



VALTIONEUVOSTO
STATSRÅDET

Kulttuuripoliittinen selonteko
Kulturpolitisk redogörelse

Cultural Policy Report

General presentation of the process and content
28 November 2024

What?

- The Government included in its Programme a cultural policy report seeking to produce an ambitious vision that will make it possible to develop Finland's arts and cultural policy on a long-term basis.
- **The current situation, guidelines and measures** are based on extensive research and statistical data, participatory preparation as well as consultations with experts and the cultural field overall.
- The report presents a cultural policy vision

How?

- into the 2040s that builds on four main objectives.
- A six-week open consultation round generated **280 opinions**. **A summary of the opinions is available** in the lausuntopalvelu.fi service.
- Once the report has been discussed, a **separate action plan will be drawn up** to implement it.



Vision

In the 2040s, arts and culture will be a force that strengthens and unites the nation and inspires the building of a more sustainable, viable and humane future.

Working in cooperation with other policy areas, a successful cultural policy will make people's lives more inclusive and meaningful, building a broad foundation of knowledge, wellbeing, and social and economic value.

Finland's long-term cultural policy has four key objectives:

1. Culture is a driving force for change

- Culture is the most significant driver of progress in human activity because it determines how we view the world and the changes in it.

2. Cultural practitioners and content play a key role

- Cultural practitioners contribute to Finland's development as a sustainable and well-rounded society.

3. Culture is everyone's right

- A diverse and accessible culture is everyone's right. Culture belongs to everyone regardless of their background, language, location, age or financial resources.

4. Cultural power creates international impact

- A dynamic cultural field spurs Finland's impact globally.

Value chain in culture

Cultural heritage and knowledge

Cultural heritage and knowledge form the foundation and source of creativity for the value chain in culture.

Creativity and production

Individuals and communities create content based on knowledge and cultural heritage.

Development and distribution of production

Cultural content is produced and disseminated to wider audiences.

Distribution and marketing

Audiences can access cultural content through different channels.

Consumption and use

Audiences experience and use cultural content.

Interpretation and appreciation

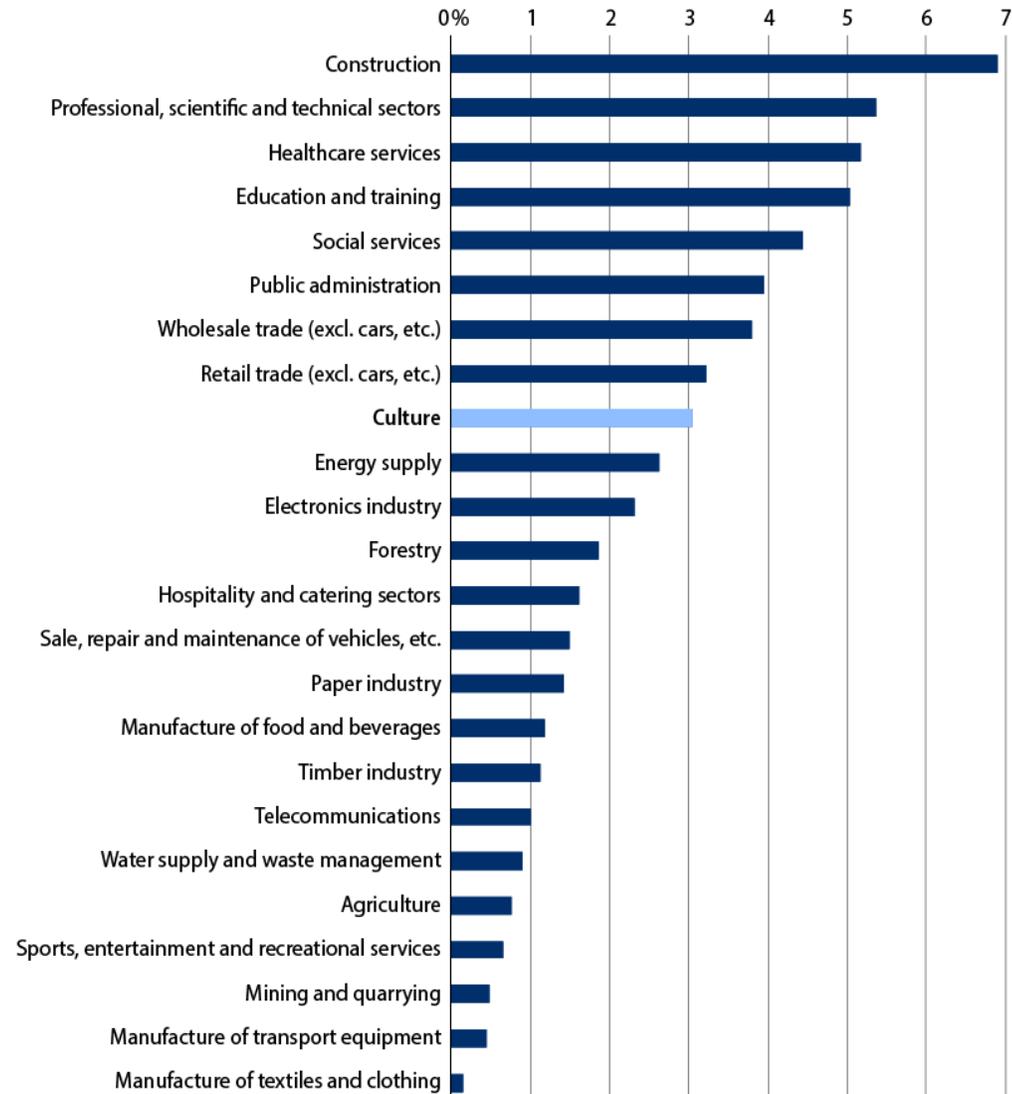
Audiences process and evaluate cultural content.

