EUROPEAN HERITAGE HEADS FORUM

Economic Task Force meeting
Prospects of Cultural Statistics in the EU

16-17 SEPTEMBER 2015, BRUXELLES

Political commitments on evidence-based policy making at EU

- **EU Council of Ministers Resolution 1995** on the promotion of statistics concerning culture and economic growth
- **Council Conclusions on cultural governance 2012**
- **Work Plans for Culture: 2008-10, 2011-14, 2015-18: Cultural statistics key transversal priority**
- **Policy Debate (EP)**

WORK PLAN FOR CULTURE 2015-2018

- *Adopted in November 2014 by the Council*
- *4 key priorities:*

  - **A. Accessible and inclusive culture**
  - **B. Cultural Heritage**
  - **C. Cultural and creative sectors: creative economy and innovation**
  - **D. Promotion of cultural diversity, culture in EU external relations and mobility**
  - **Cultural statistics as a cross-sectoral priority**

In line with these political commitments

- First **European working group** on cultural statistics (1997)
- **Pocket book** on cultural statistics (2007, 2011)
- **ESSnet culture** project working group (2009): report (published 2012)

2015

- Relaunch WG on **cultural statistics** in 2015
- Feasibility study on data collection and analysis in the CCS' in the EU in 2015
- Cultural Heritage Counts for Europe
- JRC indicator on creative cities

… in a nutshell

To achieve a **regular production of coherent and comparable figures**:

- Opening of a **dedicated section** in the Eurostat website
- Creation of **new datasets** (to be populated with data extracted from Eurostat database)
- **Multidimensional datasets** (to be updated on regular basis), easy downloading, metadata for each statistical area
- **Statistics Explained** articles on each area
- **Publications**: press releases, pocketbooks, leaflets, etc.

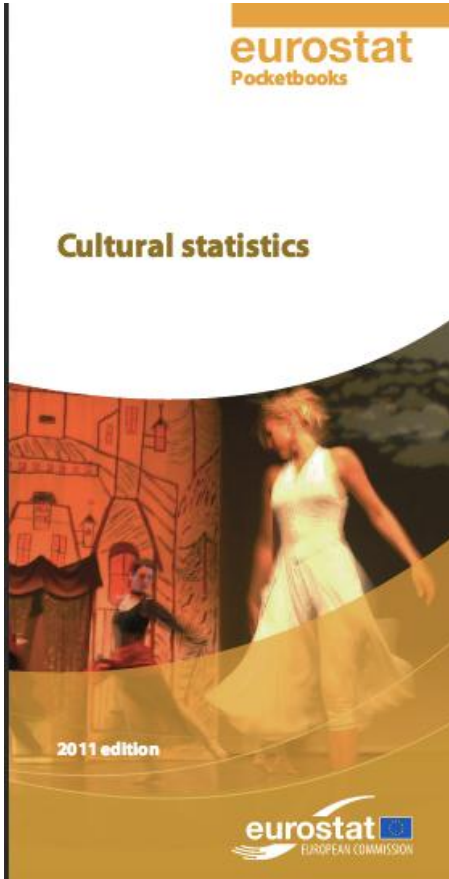
Work plan (first half of 2015)

- **Dissemination of available data (Employment and International trade in cultural goods)**
  - Creating a new domain on Eurostat 'data tree'
  - Designing the content of thematic tables for Eurobase: titles, dictionary, codes and dimensions to be defined
  - Developing a workflow for producing/updating data on a permanent basis
- **Re-launch of the Culture Statistics Working Group**
- **Start preparation of Statistics Explained articles**
  - Standard dissemination tool of Eurostat
  - Visibility on Internet (Google …)

Work plan (second half of 2015)

- Identification of challenges and possible solutions for the production of continued cultural statistics in the fields of:
  - **Enterprises** in cultural sector
  - **Participation**
  - **Expenditure**
  - International trade in cultural **services**

