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STANDING COMMITTEE OF THE EFTA STATES

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SUBCOMMITTEE IV ON FLANKING AND HORIZONTAL POLICIES

EEA EFTA Comment on the Consultation and GREEN PAPER on "Unlocking the potential of cultural and creative industries" by the EFTA Working Group on Cultural Affairs

The EEA EFTA States, Iceland, Liechtenstein, and Norway, have studied with great interest the Commission's Consultation and Green Paper on "Unlocking the potential of cultural and creative industries", and appreciate the opportunity to provide comments to the consultation. The main views of the EEA EFTA States are the following:

1. In the EEA EFTA States, and particularly in Norway, the creative and cultural industries experienced a higher growth than other industries between 1996 and 2007. The EEA EFTA States are therefore highly interested in further developing these industries.
 2. The questions raised in the Green Paper are relevant for the EEA EFTA States. Indeed, the EEA EFTA States share many of the same challenges identified by the EU.
 3. The Ministries of Culture, but also other ministries in the EEA EFTA States, are actively working to meet these challenges. Iceland and Norway use the forum of KreaNord, the Nordic Steering Group to develop creative industries, in order to work on these issues. KreaNord will present policy recommendations to the Nordic Council of Ministers later this year.
 4. The Green Paper is also an important framework for the Northern Dimension Partnership on Culture (NDPC). The Partnership includes the European Union, Russia, Iceland and Norway, and a Memorandum of Understanding (MOU) for establishing the Partnership was signed by the Ministers of Culture or their representatives in St. Petersburg in May 2010. The MOU underlines in particular the importance of a creative economy. Different sectors in the creative industries need different approaches. The NDPC will facilitate networking across the whole spectrum of the cultural and creative industries with the aim of supporting the emergence of cooperation projects that could be developed into flagship projects within the scope of the Northern Dimension. An action plan for the NDPC will be presented at the Foreign Ministers' meeting of the Northern Dimension Partnerships to be held in Oslo in November this year.
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