



# A CONTRIBUTION FROM CULTURAL AND CREATIVE ACTORS TO CITIZENS' EMPOWERMENT

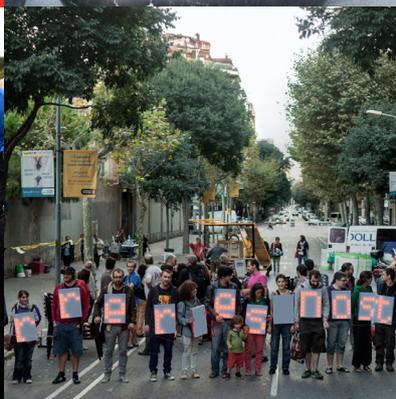


European Citizens' Laboratory  
for Empowerment: CiTles Shared  
A European cultural cooperation project (2013-2014)  
*Amsterdam - Barcelona - Kotor - Ljubljana - Paris - Torres Vedras*



Empower citizens to drive local change

Encourage creativity and new appropriation of urban space



Enhance European urban space diversity



Supported by the Culture programme of the European Union



Culture

## POLITICAL RECOMMENDATIONS

*This document part presents the recommendations of the ECLECTIS project partners aiming to unlock the potential of the European citizens and creative sector for participatory actions in public spaces. Drawn up by 11 European organisations representing hundreds of citizens and cultural actors from different fields, these recommendations are designed to be implemented by decision makers at EU, national and local levels. This will create the conditions in Europe to ensure empowerment of creative sector and citizens in City fabric.*

# CREATING THE CONDITIONS FOR CITIZENS' EMPOWERMENT THROUGH CULTURAL AND CREATIVE MEANS

Culture and creativity surround Europe's citizens, both stimulating and inspiring them, and driving an innovative Europe.

These recommendations recall upon the Political context of the public Consultation for an Urban Agenda and the EU 2020 Strategy launched by the European Commission. For citizens wellbeing today, besides focusing on economic growth, the integration of Culture in revised Strategy and Urban Agenda, still needs active stimulation, and on equal footing with the financial objectives. In particular the Agenda 21 for culture should be acknowledged and integrated as a reference document as tool to promote the role of culture in urban policies.

Creative actors are laboratories for artistic and citizens empowerment innovation. Moreover, they allow and improve both cultural diversity and social cohesion. The future of a dynamic, creative Europe depends upon the taking into account of European citizens' concerns, among which is the renewal of public spaces at local level.

Today, citizens, artists and creative sectors are facing revolutionary changes. The evolution of consumption behaviour and access to culture has accelerated the mutation of the cultural sector. The growth of the digital tools is also an opportunity for European citizens to connect and be part of the city making challenges.

Sustainable development, well-being, social cohesion as well as innovation remain common challenging issues. There is a need for new frameworks concerning the issue of spontaneous interventions in public spaces for local actors and authorities.

These cannot find a place in the classical scheme of subsidies or tenders but require support measures and incentive mechanisms adapted to their processes, in the form of an action plan for citizens' involvement in urban fabric.

Looking beyond the EU 2020 Agenda, NGOs, artists, and cultural actors from all over Europe ask for these recommendations to be used in a new long-term coordinated strategy, and in particular in the future Urban Agenda. It is more necessary than ever as Europe continues to evolve into an empowered cultural citizens-based project. It is therefore essential to invest in cultural/urban experimentation and empowerment. Such investment would support wellbeing growth as well as create common grounds at a time of extreme social uncertainty. Securing the social European future depends heavily on making the right decisions now.

**Therefore, this inclusive strategy cannot be limited to the 3 Culture policies (EU capital for Culture, EU Heritage Label, and EU Architecture Award). Looking at numerous experiences emerging in European cities from the cultural and creative sector together with citizens, culture as a transversal dimension must be part of an Urban Agenda.**

# RECOMMENDATIONS

01

## RECOGNISE THE BROADER SENSE OF INNOVATION AND THE BROADER INNOVATIVE CONTRIBUTION OF CULTURE

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**Culture and creativity are more than economic added value. They are common values and goods that are crucial for facing the challenges of our societies.**

The sector advocates in this way with studies, manifestoes and recommendations, calling for a political approach based on social and human investment that includes cultural assets and resources, and not solely based on growth. Participation in arts and culture can enhance social capital, quality of life and well-being. Creation plays a vital role in stimulating reflection and critical thinking that feeds into citizens' capacities to deal with the transition they are part of.