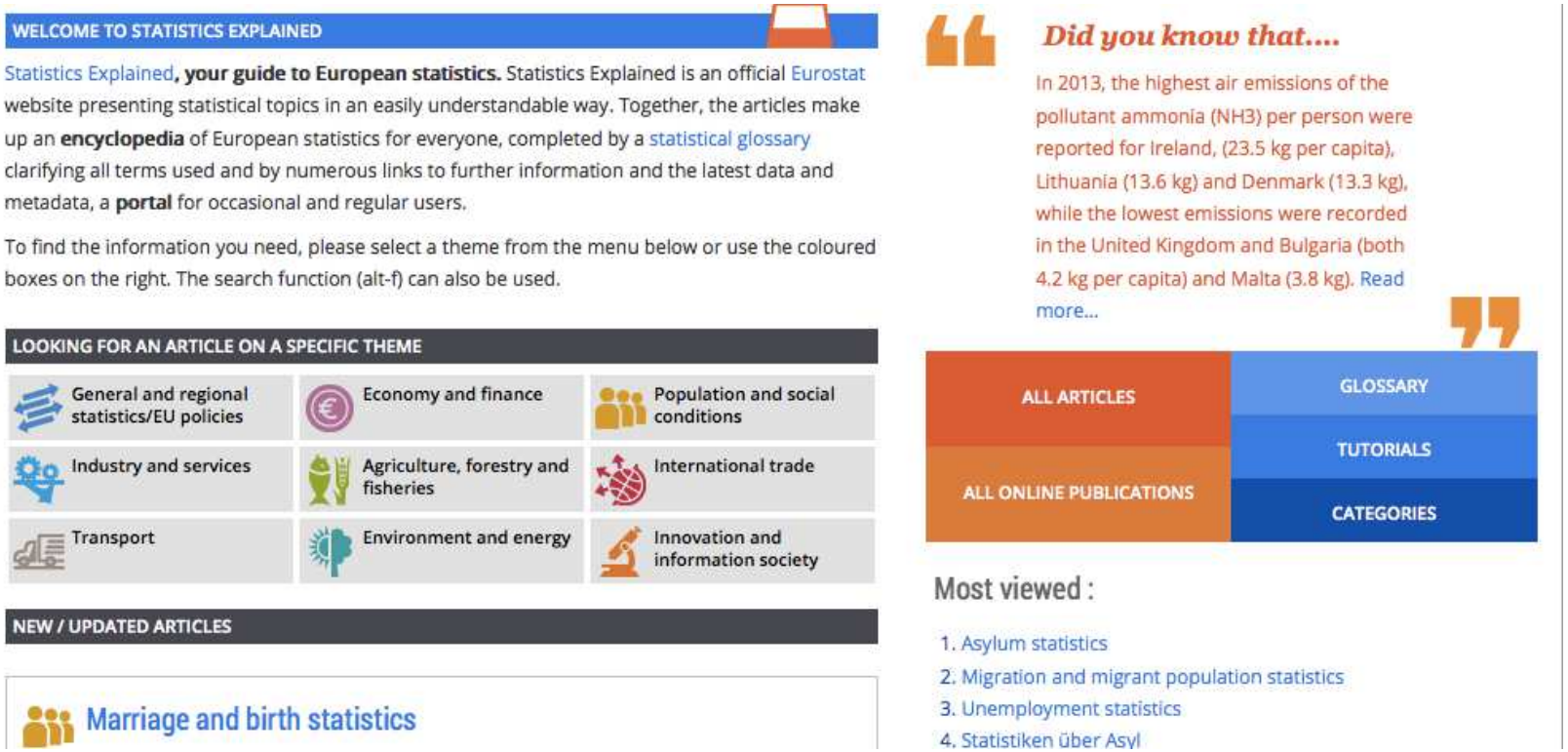
- **Second Culture Statistics Working Group (canceled)**
- **New edition of the Pocketbook**



