

Manifesto for a Modern Cultural Policy. For culture to work as a strategic agent of transformation.

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01 Cultural policy considers culture to include all forms of creative activities, the Arts as well as popular culture.

02 Culture is a local resource expression of collective and individual creation that requires mapping. This multi-dimensional resource is linked to language, traditions/heritage, talent, industries or institutions.

03 Culture should be accessible to all whether in schools, universities, museums, heritage and cultural sites, or venues (theatres, cinemas, live event) and media channels (linear and non-linear).

04 Cultural participation involves access to artworks, meeting with artists, artistic practices, cultural entrepreneurs and institutions.

05 Cultural policy contributes to support sustainability, diversity, gender inclusiveness and equality. It promotes cultural and artistic expressions in their diversity and without discrimination with due respect to freedom of expression as an essential value to support creation.

06 Cultural policy supports cultural heritage as well as experimentation in art and creation.

07 Cultural policy contributes to citizens' education and emancipation through the valorisation of imagination, creativity and soft skills which are important to navigate technology-driven interactions.

08 Cultural policy contributes to the development of an infrastructure (physical and virtual) enabling access to artworks, cultural knowledge, the development of artistic practices as well as the growth of the cultural sector (including cultural and creative industries).

09 Cultural policy relies on the mutual commitment of citizens, the educative community, cultural associations, cultural enterprises and public authorities. Therefore cultural policy should associate all these stakeholders in its development and implementation.

10 Cultural policy empowers cultural stakeholders to facilitate collective expression and representation in public policies.

11 Artists and cultural workers should contribute to policy debates on science, technology and political governance. Cultural policy is about enabling artists to sublimate realities and question "progress", "truth" and "realities".

12 Cultural policy aims to encourage the production and distribution of local cultural content and creative expressions (music, audiovisual, book publishing, performing arts, crafts, games and design) as well as the dissemination of such local expressions abroad to nourish cultural dialogue.

13 Cultural policy promotes cultural exchanges and mutual cultural understanding thus contributing to the objective of supporting cultural diversity and empathy.

14 Dialogue between cultures is enhanced through education, language learning, co-production, joint distribution, translation and subtitling.

15 Cultural policy plays a decisive role in enabling the development of a local creative ecosystems associating creative and artistic disciplines in cross-disciplinary activities notably with science and technology.

16 By fostering the development of creative hubs and cultural incubators or maker spaces cultural policy supports entrepreneurship, innovation, urban and rural regeneration, sustainable tourism as well as quality of life.

17 Cultural policy builds bridges between the cultural and the financial sector to promote investment in the cultural sector.

18 Because of its economic and social dimension cultural policy should encompass the following policy domains: intellectual property, taxation, trade, innovation, social policy (integration and cohesion), international relations as well as education.

19 Cultural policy must be subject to research work (including strong statistics) and evaluation to monitor the impact of policy actions.