



Workshop 10

“Culture and territorial integration”

- ❖ **President**
Gianni OLIVA, Head of cultural affairs, Piedmont region (IT)
- ❖ **Presentation of the framing memorandum and moderation**
Pascal BRUNET, Director, Relais Culture Europe (FR)
- ❖ **Project 1:** Wales/Ireland - Cultural Co-operation and Touring (CCAT)
Gill OGDEN, Performing Arts Officer, Aberystwyth Arts Centre (UK)
- ❖ **Project 2:** France/Spain - Biarritz cross-border choreographic centre
Filgi CLAVERIE, Director, DANTZAZ elkartea (ES)
- ❖ **Project 3:** France/Belgium - Towards a Euroregional cultural engineering platform
Donato GIULIANI, Head of the Euroregional and international cultural cooperation Department, Culture directorate, Nord-Pas de Calais regional Council (FR)
- ❖ **Project 4:** Great Region - Coordination of cultural cooperation
Uschi MACHER, Director of international affairs, Ministry of education, family, women and culture, Department for Culture – European affairs (DE)
- ❖ **Presentation of the recommendations**
Pascal BRUNET, Director, Relais Culture Europe (FR)
- ❖ **Discussion with the floor**



Issues

The current European context is marked by fundamental debates: foundations of European construction and development of a citizens' Europe; definition of a new European social model fully incorporating the objectives of sustainable development; definition of a role for the European Union on the international stage, particularly in its links with its neighbours to the east and south.

In this setting, the cross-border territory appears to be an essential place for working on these issues. It is a place for implementing the objectives set by the Union in the Lisbon (knowledge-based economy and society) and Gothenburg (sustainable development) strategies. More particularly, it is a place for working on the creation of common development and citizenship spaces and, within the Union, of an open living space to which people can feel a sense of belonging.

Culture can make a particular contribution to these issues.

Culture has an essential role to play in terms of the sustainable development of cross-border territories, involving all three pillars—economic, social and environmental—of such development. For example, this role includes the development of economic activities (cultural and creative industries, clusters), social cohesion (professional integration, social inclusion), territorial cohesion (provision of local services) and the environment.

Through the cross-border territories, culture encourages the construction of a common European cultural space, all the more so in that cross-border cultural cooperation can turn out to be an initial step towards broader cooperation on a European scale.

Culture facilitates work on the linkage between the intercultural, the development and the citizenship dimensions. The cross-border territory can be a place of comparison, exchange of practices, and acquisition of intercultural skills. This prompts the question of multilingualism with regard to the production and sharing of knowledge and access to the processes of creation and citizenship. This enables the linkage between innovative artistic practices and territorial identity.

Needs

With a substantial presence in cross-border cooperation, culture has often initiated new cross-border practices both in professional circles and among the populations.

In view of the issues set out above, cross-border cultural cooperation still needs to be strengthened, in a **more structured more sustained and more developmentally-integrated** approach to a common territory and a citizen space.

This requires that cultural actors, both public institutions and professionals, **change their thinking and their way of working**, and define a joint approach to cross-border cultural issues and cross-border cultural cooperation.

❖ Consider the horizontal nature of the link between culture and cross-border territories

- Consider culture in a **more cross-cutting** way linked with the economic, social and environmental development of cross-border territories, emphasising the knowledge, sustainable development and citizenship aspects.
- Encourage all cultural sectors to integrate this cross-cutting approach into their work (live performance, heritage, public reading, etc.).
- With regard to setting up cross-border cultural projects, consider the very nature of a cross-border project and the specific characteristics of such projects.

❖ Consider a more strategic cross-border cultural cooperation

- For **local authorities**, define a **joint strategy for development - including cultural - of the cross-border territory**, taking account of:
 - . issues specific to each cultural sector,
 - . issues specific to each cross-border space (overseas territories, mountainous areas, maritime, etc.),
 - . paying particular attention, within the European Union, to the borders with the new member states and, on external borders, to the development of a space of prosperity, stability and peace in the neighbouring areas.
- For **operators**, integrate this dimension into **their structures and long-term strategies**, linked with the development of their territory.

❖ Define structured, agreed and linked cross-border cultural policies

- Define cross-border cultural policies based on **strong political backing** from local authorities, the elimination of barriers between actors, and genuine ownership of these issues by cultural operators.
- Encourage the **linkage and coordination** of the different levels of public authorities, frameworks of action and measures.

❖ Guide the operators

- Encourage greater **autonomy** of operators in their cooperation programmes (including development of their professional skills).
- Encourage **diversification and complementarity** of cultural actors regarding the cross-border dimension, and diversity and complementarity of cross-border cultural projects.
- Enable operators to **put themselves forward as essential actors** in the formation and development of joint cross-border spaces.
- Enable operators to **acquire intercultural skills** for project management.

Recommendations

❖ Recommendation 1: Cross-border cultural development based on cross-border cultural strategies and policies at local level

Given the elements for consideration mentioned above, the development of cross-border cooperation requires that local authorities define cross-border cultural **strategies** and introduce **structured, comprehensive and incentive policies**.

❖ Recommendation 2: Local governance procedures for cross-border cultural cooperation

Cross-border cultural policies must also be **agreed, linked or even defined jointly** between the different local authority levels.

This necessitates the development of **local governance procedures** facilitating:

- joint political and strategic discussion between the different public authority levels (municipalities, inter-municipal districts, local authorities, regions),
- joint political and strategic discussion between the different sectors concerned within these authorities (culture, planning, etc.),
- consultation between political, technical and professional actors of these territories to define a structured joint action framework.

Such governance procedures, forming part of a territorial management approach, could be based on the emergence of lean structures such as cooperation platforms.

❖ **Recommendation 3: Incentive measures to support professionals**

Implementation of cross-border cultural policies means encouraging the introduction of support **measures for cultural operators**:

- ensuring that the various cross-cutting objectives linking culture and development are taken into account, along with sector-specific characteristics and issues,
- encouraging the presence of players involved in complementary sectors, topics and other geographic areas within cross-border territories,
- and ensuring greater autonomy of cultural operators in their territory.

In addition, this support could include networking of actors at local level, suitable training courses, incentive measures and financial support measures.

❖ **Recommendation 4: Local, national and European expertise on the issue of culture and cross-border territories**

In parallel, it is important to have **knowledge of the cultural practices and needs** of cross-border territories, to be aware of **good cooperation experience** and to have specific **expertise** on culture and cross-border territories.

It thus appears necessary to:

- support the **observation and assessment** of practices and needs and the development of expertise in each territory,
- encourage the circulation of this **expertise in local, national and European networks** of exchange and dissemination. At local level the governance platforms could provide this link. In parallel, particular attention should be paid to the transfer of expertise to the new member states.

❖ **Recommendation 5: Towards uniform recognition in the European Union of the place of culture in cross-border affairs**

Lastly, the development of cross-border cultural cooperation necessitates **working at European, national and local levels** to position culture as contributing to the Lisbon and Gothenburg strategies and to encourage the inclusion of culture in the territorial policies of the European Union, in particular the cohesion policy and its cooperation objective and the cross-border strand of the neighbourhood policy.