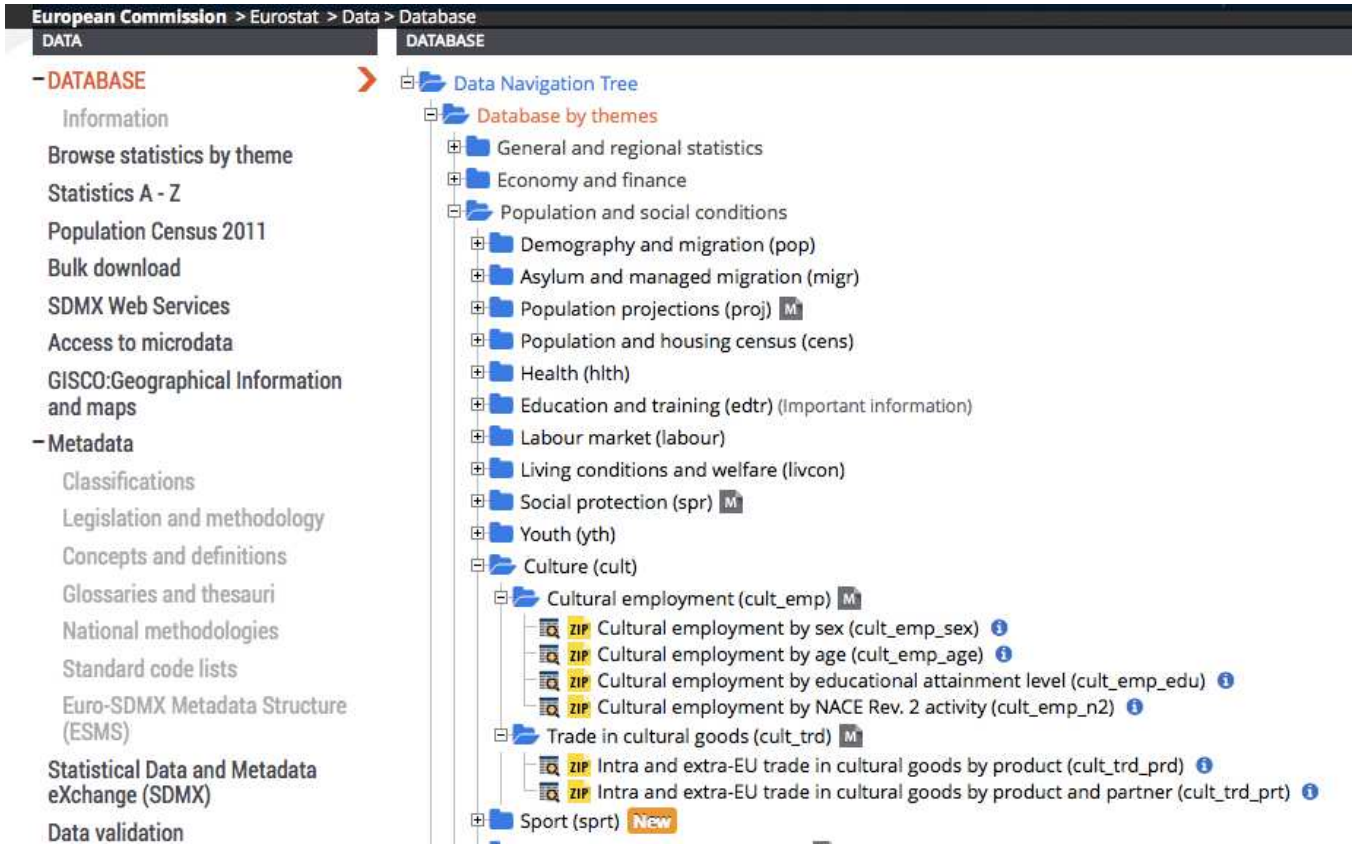
Work plan (from 2016 onwards)

- Creation of **indicators** to measure the impact of culture on the economy at a pan EU level (for the moment no **calculation of the GDP/VA)**
- Development of **satellite accounts**
- **Regular** production of updated statistics
- **Use of additional data sources**

Statistics explained



First results



http://ec.europa.eu/eurostat/data/database

Culture (cult)
Cultural employment (cult_emp)
Cultural employment by sex (cult_emp_sex)
Cultural employment by age (cult_emp_age)
Cultural employment by educational attainment level (cult_emp_edu)
Cultural employment by NACE Rev. 2 activity (cult_emp_n2)
Trade in cultural goods (cult_trd)
Intra and extra-EU trade in cultural goods by product (cult_trd_prd)
Intra and extra-EU trade in cultural goods by product and partner (cult_trd_prt)

European Commission

Explanatory texts (metadata) | Information | Download | Preview | Bookmark | Demo | Help | Login

Cultural employment by sex

[cult_emp_sex]

