

# COMMISSION OF THE EUROPEAN COMMUNITIES

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94/0189 (COD)

## EUROPEAN COMMUNITY ACTION IN SUPPORT OF CULTURE

### COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION

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Proposal for a  
EUROPEAN PARLIAMENT AND COUNCIL DECISION 94/0188 (COD)  
establishing a programme to support artistic and  
cultural activities having a European dimension

KALEIDOSCOPE 2000

(presented by the Commission)

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Proposal for a  
EUROPEAN PARLIAMENT AND COUNCIL DECISION 94/0189 (COD)  
establishing a support programme in the field of  
books and reading

ARIANE

(presented by the Commission)

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**COMMUNICATION: EUROPEAN COMMUNITY ACTION  
IN SUPPORT OF CULTURE  
(ARTICLE 128 OF THE EC TREATY)**

**INTRODUCTION**

The entry into force of the Treaty on European Union brings significant changes for the action undertaken by the Community in the cultural sector. The determination of the signatories to create an "ever-closer union of the peoples of Europe", notably through the introduction of a citizenship of the Union, is given substance through the conferment of specific powers in sectors such as culture. The strengthening of Community action in favour of culture will also contribute to developing the highly promising potential for job creation in this sector.

Among the important changes made to the Treaty are the following:

- Article 3(p), which lists as one of the objectives of Community action: "a contribution to education and training of quality and to the flowering of the cultures of the Member States";
- Article 92(3)(d), which stipulates that one of the types of State aid which may be considered compatible with the common market is "aid to promote culture and heritage conservation where such aid does not affect trading conditions and competition in the Community to an extent that is contrary to the common interest";
- Article 128 under Title IX providing a specific basis for undertaking actions which, while respecting the national and regional diversity of Member States, are aimed at supporting and supplementing the actions of Member States in specific fields.

These new provisions do not affect the bases on which certain harmonization measures having a cultural dimension (for example in the area of the movement and export of cultural goods) have been and will continue to be taken.

Article 128 under Title IX does, however, call for the definition of guidelines to match the cultural role which Member States want to give to the Community, which will accommodate the actions already initiated by the Community in the cultural field, and for the specification of new developments.

Such is the object of this communication, which was announced in "New Prospects for Community Cultural Action" (COM (92) 149) adopted by the Commission on 29 April 1992 and approved by the Council on 12 November that year. It was stated that "specific proposals and programmes" in the cultural field would be presented after the entry into force of the Treaty on European Union.

This communication is now required in order to outline the framework, on the new basis provided by the Treaty, for Community support measures in the cultural field, and thus to avoid the risk of hiatus in the Community's cultural action at the very time the Community has stated its wish for that action to be further developed.

This communication is in three parts:

- An analysis of Title IX of the Treaty, which constitutes the foundation for the development of the European Union's action in the cultural field;
- A section setting out, for each field of cultural action, the priority measures to be based henceforth on Article 128;
- A section concerning the incorporation of cultural aspects in other Community policies and programmes.

Annexed to this communication are two proposals for Decisions concerning the Kaleidoscope programme and the programme of support for books and reading.

## **I. ANALYSIS OF TITLE IX (ARTICLE 128) OF THE TREATY ON EUROPEAN UNION**

The potential for Community action can be defined by reference to the aims set out in Article 128(1) and (3), to the areas of intervention described ((2) and (3)), to the type of action assigned to the Community ((2) and (4)), to the methods of intervention and to the decision-making procedure laid down in the Treaty (Article 128(5) and Article 189(b)). The aims specified in Article 128 and the area of intervention take in virtually the entire cultural field, and thus open up a wide horizon for Community action.

There are, however, restrictions on the type of action possible, the instruments available, and on the procedure to be followed.

### **A. Aims (Paragraphs 1 and 3)**

Three very ambitious aims are set:

- to contribute to the flowering of the cultures of Member States while respecting their national and regional diversity and, at the same time, bringing the common cultural heritage to the fore;
- to encourage contemporary cultural creation;
- to foster cooperation with third countries and the competent international organizations, in particular the Council of Europe.

## B. Areas of intervention (Paragraphs 2 and 3)

The areas of intervention are as follows:

at Community level:

- improvement of the knowledge and dissemination of the culture and history of the European peoples;
- conservation and safeguarding of cultural heritage of European significance;
- non-commercial cultural exchanges;
- artistic and literary creation, including in the audiovisual sector;

in external relations:

- cooperation with third countries and the competent international organizations in the field of culture, in particular the Council of Europe.