... describes the different stages of production in arts and culture and the relationship between them. Defining the value chain helps identify the links in cultural policy and how effective cultural policy is. We need to nurture this kind of understanding.



Value added percentages in selected industries in 2022

Per cent



Culture is an essential part of Finland's industrial base.

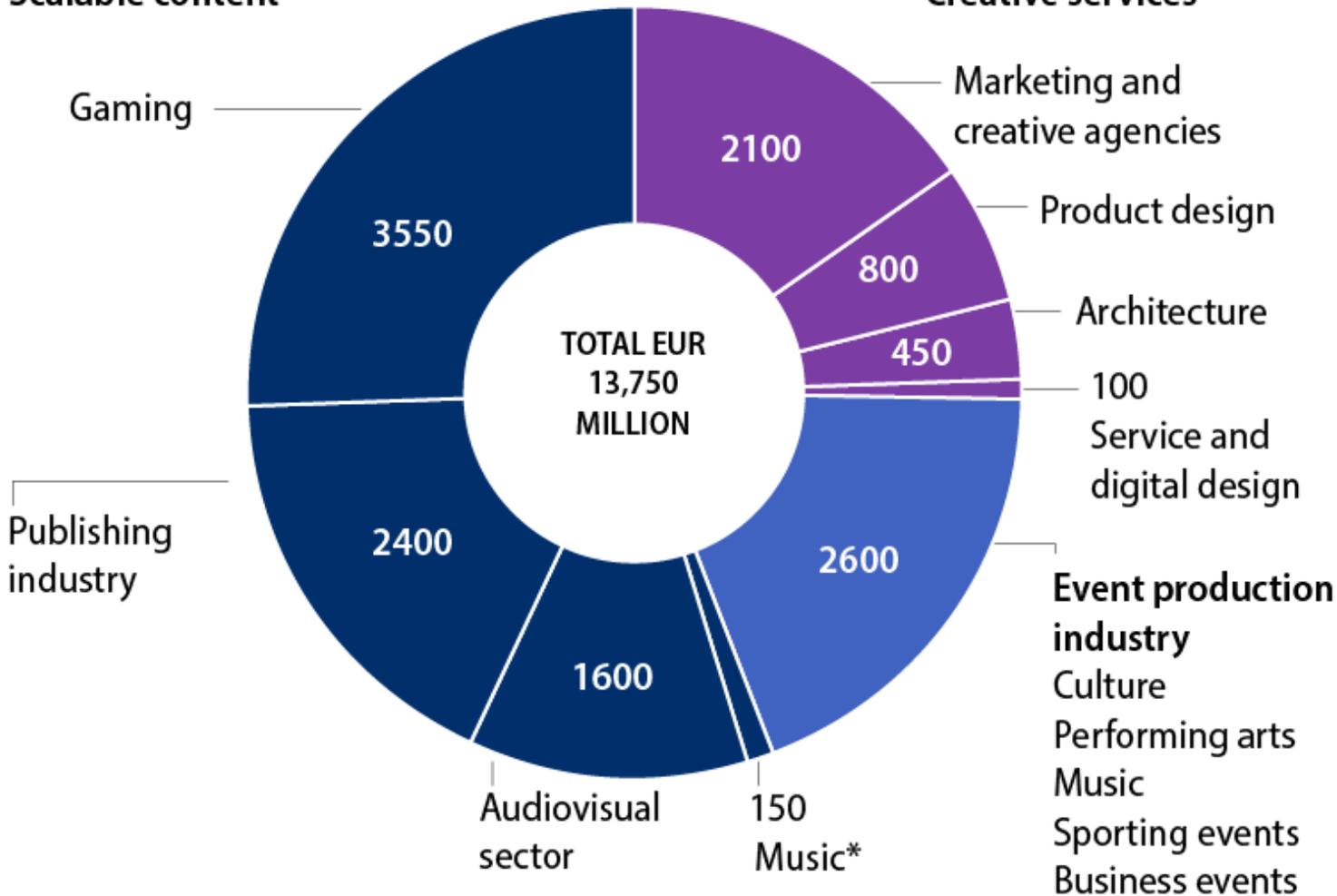
The cultural and creative industries increase the size and value added of the national economy, bringing incipient structural changes to the economy, which further benefits cultural practitioners and society as a whole.