Last update: 03-06-2015

Table Customization show

TIME | GEO | Sex: Total | Unit of measure: Thousand

TIME / GEO	2008	2009	2010	2011	2012	2013	2014
European Union (28 countries	5,494.9	5,498	5,500.4	5,806.9 (b)	6,139.6	6,188.3	6,273.1
Belgium	97.4	95.9	105.2	127.3 (b)	141.5	137	141.9 (b)
Bulgaria	84 (b)	79.2	70.7	62.4 (b)	63.4	62.7	63.7
Czech Republic	136.7	136.3	135 (b)	130.8 (b)	137.7	143.3	148
Denmark	84.6	84.6	86.6	99.8 (b)	102.9	104.6	104.1
Germany (until 1990 former t	1,027.7 (b)	1,037.4	1,056.6	1,010.8 (b)	1,187.8 (b)	1,178.5	1,183
Estonia	20	17.5	20.5	23.3 (b)	25.8	25.8	21.5
Ireland	60.4	54.2 (b)	55.1	48.8 (b)	47.2	49	51.4
Greece	104	95.1 (b)	85.2	86.2 (b)	88.9	85.8	80.9
Spain	443.4	406.5	386.5	398.2 (b)	396.4	393.7	428.5
France	527.3	541.4	549.4	733.4 (b)	725	744.9 (b)	713.7
Croatia	36.9	36.6	37.3	40.2 (b)	41.6	40.5	41.6
Italy	573.7	526.9	542.6	591.7 (b)	622.9	603.7	602.1
Cyprus	9.6	9.3 (b)	9.6	9.1 (b)	9.2	9.4	8.6
Latvia	32	29.5	26.8	24.9 (b)	26.1	28.2	28.6

Available flags:

- **b** break in time series
- **c** confidential
- **d** definition differs, see metadata
- **e** estimated
- **f** forecast
- **i** see metadata (phased out)
- **n** not significant
- **p** provisional
- **r** revised
- **s** Eurostat estimate (phased out)
- **u** low reliability
- **z** not applicable

Special value:
: not available

ESTAT Sources

Economic activity - EU Structural Business Statistics (SBS)

Employment, from the EU Labour Force Survey (EU-LFS)

International trade in cultural goods - Comext database

Cultural participation - Social Income and Living Conditions survey (SILC), ICT Use Survey

Consumption - Household Budget Surveys (HBS), Government expenditure

Economic data

- *SBS provide data for most CCS based on NACE codes, (Books and Press, Audiovisual and Multimedia (including music and video games), Architecture, and Advertising.*
- *Data for Visual Arts (include Design) are theoretically available but as businesses in this sector tend to be small, it is likely that they do not appear in business survey samples, and economic indicators may not be released because of privacy issues.*
- *Economic activity data are not available for Cultural Heritage, Archives and Libraries and Performing Arts as NACE divisions 90 and 91 are not covered by the SBS. (as from 2018, these sectors will also be included)*

Employment

- Many ISCO and NACE codes are not structured to allow cultural activities to be distinguished.
- Minimal level of detail is currently 2 and 3 digits

ESS-net Culture proposed to adopt a cross classification of:
ISCO - International Standard Classification of Occupations, which classifies occupations, looking at the tasks and duties undertaken in the job
NACE - Classification of Economic Activities in the European Community, which classifies the employer's main activity

Cultural employment

A = Persons employed in a cultural occupation in the culture sector (a musician of an orchestra)
B = Persons employed in a cultural occupation in the non-culture sector (a designer in the automobile industry)
C = Persons employed in a non-cultural occupation in the culture sector (a secretary in the administrative office of a theatre)
And naturally excludes:
D = Persons employed in a non-cultural occupation in the non-culture sector (the secretary of the AD of the automobile industry)

***Figure 1**: Cultural jobs at the intersection of NACE and ISCO classifications*

		Activities (NACE)	
		Cultural	Non-cultural
Occupations (ISCO)	Cultural	I	II
	Non-cultural	III	IV

Estimate the cultural coefficient

- ESSnet Culture TF3 proposed a methodology to estimate the cultural coefficient trough cultural coefficients (0, 1, 0,5)
- The WG agreed on estimating the cultural coefficient on the basis of countries which provide data at a higher level of details (i.e. 3 digits for NACE; 4 digits for ISCO)

- **When the cultural coefficient is impossible to estimate, the whole code is excluded, resulting in a minimalist estimation of cultural employment.**

- **(e.g. 1222 Advertising and public relations managers) and sectors (e.g. NACE 581 Publishing of books, periodicals and other publishing activities).**

- **MS agreed to collect new data in order to overcome this gap**

NACE 910 (Libraries, archives, museums and other cultural activities) is among the codes at risk of exclusion

Includes a 4 digits sub-category (9104 Botanical and zoological gardens and nature reserves activities) which is not cultural according to the ESS-net framework.