## C. Methods of Community intervention

The guiding principles for Community intervention in the cultural field are subsidiarity and the requirement that it supplement Member States' action. The object is to encourage cooperation between Member States and, where necessary, support and supplement their action in the areas of intervention indicated. Any harmonization of the laws and regulations of Member States is expressly ruled out by Article 128.

Paragraph 4 of the Article does, however, stipulate that the Community must take cultural aspects into account in its other policies.

This particularly significant statement means that, from now on, culture must be taken into consideration in the development of all Community action, notably in the formulation of new actions and policies, while ensuring that Community law is respected.

In accordance with the principles laid down, priority in the planning of action must be given to promoting the influence of Member States' cultures and providing a wider audience for cultural creativity, notably by:

- encouraging cultural cooperation in the form of networks and partnerships between different players and promoting the circulation of cultural works;
- supporting emblematic cultural initiatives;
- making use of the opportunities provided, in an information society, by new communication technologies;
- enhancing the cultural dimension of socio-economic development.

The instruments of Community action in support of culture are essentially of two types: financial support and technical assistance.

D. The decision-making process

(a) The procedure (paragraph 5)

The adoption of proposals in the cultural field presented by the Commission to Parliament and the Council under Article 128(5) involves the procedure of co-decision by Council and Parliament, as set out in Article 189(b) of the Treaty, with the requirement of unanimity in the Council at every stage of the procedure as referred to in that Article. In addition, a new body - the Committee of the Regions - must also be consulted.

However, this complex procedure is inspired by the particular sensitivity of the cultural field. It requires a wide consensus for incentive measures to be adopted and means that proposals should be of a certain scale, both in content and in duration. Particularly extensive advance consultation is necessary for the procedure to be effectively put into practice.

(b) The measures

The types of measures which could be envisaged include:

Binding measures:

Decisions by Parliament and the Council (co-decision procedure) acting on proposals by the Commission, adopted unanimously by the Council after consulting the Committee of the Regions, for the organization of incentive measures.

Non-binding measures:

Recommendations by the Council, also to be adopted unanimously on the basis of a Commission proposal.

II. THE REFERENCE FRAMEWORK, BROAD LINES OF ACTION AND COMMUNITY INCENTIVE MEASURES IN THE CULTURAL FIELD

The insertion in the Treaty of Article 128 means that action taken in the past in the areas of intervention specified (in paragraphs 2 and 4) must henceforth be based on Article 128(5) without prejudice of other specific legal basis. As a result of this change, Community cultural action will from now on be a permanent feature of Community activity.

The new reference framework for cultural action

The Commission feels that a reference framework for cultural action should be established on the basis of the Treaty.

On the basis of the objectives and the specific areas set out in the Treaty, the Commission has sought to identify the broad lines of action and the corresponding types of action. They have been identified by reference to past experience, projects implemented and the new potential offered by the Treaty. Thus, three priority areas of intervention have been

identified: cultural heritage, books and reading and artistic activities. For each of them five types of actions could be envisaged: enhancement and extension to wider audience, networks and partnerships, access to culture, research and training, cultural cooperation with third countries and international organizations.

## 1. Heritage

The Commission has already developed a number of initiatives in this key area of cultural action: pilot projects for the conservation of the cultural heritage, restoration projects for monuments and sites of symbolic importance, training grants, studies, etc.

These actions must be redirected and expanded, to include the movable heritage and museums and to take into account the technological developments (multimedia) which give the sector new opportunities for profile-raising, cooperation and exchanges. The Commission has accordingly embarked on a series of consultation meetings and close contacts with the other European institutions, the competent authorities in Member States, professionals, and representatives of international organizations concerned.

In the light of its findings, the Commission will, towards the end of 1994, present to Parliament and Council a draft communication.

Moreover, many of the existing Community policies and programmes - in particular the structural Funds - have already given a sensitive contribution to the European cultural heritage and will be able to contribute more<sup>(1)</sup>.

## 2. Artistic activities: Kaleidoscope

Support for artistic activity with a European dimension is one of the best means of encouraging cultural creativity, of developing cooperation and exchanges and of giving works a greater impact and wider distribution. Several types of artistic creation can be involved: the performing arts (dance, music, theatre, opera), plastic and spatial arts, applied arts and audiovisual works (see Annex).

