



WORKING PLAN

The CCFG Working Plan describes and specifies the main areas of work as defined in the CCFG Manifesto.

(1) Labour rights, social and working conditions

- Creators' working conditions and contract situations, in particular regarding buyout contracts as well as in relation to temporary work engagements
- Fair and transparent remuneration for creators' works
- Welfare systems supportive of non-standard employment, i.e. discontinuous employment or intermittent work
- Protection and enforcement of the copyright and related rights, including moral rights
- Implementation of the current EU legislative framework and related collective bargaining agreements aimed at improving the contractual position of authors and performers and ensuring adequate protection of individual creators, including freelancers and self-employed
- Gender equality, gender bias and gender pay gap
- Fight against discrimination

(2) Funding and supporting creativity

- Proper mapping, increasing visibility of funding opportunities
- Improving access to finance and funding, including through alternative models of financing creativity
- Reinforcing cross-sectoral fertilisation and supporting of creators' networks at European level
- Ensuring the accessibility to EU funds dedicated to Covid19 relief of the full CCS ecosystem, including micro-organisations and individual artists, as well as their coverage and inclusion in recovery EU initiatives
- Ensuring CCS funding, especially Creative Europe, helps build a sector-specific dataset of environmental impact data through impact reporting, which can in turn be used to advocate for and identify targeted investment into CCS needs and opportunities as part of the EU Green Deal

(3) Cultural education, life-long learning and career development

- Access to training and career development, including with regards to international mobility, as well as recognition of cultural and creative skills and qualifications
- Mainstreaming and promoting cultural education in the educational systems of the Member States
- Certification and cross-border recognition of cultural and artistic education and studies, including non-formal
- Educate to foster respect for intellectual property rights
- Promoting women in their careers as artists and creators

(4) Opportunities and challenges of the digital era

- Promoting digital literacy, including media, data literacy and digital skills
- Promoting the swift implementation of current European legislation and future initiatives and assess its possible impacts on the Cultural and Creative Sectors
- Ensure online accessibility of diverse European cultural material while ensuring sustainable conditions for creators and their remuneration on platform services
- Importance of data on the usage of works for appropriate remuneration of creators across platforms
- Transparency of algorithms of streaming services and platforms for safeguarding cultural diversity and promotion of European works
- Digital preservation of cultural heritage, both digitised and born-digital
- Promoting creations that use technologies and foster digital innovation, digital arts, new artistic culture and videogames
- Creators' own distribution of their works and the impact on the CCS ecosystem
- The changing role of collective management organisations
- Safeguarding and promoting artistic freedom and freedom of expression, especially with regards to the prevention of technology misuse
- The impact of artificial intelligence on cultural creation and the cultural value chain (machine learning, data demand, data sovereignty, human-centred AI)

(5) Promoting the European dimension of cultural diversity

- Reinforcing existing Union programmes and initiatives (e.g. Creative Europe, the European Capitals of Culture, European Heritage Label, Music Moves Europe)
- Promoting the swift implementation of existing legislation (e.g. AVMS Directive) and future initiatives seeking to support European works and foster cultural diversity
- Creating periodical initiatives with a pan-European dimension seeking the promotion and highlighting of sites, spaces, and cultural expressions that deepen the understanding of European cultural diversity at local, regional and national level
- Analysing gaps in access to culture and cultural consumption while promoting cultural inclusion at the European level
- Analysing culture as an added value for the touristic sector and economy in global
- Analysing and promoting the CCS as a vector and under-recognised resource for realising the aims of the EU Green Deal
- Facilitating mobility and cross-border promotion of creators and their works across the Union
- Promotion of bottom-up culture to foster a creative citizenship

(6) Fostering international cultural relations at EU level

- Promoting European culture abroad, including through the direct engagement of European artists and civil society with their counterparts abroad
- Expanding international reach through horizontal cultural cooperation focused on fostering a two-way free flow of works of art, creators, and know-how
- Promoting and reinforcing EU cultural diplomacy in external relations
- Promoting the European dimension of culture at the international level and maintain the long-standing exclusion of culture and audio-visual services from upcoming trade agreements