The 3 other sub-categories are fully cultural and at the very heart of the Culture domain: (9101 Library and archives activities, 9102 Museums activities, 9103 Operation of historical sites and buildings and similar visitor attractions).

Same happens for important codes, such as 5811 Book publishing.

A part of the error is recuperated trough the cross-tabulation method.

Feasibility study on data collection and analysis in the CCS's in the EU

Contribute to the **development of cultural policies** at EU and national levels;

Qualitative and quantitative performance of the Creative Europe Programme;

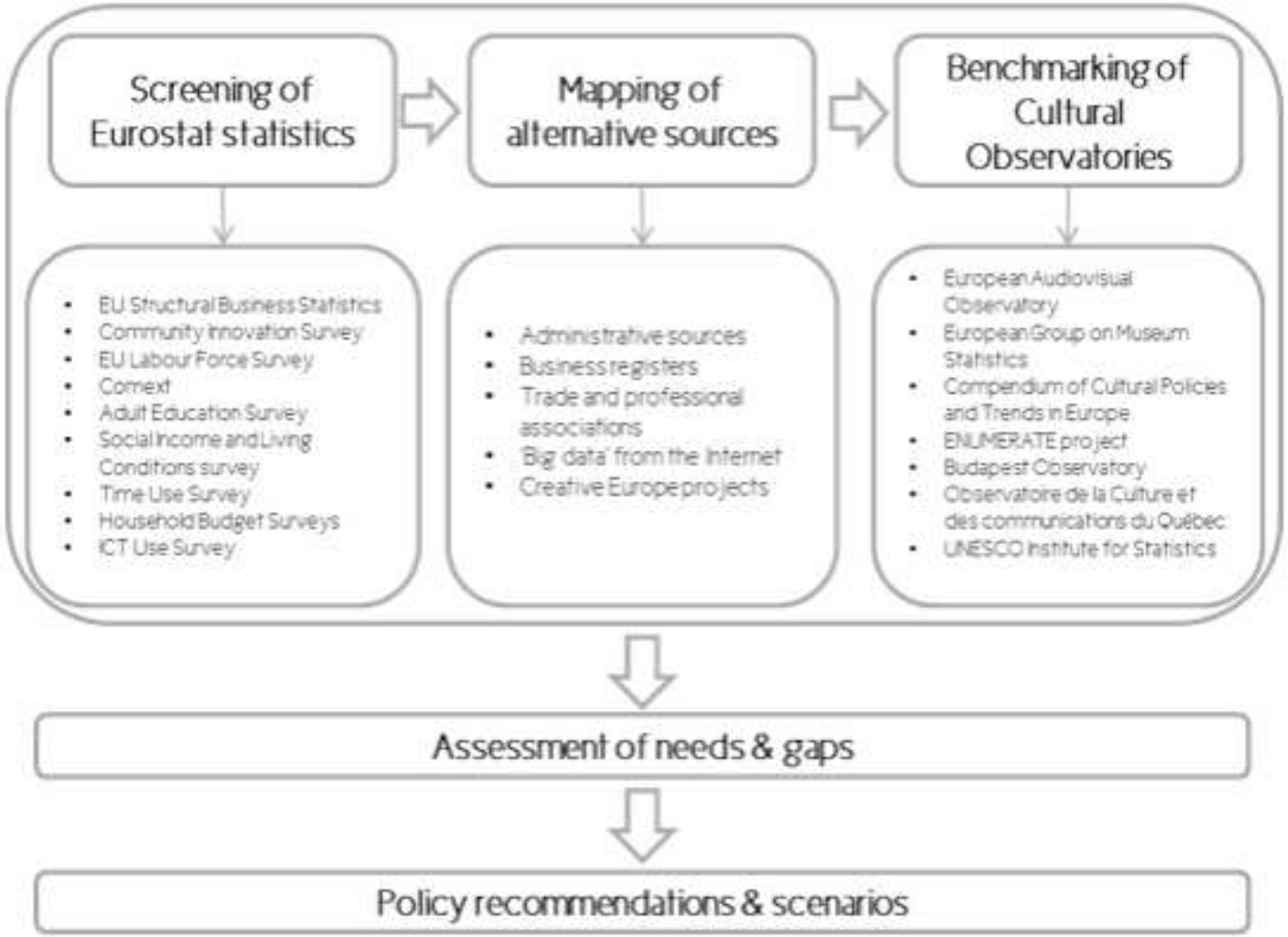
Quality standards and **accessibility** to the data produced by projects funded under the Creative Europe Programme.

