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# Financing of cultural programs in Europe

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## **ABSTRACT**

The European Union is a new construction that does not fall into any traditional legal category. This is based on an original political system, evolving over fifty years. Basis of this construction were made when they were 25 martie 1957 signed the Rome Treaties establishing the European Economic Community (EEC) and European Atomic Energy Community (EAEC or EURATOM). The Maastricht Treaty, signed in 1992, a watershed for the European Community, is also known as the Treaty on European Union. This is the time when you first spoke about the union, the treaty could be considered as the one that spawned today's European Union. On 13 December 2007, the Heads of State and Government of the European Union signed in Jeronimos Monastery, near Lisbon Treaty which amends the Treaty on European Union and the Treaty establishing the European Community. This treaty contains the principle of consistency, stipulated for the first time in the European Union Treaty between areas of external action and between these and the EU's internal policies, common commercial policy now covers trade in goods and services trade issues related to intellectual property and foreign investments direct. On 1 December 2009 the Lisbon Treaty came into force.

European Union is founded on the rule of law. This means that any EU measures derived from treaties that have been approved voluntarily and democratically by all member countries.

The treaty is an agreement between the binding EU Member States. It sets out EU objectives, rules of the European institutions, decision-making procedure and the relationship between the Union and the Member States.

Based on the Treaties, EU institutions can adopt legislation, which Member States apply them. Treaties, legislation, case law and legislative proposals can be found in the full version on the website EUR-Lex database of EU law.

EU legislation consists of two types of documents: primary legislation (treaties) and secondary legislation (made up of acts adopted by EU institutions).

A better coordination of fiscal policy should provide support for the policy objectives of the European Union broader the tax policies of the Member States, according to the Europe 2020 Strategy, which was adopted by the European Council in June 2010, and which aims to establish an

economy smart, sustainable and inclusive economy delivering high levels of employment, productivity and social cohesion.

Trying to bring culture at the heart of public decision-makers is also not new. We believe that it started internationally for the past 4 decades better when at UNESCO was proposed and adopted a new definition of culture that<sup>1</sup>:

*"culture can be considered now as the whole complex of distinctive features spiritual, material, intellectual and emotional that characterize a society or social group. It includes not only arts and literature, but also ways of life, fundamental human rights, value systems, traditions and beliefs "*

This definition is repeated in the *Universal Declaration on Cultural Diversity* adopted in 2001 all the UNESCO and is one of the main pillars on which to build one of the most important legal instruments binding power industry, namely the *UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions*, adopted in 2005.

An approach extremely interesting is found in the *Declaration of Fribourg*<sup>2</sup> on 7 May 2007, the result of the work of a group of researchers, representatives of academia and civil society, who are trying to redefine the concept of culture from individual and rights its': *"term 'culture' covers values, its beliefs, knowledge and the arts, languages, traditions, institutions and ways of life through which a person or a group expresses humanity and meanings that gives them their existence and development. "*

In recent decades, a significant number of contributions and theoretical analyzes and benchmarks pegged developed strategic developments at the regional (European Union, Council of Europe, etc.) and national contribution and the role of culture in socio-economic and new architecture decisively influenced the public debate in this area.

While such formulated arguments, supported by multiple economic analysis, bringing culture and hence cultural policies *"from the periphery to the center"* is still a step difficult in much of the European countries and in Romania. This, more so because, traditionally, the public authorities responsible for this sector had a mandate limited to what was considered "art and creation" or "cultural heritage", resulting in an "ivory tower" of which not to intervene in the formulation of public policy and strategic guidelines for other socio-economic sectors culture sector is articulating or ought to connect.

They can identify the vision that:

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<sup>1</sup> *Report of World Conference on Cultural Policies, 1982*, UNESCO, Mexico City

<sup>2</sup> <http://www.fidh.org/IMG/pdf/fr-declaration.pdf>

*Culture is not a secondary dimension of socio-economic development, it is itself part of the societal tissue on which to build any development strategy.*

**Dimitrie Gusti** conference titled "*Culture and the State Cultural Policy*", held on 10 June 1928 in the cycle entitled Politics of Culture, organized by the Romanian Social Institute saying:

"In terms of creative culture, Romanian society still does not give account of the significance of the problem, because they do not understand the function and eminent social intelligence force. The principles will be necessarily underpin state policy and culture stemming from short exposure they can only be made:

1. You can't separate the culture of creative high culture.
2. Culture can't be imposed from above; is a personal business, it must therefore live in an atmosphere of freedom, spontaneity and national specificity.
3. The crop must be built on national character, to be investigated by sociological monographic method.
4. The public institutions and responsibility of organizing national culture will have autonomy as possible.
5. Such institutions may not have intended to create culture, but only to create favorable conditions for the development of its discovery, stimulating and organizing cooperation of all cultural elements of the country "

In November 2011, the European Commission has published the 'Creative Europe' Community program to support a culture for 2014 -2020.

In this logic, the "Creative Europe", initiated by the European Commission aims to:

- 300,000 artists and cultural professionals and their work receive funding to reach new audiences outside their countries;
- Over 1,000 European films receive distribution support, enabling them to be viewed by the public throughout Europe and the world;
- At least 2,500 European cinemas to receive funding enabling them to ensure that at least 50% of the films they broadcast are European;
- Over 5,500 books and other literary receive support for translation, allowing readers to enjoy them in their mother tongue;
- Thousands of cultural organizations and professionals receive training to build new skills and strengthen their capacity to work internationally;
- To be able to reach at least 100 million people by projects financed by the program.

For these objectives, the Commission proposed a budget of 1.8 billion euros, of which 900 million euros are intended to support the cinema and audiovisual sector and nearly 500 million would be allocated to culture.

Future Cohesion Policy programs for the 2014-2020 programming period will need to respond Agenda 2020 proposes three mutually reinforcing priorities:

- Smart growth: developing an economy based on knowledge and innovation;
- Sustainable growth: promoting a more efficient economy in terms of resource use, greener and more competitive;
- Inclusive growth: promoting an economy with a high rate of employment, ensuring social and territorial cohesion.

The EU needs to define where it wants to evolve by 2020. To this end, the Commission proposes the following EU headline targets:

- 75% of the population aged between 20 and 64 years should have a job;
- 3% of EU GDP should be invested in research and development (CD);
- Objectives "20/20/20" climate / energy targets should be met (including an emission reduction increased to 30% if the conditions are right to do so);
- The rate of early school leavers should be under 10% and at least 40% of the younger generation should have a tertiary degree;
- The number of people threatened by poverty should be reduced by 20 million.

Thus future funding programs should be oriented to support the implementation of projects aimed at helping Member States to achieve the indicators want to be reached under this Agenda.

One of the smartest investments for development is culture and that it is able to contribute significantly to achieving all 2020 Strategy and thus notice an option clearly expressed interest to the national cultural heritage, linking this asset in mainly tourism development, putting it into an equation that heritage is not only a usable resource. Not to be ignored valences and identity cohesive community service that promotes and supports heritage, as well as the sustainable development, which often exceeds the local sphere. On the other hand there may be quite narrow perception regarding intangible heritage, considered as an element positioned exclusively in the economic development especially at subsistence/survival. The whole issue of national cultural heritage constitutes a sectoral targets first class whose importance and difficulty require an integrated and coherent approach.