



The European Forum  
for the Arts and Heritage

network    advocate    think

# Rebrand 2008

On the 24th of April, the European Forum for the Arts and Heritage launched its new name and visual identity.

New website: [www.cultureactioneurope.org](http://www.cultureactioneurope.org)



The European Forum  
for the Arts and Heritage

# Mission statement

- Our ambition is to keep on providing EU cultural operators with a common arena in which they can reflect on the European project, identify their interests and organise their political representation.
- Our long-term objective is to strengthen the role of arts and culture in the sustainable development of Europe.

# Founded in 1992

- In response to the article on culture (151) in the Maastricht Treaty
- To give voice to cultural operators in the construction of Europe



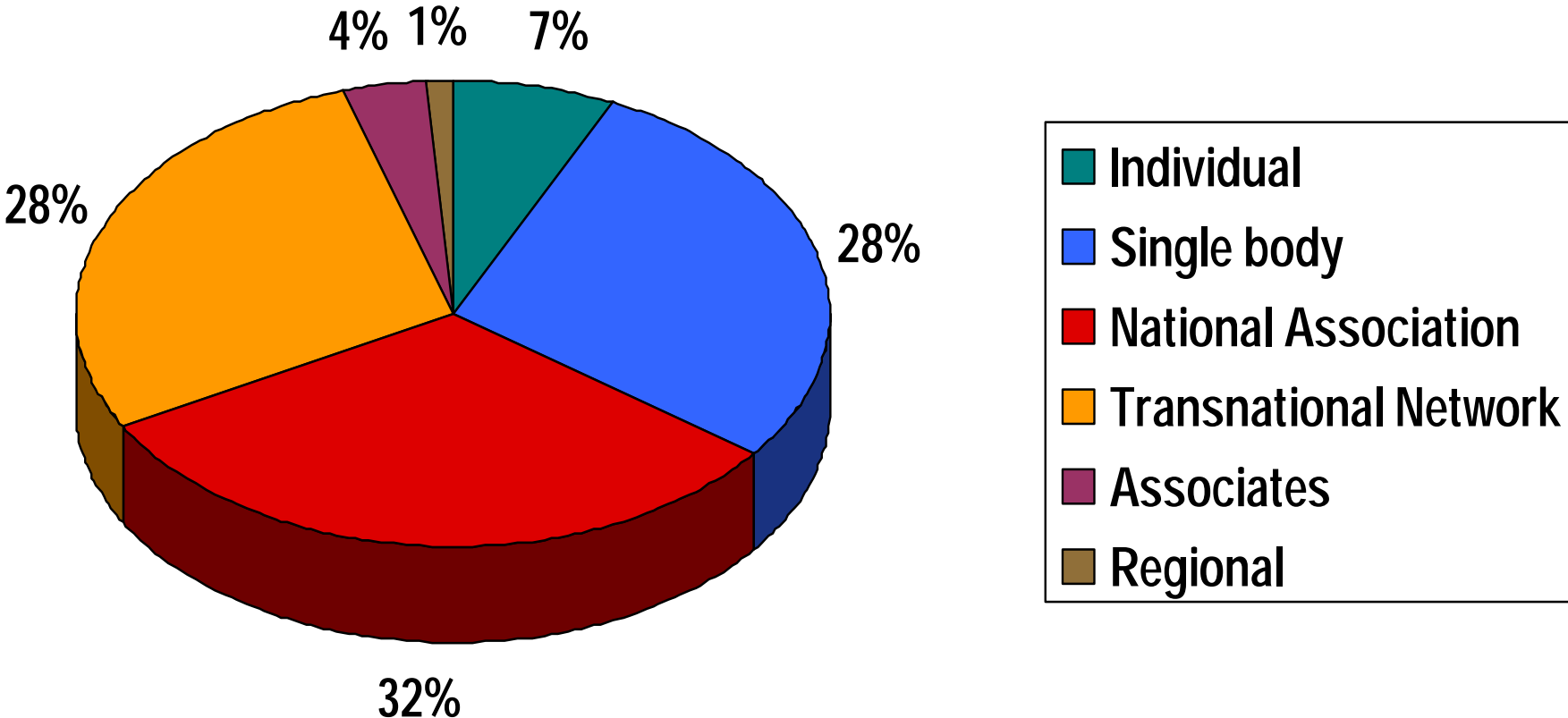
The European Forum  
for the Arts and Heritage

# The EU's cultural competence:

## *Article 151*

- **Respecting national and regional diversity** and bringing the common cultural heritage to the fore
- **Encouraging cooperation between Member States** and, if necessary, supporting and supplementing their action
- **Mainstreaming:** taking cultural aspects into account in its action in order to respect and to promote the diversity of its cultures
- **Subsidiarity:** incentive actions, excluding any harmonisation of the laws and regulations of the Member States

# Our members



The European Forum  
for the Arts and Heritage

# Our members

- Over 90 direct members representing over 8,000 cultural organisations of various types.
- Active in all cultural domains, many of them trans-disciplinary
- Involved in artistic practice, socio-cultural work, arts management, information provision, training, policy development, advocacy, research etc.



The European Forum  
for the Arts and Heritage

# Organisation details

- Legal Status: International non-for-profit organisation under Belgian law (AISBL)
- Secretariat:
  - Secretary-General
  - Deputy Secr-Gen/EU policy Adviser (seconded)
  - Policy Analyst
  - Communications officer (part-time)
  - Stagiaires, free-lancers and volunteers

# What we do

- **Think:** information and expertise on European cultural policy, exploring future European trends, opening debates at national and local level on European issues
- **Network:** inform the membership and the sector at large, consult the members and represent their interests
- **Act:** develop actions and campaigns for European cultural policy and funding, advocate for a participatory governance at EU level, serve the membership

# Information and analysis

- **Website:** comprehensive information on cultural policy across Europe - new website [www.cultureactioneurope.org](http://www.cultureactioneurope.org)
- **Bi-monthly newsletter:** digest and analysis of European news and debate
- Regular **briefings** on EU topics of relevance to the cultural sector
- **Annual conference** this year in Marseille (23-26 October) - <http://marseille2008.cultureactioneurope.org>



The European Forum  
for the Arts and Heritage

# Advocacy

- Developing **policy positions** for the cultural sector and presenting them to the European Union institutions
- **Direct advocacy** through one-to-one contacts with Members of the European Parliament and of the European Commission
- Raising the voice for culture at meetings held by other non-governmental groups campaigning for a **democratic and participatory Europe**

# Advocacy examples



- The **70 Cents for Culture** campaign, launched in 2005, aimed at increasing the European Culture Programme funding from 7 to 70 cents per capita per year.
- Culture programme (priorities, selection criteria, etc.)
- European Year of Intercultural Dialogue 2008
- European Agenda for Culture
- Structured Dialogue with civil society



The European Forum  
for the Arts and Heritage

Many thanks for your attention!

If you have any question and to receive the newsletter: [advocate@cultureactioneurope.org](mailto:advocate@cultureactioneurope.org)

[www.cultureactioneurope.org](http://www.cultureactioneurope.org)



The European Forum  
for the Arts and Heritage