The Commission is proposing that Parliament and the Council adopt the attached proposal on the Kaleidoscope Programme setting out five categories of incentive measure.

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<sup>(1)</sup> The Commission, in the framework of innovatory pilot actions during the period 1994-1999, financed on the basis of Article 10 of the European Regional Development Fund, intends to develop new axes of action, in particular in the field of cultural heritage and of its economical impact.

3. Books and reading: ARIANE

The dissemination and translation of literary and dramatic works are other key areas of action at Community level: such works are one of the prime vectors of a culture, they help to bring the cultural heritage to a wider audience and promote literary, artistic and audiovisual creation (see Annex).

Taking the view that this action is entirely consistent with the objectives set out in Article 128 and in the light of the resolutions passed by Parliament and the Council, the Commission is presenting a proposal for a Council Decision on a multiannual programme covering five categories of incentive measure.

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The objectives - areas of intervention relationship for these priorities could be outlined as follows:

## EXAMPLES OF INCENTIVE MEASURES\*

	Enhancement and extension to wider audience	Networks and partnerships	Access to culture	Research/training	Cooperation with third countries and international organizations
1. Cultural heritage of European significance	<ul style="list-style-type: none"> <li>- restoration of monuments of symbolic importance</li> <li>- support for one-off events, festivals, European City of Culture, European Day</li> <li>- digitalization and multimedia</li> <li>- European Architecture Prize</li> </ul>	<ul style="list-style-type: none"> <li>- seminars for the exchange of experience</li> <li>- cooperation with organizations dealing with movable and nonmovable heritage</li> <li>- twinning arrangements between museums, sites ... including use of multimedia</li> <li>- mobility of professionals</li> <li>- joint purchase of works of art</li> </ul>	<ul style="list-style-type: none"> <li>- information for different groups</li> <li>- raising awareness of cultural content (relations with education, tourism, regional development, fight against social exclusion)</li> <li>- use of multimedia facilities, video-museums</li> </ul>	<ul style="list-style-type: none"> <li>- grants for training in conservation</li> <li>- seminars, modules and studies</li> <li>- research into conservation techniques</li> </ul>	<ul style="list-style-type: none"> <li>- support for safeguarding and restoration activities</li> <li>- participation in training and access programmes</li> </ul>
2. Books and reading ("ARIANE")	<ul style="list-style-type: none"> <li>- assistance for literary and dramatic translation</li> <li>- European Literature Prize and European Translation Prize</li> </ul>	<ul style="list-style-type: none"> <li>- incentives for meetings and partnerships between publishers and booksellers</li> <li>- development of a translation network</li> <li>- library networks</li> <li>- use of multimedia facilities</li> </ul>	<ul style="list-style-type: none"> <li>- information and awareness-raising (relations with education, and fight against social exclusion ...)</li> <li>- activities for the development of reading</li> <li>- use of multimedia facilities</li> </ul>	<ul style="list-style-type: none"> <li>- grants (literary translation)</li> <li>- research on the preservation of paper and leather</li> </ul>	<ul style="list-style-type: none"> <li>- assistance for translation</li> <li>- support for cooperative activities</li> <li>- participation in training and access programmes</li> </ul>
3. Artistic activities (Kaleidoscope)	<ul style="list-style-type: none"> <li>- support for symbolic artistic events</li> </ul>	<ul style="list-style-type: none"> <li>support for artistic events organized in partnership</li> <li>- meetings and exchanges of experience between professionals and other partners involved in the field (including those regarding less privileged young people)</li> </ul>	<ul style="list-style-type: none"> <li>- information</li> <li>- use of multimedia facilities</li> <li>- fight against social exclusion</li> </ul>	<ul style="list-style-type: none"> <li>- raising the profile of artistic training</li> <li>- further training for practising artists</li> <li>- travel grants for artists</li> </ul>	<ul style="list-style-type: none"> <li>- support for cooperative activities in the artistic field</li> <li>- participation in networks and partnerships</li> </ul>

\* as an indication



### **III. INCORPORATION OF CULTURAL ASPECTS IN OTHER COMMUNITY POLICIES AND PROGRAMMES**

Article 128(5) is not the only basis for action allowing the Community to pursue cultural objectives or to take measures which have an impact on culture. Paragraph 4 of this Article states that "the Community shall take cultural aspects into account in its action under other provisions of this Treaty".

This imposes the obligation on the Community to take the cultural objective into consideration in all areas of its activity, including in instruments for which the legal base offers the possibility of a comprehensive common policy or where it provides the means to establish and operate the internal market.

