



**Draft Minutes  
Sub-Committee on Culture  
Durrës, 3 April 2009**

Chair : Sub-Committee Chair Sten-Erik NILSSON (Gävleborg)

**1. Welcome**

Chair Sten-Erik NILSSON welcomed the participants.

**2. Adoption of the draft agenda**

The draft agenda was unanimously adopted.

**3. Approval of the minutes of the last meeting (St. Pölten, 10 September 2008)**

The minutes of the meeting were unanimously adopted.

**4. Follow-up concerning the Seminar on Cultural Tourism**

Senior Policy coordinator Jascha SCHEELE informed the participants that the website of the AER Tourism network will be adapted to include sections on cultural tourism and heritage in order to offer to members a platform for best practice examples and a partnership pool for projects. AER will also work with Alan CLARKE (University of Pannonia) on a questionnaire to be sent to the regions in order to inventory their cultural tourism sector and to develop benchmarks in this field.

Following the previous seminar in St. Pölten, Prof. Mike ROBINSON, Head of the Centre for Tourism and Cultural Change of Leeds University had informed the secretariat on the Centre's willingness to help design training courses specifically to the needs of regional authorities in the field of cultural tourism. The secretariat will follow-up on this and report back.

**5. UNESCO Intangible cultural heritage**

Bela BOKOR read out the list of tasks for cultural institutions and NGO's to accomplish after joining UNESCO's International Convention for the Preservation of Intellectual Cultural Heritage and invited the participants to rediscuss the issue in the light of their conclusions at the next meeting in Sarajevo.

Several participants underlined the necessity to raise awareness concerning the importance of the intangible heritage and to inventory it. AER should send the regions a letter inviting them to participate.

## **6. Cultural Managers Network**

Jascha SCHEELE presented the concept note that had been prepared following contacts with the Theater an der Ruhr and the creation of the AER Theatre initiative. He explained that a need for the training of Cultural managers on the complete and complex range of aspects involved (marketing, financial management, facility running etc.) had emerged as a conclusion from the past work. The creation of the corresponding network is therefore proposed and regions are invited to contribute and nominate institutions that could participate.

Replying to Gun ENQUIST-ÖHMAN who called into question the necessity to create another network, Jascha SCHEELE said that the initiative will be designed to answer concrete needs for training established by theatres that are complaining about the lack of concrete cooperation in this field. The intention is to directly address the corresponding associations.

It was agreed that the future work of the secretariat in this field should first establish the real need for another network and the possible options before making it a definite project of Committee 3.

## **7. Culture and health - information on reaction to AER call for contributions**

Marita FRANSSON (Västerbotten) presented the report from the corresponding Working Group meeting that had taken place the previous day.

See the minutes of that meeting.

## **8. White Paper on the cultural policies of local and regional authorities in Europe (Les Rencontres)**

Roger TROPEANO, President of Les Rencontres, briefly presented his organisation which intends to make the directors responsible for culture in the regional authorities meet.

Further to their initial Green Paper that had described the cultural action of local and regional authorities in Europe, the White Paper -which will be published in June- analyses the cultural situation and submits proposals (amongst others: ensure that culture becomes a legal basis in the EU). In all, the White Paper will examine culture in relation to 14 topics: intercultural dialogue, cultural diversity, decentralisation/governance, social inclusion and development, technologies/information/communication, external relations. It will also stress the need for coordination between the European, national and regional level.



Comments and contributions are still welcome and can be submitted via Les Rencontre's website. Mr TROPEANO also hoped for further mutual participation in AER's and Les Rencontre's meetings.

In view of the current trend to commercialise culture, Sten-Erik NILSSON took the opportunity to make a strong statement concerning the intrinsic value of culture which helps perpetuating cultural values and developing a broad society.

## 9. Broadcasting directive

Eugen SCHERER, Niederösterreich, presented AER's position concerning the Commission's Communication on the application of state aid rules to public service broadcasting. He apologised that, due to a short deadline, there had been no time for coordination with the Committee members.

In his analysis of the proposed Commission text he noted as negative that fees collected for public broadcasting are considered as state aid. On the other hand, he saw as positive that commercial offers by public broadcasters are tolerated under conditions and that mixed financing as well as transfers to reserve up to 10 % will be permitted.

The new elements are that

- member states are invited to define themselves the mandate of public broadcasting. This may lead to differences due to less and more liberal economic approaches. As a consequence, public broadcasting may be limited to "niches".
- member states are supposed to introduce control mechanisms to avoid interference between public and private broadcasting.

On the basis of the comments received, the Commission will publish in April a revised document.

Strasbourg, 22 September 2009  
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