

BACKGROUND BRIEF¹
Brussels, 27 November 2020

Informal video conference of the ministers of Culture and Audiovisual 1 December 2020

Chair: Monika Grütters, Federal Government Commissioner for Culture and the Media

The half-day meeting will start at 10.00. Ministers will hold a policy debate, titled: Preparing for the future – Recovery of the culture and media sector from the Covid-19 pandemic.

After the discussion, the German presidency of the Council will, among others, inform ministers about the work on the Conclusions on **gender equality in the field of culture** and the Conclusions on **safeguarding a free and pluralistic media system**.

Online **press conference** with Federal Government Commissioner **Grütters** and Commissioner **Gabriel** at the end of the meeting (+/-15.30).

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[Meeting page](#)

[Videos and photos from the event](#)

[Video coverage in broadcast quality \(MPEG4\) and photo gallery](#)

¹ This note has been drawn up under the responsibility of the Press Office.

Preparing for the future - Recovery of the culture and media sector from the COVID-19 pandemic - policy debate

The aim of the debate is to exchange views on how to reinforce the **long-term resilience of the culture and media sector**. Ministers will focus on ways to ensure that cultural and creative industries, including the media, make the most of the European rescue aid and receive accurate, targeted and timely information on funding opportunities.

The culture and media sector has been hit extremely hard by the COVID-19 pandemic. Freelancers and small enterprises are fighting for survival, advertising revenues have decreased dramatically and the mobility of artists and others working in the creative and media industries in European and non-European countries has been disrupted by travel restrictions.

On 8 April 26 EU Culture and Media ministers signed a declaration² which paved the way for joint European measures. The current Creative Europe programme was made more flexible and more discretion in the area of state aid was allowed.

As of 2021, with the adoption of the next 7-year EU budget, other EU instruments, including Horizon Europe, Erasmus+, Digital Europe and the European Regional Development Fund, will most probably also be open to the cultural and media sector.

² [Declaration by the Ministers of Culture and Media of 26 EU member states, 8 April 2020](#)

In this context, the presidency will invite ministers to share their views in relation to the following points:

- The European recovery measures have to be targeted at those concerned in the cultural and creative sector, including the media, to help them to prepare for future challenges in a sustainable and resilient way. The sector has to continue to contribute to the integration of Europe! We want to further strengthen European funding programmes, and ensure that the cultural and media sector is better informed about them. This requires sustainable measures which will need to be discussed
- We want to offer prospects for the future of the cultural and media sector, especially since the massive impacts of the pandemic will continue for a longer period of time. How can we improve the legal framework for the benefit of culture and the media, for example with regard to travel restrictions? We want to make sure that our sector benefits from the possibilities offered by the Recovery and Resilience Facility when it is implemented at the national level

[Presidency discussion paper](#)

[Creative Europe programme 2021-2027 \(background information\)](#)

Other business:

1. Conclusions on gender equality in the field of culture

Information from the Presidency

2. Conclusions on safeguarding a free and pluralistic media system *Information from the Presidency*

3. European Capitals of Culture

Information from the Presidency on the state of play

4. Colonial collections in the Netherlands

The Dutch delegation will provide information on 'Dealing with colonial collections in the Netherlands'.

5. Recent copyright issues

The French delegation will provide information on certain copyright-related recent developments.

6. European Reading Alliance

The Italian delegation will inform about a recently launched political initiative aimed at promoting reading.

7. Work programme of the incoming Presidency

The Portuguese delegation will present the work programme of the Portuguese presidency of the Council in the field of Culture and Audiovisual.

[COVID-19 coronavirus pandemic and the EU's response \(background information\)](#)