the cross-border exchange of artistic and cultural works. We believe that this helps promote cultural cooperation and exchanges, intercultural dialogue and language skills.

We stress our belief that promoting linguistic diversity will facilitate the circulation of works, ideas and knowledge across Europe and beyond.

We highlight the need to ensure that copyright and related rights form one of the cornerstones of the Union's efforts to support artists, creators and cultural creation, to strengthen the creative economy in the digital age, to protect its cultural diversity and to ensure that more works are available to people across Europe and beyond.

We recognise the importance of the constructive cooperation between the Commission and the Member States. This serves to promote the effective and successful implementation of the new, updated European copyright rules in the digital age and facilitates transposition into national law in a smooth and efficient manner.

We stress the importance of promoting trust, fairness and transparency within the ecosystems and practices of online platforms.

We call on the Commission to build on the results of the *Creative Europe* Guarantee Facility and to continue its efforts to develop the organisational and knowledge capacities of financial institutions investing in the cultural and creative sectors in all Member States. Within the limits of existing resources, the use of innovative financial mechanisms - including the Guarantee Facilities and investment funds - should be taken into consideration so that cultural and creative sectors continue to thrive.

We invite the Commission to support, where appropriate, partnerships between creative professionals and industries, as well as to support European networks promoting innovation, finance, social inclusion and entrepreneurial skills for the cultural and creative sectors.

## ***II. Learning from the past, building our future with Europe's cultural heritage***

We express our sympathy and solidarity with the French people, following the Notre-Dame de Paris tragedy that affected a landmark of Europe's cultural heritage.

We recognise that the success of the European Year of Cultural Heritage 2018 was based on an appropriate multi-stakeholder governance framework, a clear thematic focus, the engagement of different parts of our societies and cross-border cooperation. This highlighted the visibility, importance, the added value and significance of Europe's cultural heritage.

We welcome the European Framework for Action on Cultural Heritage that builds on the achievements of the European Year of Cultural Heritage. We emphasise the importance of its four principles: holistic approach to heritage, mainstreaming of cultural heritage in relevant key policies, an evidence-based approach, and multi-stakeholder cooperation. We support the EU action in its five main areas: inclusion – access and participation to all, sustainability – smart solution for the future, resilience - safeguarding endangered heritage, innovation – mobilising knowledge and research; and last but not least the international dimension - strengthening global partnerships and cooperation.

We recognise the value of a holistic and integrated approach to cultural heritage. This puts people at its heart, stimulates wide access and engagement and promotes active participation. Such an approach focuses on engaging at local level and with civil societies and pays particular attention to children and young people, as well as to vulnerable categories of people and people with special needs.

We emphasise the importance of implementing cross-cutting policies that strengthen the intrinsic value of cultural heritage. Such policies need to create the conditions that allow cultural heritage to contribute to sustainable development. To this end, objectives need to be set in different policy areas, including smart, sustainable and inclusive growth, as well as the promotion of architectural policies.

We highlight the need to make the most of digital technologies to monitor, record, document, preserve and promote Europe's cultural heritage and to offer high quality, interoperable and open-access, digitised, multilingual cultural heritage content, relying on initiatives such as Europeana and its strong network of professionals.

We acknowledge the need to develop the capacity of all stakeholders, particularly that of the national heritage institutions, so as to ensure that these can build upon the legacy of the European Year of Cultural Heritage.

We welcome the outcome of the work on quality standards for EU-funded heritage and architectural projects.

We emphasise the importance of training, capacity building and exchange of good practices in the field of cultural heritage. The mobility of artists and cultural heritage professionals, as well as the mobility of cultural collections will play an important role in the implementation of these activities.

We emphasise the role that cultural heritage plays in developing strong international partnerships at EU and Member State level to promote cooperation and dialogue with partner countries. This contributes to a rich knowledge base and the better protection and promotion of cultural heritage.

We call on the Commission to use the principles identified by the European Framework for Action on Cultural Heritage as guidance for future action in this field.