>>> SEE ARTICLES  
"POLITICAL PUBLIC  
SPACE", "COMMON  
GROUND" AND  
"EUROPEAN  
NETWORKS"

- Encourage a broad approach in the implementation of European and regional strategies and programmes to enable the participation of cultural and creative sectors, in particular regional policy, development and employment.
- Place the cultural and creative sector as part of the regional strategies and programmes, the Urban Agenda.

02

## RECOGNISE THE ADDED VALUE OF CITIZENS' INVOLVEMENT IN CITY FABRIC

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**Direct urban cultural initiatives and spontaneous interventions, led by citizens, artists, NGOs, or local representatives are committed to exploring new means for responding to needs and aspirations, outside the official frameworks and policies.**

It has to come with a proper framework to encourage the involvement of citizens and creative actors.

>>> SEE ARTICLES  
"POLITICAL PUBLIC  
SPACE", "COMMON  
GROUND" AND  
"EUROPEAN  
NETWORKS"

- Make sure that the European Commission strengthens its position regarding artistic and creative processes in all its policies, with a particular attention to Regional and urban Policies, impacting infrastructures and territorial cohesion.
- Shape a favourable regulatory environment for creative sector and citizen participation to city fabric and public space projects, by evaluating existing successful experiences and best policies.
- Ensure dissemination of inspiring initiatives to public authorities, cultural and urban actors and citizens.

## 03

### IMPROVE PARTICIPATION OF CITIZENS AND CREATIVE NGOS

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Citizens' empowerment, although for different reasons and with different objectives, is seen by most actors of the city as necessary in order to imagine other possible futures, in a time when the outcomes of common practice and top down solutions prove more and more uncertain. The participation of citizens and creative NGOs must be ensured and it must be the case for all creative actors and citizens organizations regardless of their size to guarantee pluralism and diversity.

- Establish a regulatory framework ensuring that public authorities open tenders and calls for public spaces to NGOs, with open-minded references.
- Open urban competition rules to the creative sector to avoid excessive market concentration in order to guarantee cultural diversity, and citizens' participation.
- Make sure that all cultural actors have access to all city documentation, including the opportunities of online calls in order to offer real diversity.

>>> SEE ARTICLES "POLITICAL PUBLIC SPACE", "WHOSE RIGHT TO THE CITY?", "EUROPEAN NETWORKS" AND "REINVENTING THE COMMONS"

## 04

### FACILITATE CREATIVE EXPERIMENTATIONS AND PROCESSES

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Experimentations and new initiatives must be supported and made possible by local authorities **Artistic, cultural, and citizen urban actions reappropriate the practices, and sometimes the rules of the establishment, seeking for renewal and for a new civic ambition. They are experimental, and show unexpected possible solutions both to inhabitants and to authorities.**

- Encourage and support projects with a part of unknown, change the evaluation means: focus more on the processes than on the results
- Establish an open data base resource on useful legal tools existing within Europe to set up urban experimentations
- Ensure effective cooperation between administrations to facilitate operations, dealing with different regulations (Heritage, urban planning, public safety, residences..)
- Develop financial tools adapted to the needs of the creative sector by facilitating access to small grants for R&D for SMEs and associations

>>> SEE ARTICLES "POLITICAL PUBLIC SPACE", "EUROPEAN NETWORKS", "POSSIBILITY FOR ALTERNATIVES", "TECHNOLOGY" AND "COMMON GROUND IN CHANGING TIMES"

## ENHANCE LONG-TERM PROJECTS

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The duration of the initiatives plays an important role in the potential of citizen involvement and experimentations in public space to create better living environments.