Turnover figures in the creative industries in 2022

EUR million

Scalable content



Growth potential in the cultural industries is considerable in Finland.

By working together with the cultural industries, we can make our innovation system more robust.

* Works and recordings as a basis for business, live music in the events section

Measures for achieving the objectives

1. Future-proofing the bedrock of culture
2. Key role of cultural practitioners
3. Long-term and multidisciplinary cultural policy
4. Enabling regeneration, sustainability and growth
5. Cooperation and inclusion as a powerhouse
6. Common policy approach
7. Thriving context in which culture can operate
8. Broader international scope in culture
9. Target intent: more creativity: culture as a driving force for social and economic change





Measures for achieving the objectives

1. Future-proofing the bedrock of culture
2. Key role of cultural practitioners
3. Permanent pledge for the cultural industries
4. Enabling regeneration, sustainability and growth
5. Cooperation and inclusion as a powerhouse
6. Common policy approach
7. Thriving context in which culture can operate
8. Broader international scope in culture
9. **Target intent: More creativity: culture as a driving force for social and economic change**



Measures for achieving the objectives

1. Future-proofing the bedrock of culture

- Working together to safeguard funding for cultural infrastructures and ensuring together that cultural activities are available and accessible. Encouraging everyone to engage in culture. Securing opportunities specifically for children and young people to grow into culture, and bolstering their reading, language and media skills.

2. Key role of cultural practitioners

- The use of works always generates remuneration for the authors of the works. Ensuring that the systems for remuneration, payments and social security benefits operate well and bolstering the sources of earnings from the platform economy and copyright economy.

3. Permanent pledge for the cultural industries

- A Government-level body extending across parliamentary terms monitors and assesses the implementation of the Cultural Policy Report and takes initiatives to promote culture in different policy areas.

Measures for achieving the objectives

4. Enabling regeneration, sustainability and growth

- Funding and support are available at different points in the value chain to encourage regeneration, sustainability and working more globally in the cultural and creative industries.

5. Cooperation and inclusion as a powerhouse

- Creating more solid and versatile value networks by means of mutual and cross-sectoral cooperation between cultural actors and RDI partnerships.

6. Common policy approach

- Policy measures in different sectors complement each other. Culture contributes positively to solving major societal issues in line with shared objectives.

Measures for achieving the objectives

7. Thriving context in which culture can operate

- State support for culture is more robust than before and investments are made strategically to advance culture and the creative industries. Synergies between the cultural and creative industries create value added between fields and different sectors of society.

8. Broader international scope in culture

- The cultural and creative industries network on a global scale and actively operate in the international market, generating significant export revenue.

9. Target intent: more creativity: culture as a driving force for social and economic change



Summa summarum



The comprehensive report on the cultural industries and future prospects was prepared by an extensive network of experts in a context of inclusiveness.



In line with the objectives, the vision is ambitious, building the future, and the current picture is comprehensively outlined and the measures are relevant.



The package gained strong support during the consultation round.

**A positive future in 2040 is
the result of a well-ordered
cultural shift that boosts
the wellbeing of people
and the natural habitat.**