But the first thing this requires of the Community is that it look at the ways in which both its internal policies and its external policies might include a cultural dimension contributing to the achievement of the overall aims of the Treaty (Articles 2 and 3) and of the objectives defined in Article 128(3). The second requirement is that it take the necessary measures and employ appropriate means.

To this end:

- The Commission will draw up within one year an inventory for transmission to Parliament and the Council, of the cultural dimension of the main Community policies concerned. This report will deal in particular with the support given to the cultural sector under Community policies, notably regional development, the new technologies, external relations, etc.<sup>(2)</sup>.
- The Commission will take internal procedural measures to ensure that the demands of culture are given due consideration when Community policies are being formulated and implemented.
- The Commission will provide appropriate information on this subject, notably in its work programme and the annual report.

### **CONCLUSION**

With the ratification of the Treaty on European Union and in particular the new Article 128 inserted in the EC Treaty, new prospects have opened up for cooperation and support in the cultural sector.

If it is to develop fully within the frontier-free Europe, the Union's cultural action will have to be based on a programme of priority measures allowing it, while respecting the principle of subsidiarity, to maximize its impact and to contribute real added value.

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<sup>(2)</sup> It is worthwhile recalling, in this context, that structural Funds may indirectly support cultural projects via measures of economical development such as tourism.

Proposals for two such incentive measures are presented in Annex to this communication. Further proposals will follow in accordance with a strict timetable. At the end of this process, there will be a programme of cultural action covering several years. This programme should be finalized during 1995. Existing actions will thus continue until their replacement by incentive measures, as proposed below.

The Commission is now asking Parliament and the Council :

- (a) to take into account the present Communication, in particular the reference framework established according to the objectives set out in Article 128;
- (b) to adopt the proposed Decisions concerning:
  - the Kaleidoscope programme for supporting artistic activity with a European dimension;
  - the "ARIANE" programme of support for books and reading.

## ANNEX - AUDIOVISUAL PRODUCTION

Article 128(4) stipulates notably that Community intervention should aim, where necessary, at supporting and supplementing Member States' actions in the field of "artistic and literary and creation, including in the audiovisual sector". It is therefore necessary to examine how audiovisual techniques can contribute to the flowering and dissemination of Member States' cultures (objectives of Article 128), in particular in the context of the information society.

Firstly, the means of communication developed in the field of multimedia bring revolutionary opportunities for exchanging knowledge and increasing the influence of artistic creation.

We are now in the era of the computerisation of the heritage and of interactive networks linking museums, public libraries and cultural centres, thus permitting exchanges of knowledge and common research and training, as well as an unprecedented level of access to and use of Member States' cultural riches. These phenomena must be addressed with a will to improve the access of all citizens to their culture and to that of others and with concern to protect the collective property which is the cultural heritage. Initiatives in these areas can contribute to the realisation of programmes implemented on the basis of Article 128.

Secondly, it is indispensable to take into account the consequences for the European audiovisual programme-making industry of the implementation of new information infrastructures (trans-European networks). Meeting in Corfu on 24 and 25 June 1994, the European Council stressed "the importance of the linguistic and cultural aspects of the information society". In its communication of 19 July 1994 (COM(94) 347), "Towards an Information Society in Europe", the Commission stressed the key role played by audiovisual policy within that information society.

It should be mentioned in this regard that the Commission adopted on 6 April 1994 the Green Paper entitled "Strategic options to Strengthen the European Programme Industry in the Context of the Audiovisual Policy of the European Union". This document has been the subject of very wide consultation in the sectors concerned, notably during the European Audiovisual Conference.

The Green Paper proposes three main lines of action: the regulatory framework, support mechanisms at Community level and the convergence of national systems. Although the debate needs to identify what is at stake and objectives in the long-term, certain issues need to be addressed in the short-term. There are in particular two such issues. The first is the follow-up for the MEDIA programme (measures to develop the audiovisual industry). The second is the possible revision of the "Television without Frontiers" Directive. These measures, along with other measures of audiovisual policy such as the Action Plan for the Introduction of Advanced Television are based upon the relevant provisions of the Treaty.

In addition, the Commission has been organizing for several years an action aimed at supporting the development of the European dimension of film festivals and audiovisual programmes, in order to encourage the circulation within Europe of audiovisual works. Initially funded from within the MEDIA programme, this action will be the subject of an exceptional promotional effort in 1995 and 1996, to coincide with the Centenary of the Cinema and in accordance with the wishes expressed by the Council in its Resolution of 5 November 1993.