- Develop multi-annual partnerships with NGOs or civil society structures to support the implementation of long term impact projects
- Acknowledge the potential of networks as social capital and as an asset for long-term investments
- Support projects with a sustainable strategy, and with proposals to be taken over by others

>>> SEE ARTICLES  
 “WHOSE RIGHT TO  
 THE CITY?” AND  
 “COMMON GROUND  
 IN CHANGING TIMES”

## MAXIMISE INVENTIVE TOOLS

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Used for a participatory purpose, Internet and social networks become a source of information and data that can help understand and recognise common environment or views, and an opportunity to broadcast and compare them. They are a possibility for communicating outside the official networks, for confronting views with others, disseminating ideas, and reaching other people, augmenting the possibilities of bringing them together.

- Facilitate access to R&D funds for creative sector of SMES. (e.g. for plug and play tools, City data, environmental data...).
- Promote open source data programmes throughout Europe.
- Facilitate partnerships with academics, research centres by incentives measures.
- Ensure visibility to European Networks.
- Experiment means to encourage a wide access and ensure an education to these tools

>>> SEE ARTICLES  
 “EUROPEAN  
 NETWORKS”,  
 “TECHNOLOGY”,  
 “REINVENTING  
 THE COMMONS”,  
 “POSSIBILITY FOR  
 ALTERNATIVES” AND  
 “COMMON GROUND  
 IN CHANGING TIMES”

## STIMULATE EDUCATION AND TRAINING

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Education and training related to the activities and management of participatory and cultural urban projects must be fostered among all stakeholders to adapt to the constant evolution of the sector and new business models.

- Set up training programmes among artistic and citizen NGOs to encourage the development of urban skills and intersectorial approaches
- Foster artistic and cultural education in general (primary and secondary) in order to develop “cultural expression and awareness” and creativity as key skills in lifelong learning
- Increase understanding and awareness of urban challenges, heritage, and sustainable development by public campaigns, media programmes, and educational programmes...
- Support the experimentation and development of new entrepreneurial and organizational models initiated by the actors

>>>> SEE ARTICLES  
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NETWORKS”,  
“POSSIBILITY FOR  
ALTERNATIVES”,  
“REINVENTING THE  
COMMONS”, AND  
“COMMON GROUND  
IN CHANGING TIMES”

## FOR FURTHER READING:

- Urban Agenda : [http://ec.europa.eu/regional\\_policy/consultation/urb\\_agenda/pdf/comm\\_act\\_urb\\_agenda\\_en.pdf](http://ec.europa.eu/regional_policy/consultation/urb_agenda/pdf/comm_act_urb_agenda_en.pdf)
- Révision mid term of the 2020 Strategy : [http://ec.europa.eu/europe2020/public-consultation/index\\_en.htm](http://ec.europa.eu/europe2020/public-consultation/index_en.htm)
- Agenda 21 for culture : <http://www.agenda21culture.net/index.php>
- European Agenda for Culture : [http://europa.eu/legislation\\_summaries/culture/l29019\\_fr.htm](http://europa.eu/legislation_summaries/culture/l29019_fr.htm)
- Work Plan for Culture (2015-2018): <http://data.consilium.europa.eu/doc/document/ST-16094-2014-INIT/en/pdf>
- Culture Council Conclusions:  
May 2014: cultural heritage as a strategic resource for a sustainable Europe: [http://www.consilium.europa.eu/uedocs/cms\\_data/docs/pressdata/en/educ/142705.pdf](http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/educ/142705.pdf)
- 2011: Cultural and creative competences and their role in building social capital of Europe: [http://www.consilium.europa.eu/uedocs/cms\\_Data/docs/pressdata/en/educ/126401.pdf](http://www.consilium.europa.eu/uedocs/cms_Data/docs/pressdata/en/educ/126401.pdf)
- 2010: the role of culture in combating poverty and social exclusion: [http://www.consilium.europa.eu/uedocs/cms\\_data/docs/pressdata/en/educ/117797.pdf](http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/educ/117797.pdf)
- 2009: culture as catalyst for creativity and innovation: [http://www.consilium.europa.eu/uedocs/cms\\_data/docs/pressdata/en/educ/117797.pdf](http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/educ/117797.pdf)



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