Creative Europe

Supports transnational policy cooperation in the collection of market data, studies, analysis of labour market and skills needs, European and national cultural policies analysis and support for statistical surveys based on instruments and criteria specific to each sector and evaluations;

Art. 18 - monitoring and evaluation of the Programme's performance: "specific, measurable, achievable, relevant and time-bound targets and indicators, including qualitative ones";

Art. 15.2 - "feasibility study exploring the possibility of collecting and analysing data in the cultural and creative sectors other than the audio-visual sector"


Screening of Eurostat statistics
Mapping of alternative sources
Benchmarking of Cultural Observatories
EU Structural Business Statistics
Community Innovation Survey
EU Labour Force Survey
Comext
Adult Education Survey
Social Income and Living Conditions survey
Time Use Survey
Household Budget Surveys
ICT Use Survey
Administrative sources
Business registers
Trade and professional associations
'Big data' from the Internet
Creative Europe projects
European Audiovisual Observatory
European Group on Museum Statistics
Compendium of Cultural Policies and Trends in Europe
ENUMERATE project
Budapest Observatory
Observatoire de la Culture et des communications du Québec
UNESCO Institute for Statistics
Assessment of needs & gaps
Policy recommendations & scenarios

Main European statistics challenges

- CCS' estimates rarely comparable as EU level
- Member States use different definitions of CCS
- Difficulties in capturing the activities of a very large number of small and micro-companies
- Difficult to measure the value of the output of non-industrial sectors such as museums, galleries and libraries, performing arts etc
- Copyright and neighboring rights royalty collection and intangible assets in general (including brand value) not clearly identifiable from official statistics.
- Detailed data on new distribution and sales patterns or innovative forms of cultural engagement fall outside the scope of Eurostat's surveys;
- No measurement of cultural diversity (production, distribution or consumption).
- 'big data' not yet exploited

Alternative data explored

- Administrative sources (Ministry records)
- Business registers
- Rights management bodies and unions
- Professional associations
- "Big data" providers
- Cultural Observatories (incl. EGMUS)

EGMUS

Established in 2002;

27 European countries, from within and outside the European Union;

Main objective is collection and publication of comparable statistical data;

Available data from national museum statistics and surveys are compiled and updated and stored in the Abridged List of Key Museum Indicators (ALOKMI) table. The ALOKMI is the first step towards the harmonisation of museum statistics in Europe

A number of EGMUS Members was active in the development of the European Statistical System Network

European Commission

EGMUS
European Group on Museum Statistics

Home > Statistics

> back to mainpage

Country Year Show selected

> export as CSV
> print

Country	Year	Definition		Number of museums according to type of collection				Ownership					Management					Ownership of permanent collection		Number of visits			
		Working group definition	National criteria	total	of which			state-owned museums	local-, regional-owned museums	other public-owned museums	private-owned museums		state-managed museums	>local-, regional-managed museums	other public-managed museums	private-managed museums		Public ≤ 50%	Public > 50%	Total	Of which		
		1a	1b	2a	2b	2c	2d	3a	3b	3c	3d	3e	4a	4b	4c	4d	4e	5a	5b	6a	6b	6c	6d
					Art, archaeology and history museums	Science and technology museums, ethnology museums	Other museums	Total	Total	Total	Total	Of which ppp	Total	Total	Total	Total	Of which ppp				free admissions Total	free admissions %	foreigners Total
Austria	2012		X	449 [38]	113	50	282	30	234	3	182		3	157	49	240				12.047.400	2.905.500	28,90 [10]	
Belarus	2009	X		155	136	12	7	13	137	5			13	137	5				155	4.586.306	917.261	20,00	91.726
Belgium	2004			162	192	58	56	8 [52]	74	6	47		8	53	7	76		66	72	3.706.139	1.039.337	35,00	
Bulgaria	2012		X	188	138	18	32	26	158	4									188	4.105.948	801.979	19,50	830.087
Croatia	2009		X [95]	221 [96]	65 [97]	28	128 [97]	33 [98]	159 [99]	28 [99]	1 [99]		33 [100]	159 [101]	28 [101]	1 [101]		1	220	2.427.703			
Czech Republic	2013	X		486	104	49	333	30	347	47	62		30	347	47	62				10.489.589	2.816.102	26,80	1.765.106
Denmark	2011		X	281	248	4	29	21	33		227		21	33		227				13.257.073			
Estonia	2013	X		250	63	24	163	83	87		80		77	87	6	80				3.693.297	1.021.107	27,65	1.304.408
Finland	2013		X [151]	322 [151]				19	208	9	86		19	208	9	86				5.439.333	2.874.902	52,90	503.049
France	2010		X	330				36	214	2	78		36	214	2	78		78	252	4.869.035	2.502.978	51,40	401.253

