

On the basis of the stakeholder consultation for the CONTENTshift pilot and the contributions of CAE members and partners to it (developed in detail below), we believe that a future European Framework for Cultural Innovation is needed. Thus, we encourage, at least, **DG CNECT, DG EAC and DG RTD to establish a task force or a dedicated work-strand within existing inter-institutional channels to define a comprehensive and transversal approach to cultural innovation that could then inform the next generation of programmes in a strategic and coherent manner.**

CONVERGING ON CONTENTshift – A PLATFORM FOR CULTURAL CONTENT INNOVATION FOR ALL

- Public investment in cultural innovation is essential given culture’s public good nature and the lack of private and external investment, particularly in the not-for-profit sector. Value(s)-based and mission-oriented investment ought to guide innovation in the cultural field, by **assessing its contribution to solve societal, cultural and technological challenges.**
- While differences exist between the for-profit and not-for-profit, the initial stakeholder exchange allowed for the identification of common challenges. For example:
 - The need to **ensure cultural diversity in the European digital sphere.** The digital cultural offer is dominated by content served by algorithms that prioritises content based on (data) volume over cultural diversity, not considering in this way the premises of the UNESCO Convention on the Protection and the Promotion of the Diversity of Cultural Expressions (2005) to which the EU and its Member States are parties, thus also undermining the European cultural model.
 - The exploitation and control of digital cultural data **creates a “new gap ... between the information-rich – large platforms – and the information-poor – public sector and small actors from the creative ecosystem”**, as highlighted in UNESCO’s *Re-Shaping Cultural Policies 2018*. Enabling the emergence of a European model that looks after and treats fairly user data while supporting the development of the CCS is crucial for the sector in its entirety.
 - Made-in-Europe solutions such as immersive technology or algorithmic translation of the 24 EU languages would find applications across all sectors whether for-profit or not-for-profit.
- **Experimentation, creation and artistic research** emerged as a common need between stakeholders both in the for-profit and not-for-profit domain. Artistic R+D+i working across disciplinary and sectoral silos promotes effective outbound open innovation. Innovation within sectors can also lead to novel processes, knowledge and practices that can later be adopted by other sectors, helping for-profit and not-for-profit organisations alike to make the most of their resources and assets. For example, in the case of museums, collections realise their cultural, economic, social and educational value, while acting as incubators of further R+D+i.
- In a world of widely-distributed sources of knowledge, **soft and open innovation** enables the greatest return in both, social and economic terms, maximising coverage and service to the CCS. The Study [‘SCIENCE, RESEARCH AND INNOVATION PERFORMANCE OF THE EU 2018. Strengthening the foundations for Europe’s future’](#) notes a lack of open innovation in the EU and recommends to: *improve the conditions for speeding up knowledge creation and diffusion by opening up science and innovation systems.*
- **Training and development of skills** for innovation would enable further innovation within the cultural organisations. Networks and platforms can contribute to this by exchanging best practices as well as encouraging cross-border and cross-sectoral collaborations.
- A forward-looking approach to innovation in the CCS therefore recognises that:
 - the **not-for-profit sector is a fertile ground for innovation** because of a lower burden in terms of profit generation and shareholder’s value.

- o **value is generated through non-linear models**, requiring new sustainable models of operation for the CCS and citizens
- o the for-profit and not-for-profit are both part of the CCS ecosystem that requires all parts to be healthy and supported to be able to thrive as a whole.

TOWARDS A FUTURE EUROPEAN FRAMEWORK FOR INNOVATION IN THE CCS

Future of the Pilot to CONTENTshift - a platform for cultural content innovation

- In view of a possible continuation of the pilot project within the future Horizon Europe Cluster '[CULTURE, CREATIVITY AND INCLUSIVE SOCIETY](#)' it is important to **align rationales of intervention**. In particular, this cluster will address 'critical social, political, cultural and economic issues', 'fostering cultural diversity and European cultural heritage and empowering citizens through social innovation.' In the current state of negotiations, the ethos of the cluster goes beyond traditional approaches based on narrow growth objectives. This should include contemporary culture, artistic research and creation as the core sources of cultural innovation.
- In case of a possible expansion within **Creative Europe**, the current legal basis provides **coverage of all CCS, including for-profit and not-for-profit**. Thus, in the Culture strand and the Cross-Sectoral strand a holistic approach to the sector should be guaranteed not to hinder certain parts of the creative ecosystem, to the detriment of the whole.
- The next generation of European programmes, including Horizon Europe and Creative Europe, must reflect the diverse realities of the CCS as a whole. Public resources can have a high impact and coverage if investment is directed towards points of convergence between the different cultural sectors and between profit and not-for-profit. This would enable all the components of the CCS ecosystem to thrive.

Basis for a Future Framework for innovation in the CCS.

- Culture and creativity exist in an increasingly global context, yet investment in culture is frequently carried out through local and national frameworks. **International and multilateral policies** are needed, **especially in the context of EU actions**.
- The CCS have citizens at the heart of their actions, it is an essential component of their DNA. Promoting new ways of **connecting with European society**, especially through digital technologies, is crucial to the transformation of the CCS and its contribution to a future Europe.
- Europe is at a crossroads moment with regard to its approach to new technologies such as AI. The inclusion of the not-for-profit sector in developing its response to this is **essential to ensure the public space for cultural diversity and equality of access in the future**.
- A wealth of studies and knowledge already exists on the contribution and role of culture and the not-for-profit sector to trigger innovative processes with high social, cultural, technological and economic impacts. This is often thanks to studies and projects supported by the European Union. The sector is ready to support the EC to provide input and evidence.

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