

The contribution of culture to the implementation of the Europe 2020 strategy

Budapest, 28 February 2011

Section Meeting I/3: Sustainable Growth

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On What Kind of Move?

On the Move (OTM) is a not-for-profit organisation set up in 2002. The goal of OTM is to promote a concept of mobility that is respectful of social standards and environmental protection, and that promotes cultural diversity and intercultural dialogue. OTM provides cultural mobility information from Europe and other parts of the world, and engages in research, capacity building and advocacy for mobility issues in collaboration with its members.

In today's world we can no longer promote artists' mobility blindly without taking other issues, mainly environmental concerns into consideration. The question is: what kind of arts' mobility do we want to see in the future? In order to answer this question, OTM is looking towards the users of its information service, mainly individual artists and cultural professionals and teams up with its members and external organisations to produce useful toolkits which aim to inspire artists and culture operators and encourage them to change their way of producing, disseminating art and being mobile across Europe

In 2010, OTM launched "Excited Atoms" an exploration of virtual mobility in the contemporary performing arts. The study, funded by OTM member *Fundacion Autor*, looks at what virtual mobility means, gives an overview of the different ways in which artists use new technologies and presents some of the most critical issues and motivations for artists, cultural producers and promoters to collaborate, share, make, question, present and innovate using virtual mobility.

This year, OTM is working together with *Julie's Bicycle*, a UK based not-for-profit company, to produce a study on green mobility within the cultural field. The outcome of the study will be a practical guide helping artists and cultural organisations to develop environmentally sustainable strategies for the production and presentation of their artistic work.

Even though culture is not mentioned in the Europe 2020 strategy, there seems to exist agreement that culture is a driving force to increase the competitiveness and economic performance of the EU. However, maybe what Europe really needs is something that stands outside this value system of profit maximization and competitiveness. The question should therefore be reformulated: how can culture challenge the Europe 2020 strategy? It is surprising that the EU comes up with a growth strategy to help Europe out of the crisis when it is this ideology of growth that got us into the crisis in the first place. Does Europe really need a growth strategy? Does the world really need a competitive Europe? When talking about sustainability, it should mean that we are willing to change our attitude and behaviour. What Europe needs is

something that teaches us to see the world through the eyes of another person, something that promotes an understanding of the world that is not based on how competitive we are in the global market. This "something" is culture.