http://www.egmus.eu/nc/en/statistics/complete_data/

EGMUS Questionnaire

concerns the key indicators of the museums:

identification of museums (to distinguish these from the 'museum-like' institutions such as exhibition halls or 'Kunsthallen'),

kind of museums,

opening hours,

legal status and ownership,

exhibition and visits,

expenditure and income,

personnel,

use of information and communication technology.

Various countries already use the Standard Questionnaire in their national surveys.

Limits of alternative data sources

- Geographical coverage
- Quality standards
- Lack of comparability
- Access costs

Integrated approach is not a choice... is a need

Environmental ecosystem

Cultural ecosystem

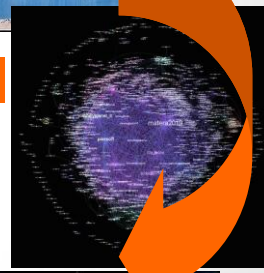
Research

Environment

Intercultural dialogue

Audience development

Creative sector / SME's



Traditional knowledge + Skills

Training and Skills

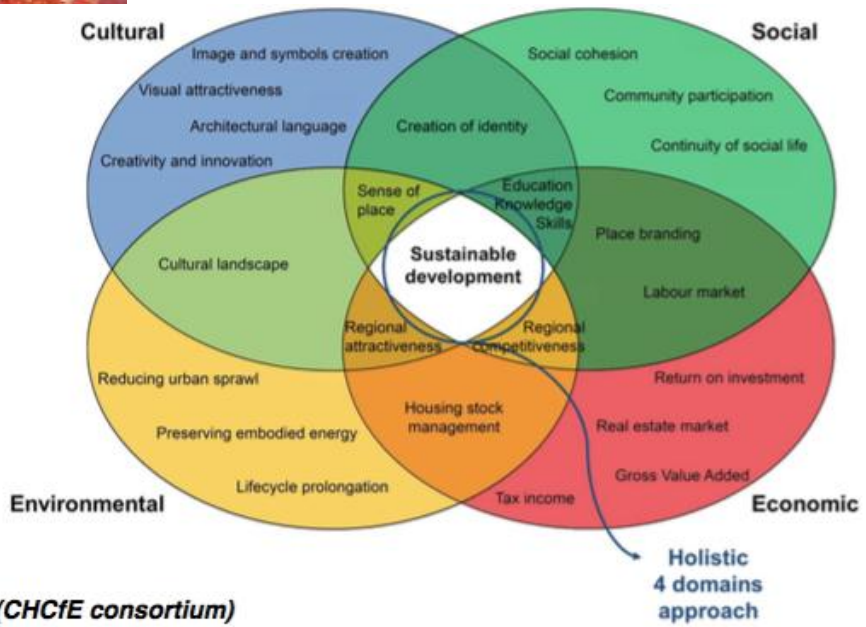
Citizenship: Involvement and participation

European Commission

Cultural Heritage Counts *for* Europe

July 2013 – June 2015
Culture Programme (2007-2013)
Strand 3.2 – Cooperation projects between organisations involved in cultural policy analysis

European researches on the impact of heritage



(CHCfE consortium)

Thanks!

Erminia Sciacchitano
DG Education and culture
Unit D1 – Cultural diversity and innovation
Erminia.sciacchitano@ec.europa.eu

22 May 2015