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**KALEIDOSCOPE 2000**

## EXPLANATORY MEMORANDUM

Article 128 of the Treaty establishing the European Community now lays down the general objective of contributing "to the flowering of the cultures of the Member States" and, in particular, calls for measures to encourage cooperation between Member States and support and supplement their action in such areas as improvement of the knowledge and dissemination of culture, cultural exchanges and artistic and literary creation. The Article also stresses the importance of cooperation by the Community and its Member States with non-member countries and competent international organizations in the sphere of culture, in particular the Council of Europe.

The Community is therefore required to support steps taken by the Member States to encourage artistic and cultural creation by means of incentive measures that reflect the subsidiarity principle and offer a genuine added value both culturally and socio-economically in that they favour operational synergies.

In this context, the Community provides financial support for cultural projects with a European dimension, symbolic actions and cultural projects originating in non-member countries. This financial support, although limited, has nevertheless over the years acquired a certain significance because it brings to the fore the cultural richness and diversity of European countries.

The Commission has tried to structure this action gradually to give it greater visibility and transparency and to coordinate it with the Community's cultural objectives. In organizing its activities it has consulted experts and professionals in the cultural field and based itself on specific studies<sup>(1)</sup>, and has enjoyed the unflagging support of Parliament, particularly as regards budget allocations. The effect of this can be seen in the granting of financial support for symbolic actions and, from 1991, the organization of the Kaleidoscope programme, and the creation of a budget heading "Cultural cooperation with third countries" to provide support for cultural projects involving countries outside the Community.

The Kaleidoscope programme is currently enjoying growing success with the public and cultural circles.

Nevertheless, in its present form, the programme is only able to assist between 10% and 12% of all projects submitted.

This scheme therefore needs to be extended to cover a larger number of projects in the medium term.

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<sup>(1)</sup> Handbook for Plastic Artists - 1986  
Work of a group of experts (Committee of Cultural Consultants) on theatre, music and the visual arts and "Culture and the European Citizen in the Year 2000" - Report - November 1989  
Study carried out on behalf of the Commission on theatre and dance in the nineties - A programme for Europe (IETM - February 1991)  
Symposium on live theatre in Europe organized by the University of Paris-Dauphine - November 1992.

The Commission consequently feels that this programme, which is becoming one of the major areas of Community action in the cultural field, should also support large-scale emblematic activities (e.g. European City of Culture, the European Communities Youth Orchestra, the European Communities Baroque Orchestra, etc.) and large-scale cultural projects carried out by European cultural operators. It would also like to see 9 May, which is celebrated in most Member States, used to highlight the cultural diversity and richness of our countries and, if this were to happen, it could support cultural projects to mark Europe Day.

With this in view, the Commission is planning to reorganize the Kaleidoscope programme, which will in future centre on the following five incentive measures:

- Promotion and spread of culture in Europe by means of Community-wide projects and emblematic actions.
- Networks and partnerships. Support for projects carried out in partnership or through networks.
- Training. Projects linking further training for creative and performing artists and others active in the cultural field with a specific event with a particular aim.
- Access to culture. Projects to encourage access to culture and cooperation between professionals in the cultural field as well as local, national and European authorities on themes related to Community action on culture.
- Cooperation with third countries and international organizations.

In the Commission's view, once the Kaleidoscope programme has been reorganized in this way it will be better able to help encourage creation and will have a greater impact on the dissemination and spread of different cultures throughout Europe. One of its objectives would be for the Community to support, between 1996 and the year 2000, 2000 cultural projects having a professional standard and innovative character, based on genuine European cooperation.

In conclusion, the Commission proposes:

- to reorganize the Kaleidoscope programme as set out above;
- to increase the budget of the new Kaleidoscope programme to improve its effectiveness,
- to submit these proposals under the new procedure laid down in Article 128 EC.

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THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty establishing the European Community, and in particular Article 128 thereof,

Having regard to the proposal from the Commission,

Having regard to the Opinion of the Committee of the Regions,

Whereas the Treaty confers on the Community responsibility for contributing to the flowering of the cultures of the Member States by improving the knowledge and dissemination of the culture and history of the European peoples and by encouraging cultural exchanges and artistic and literary creation;

Whereas cultural diversity, as expressed at national, regional and local level, must be preserved and the works of European artists and writers which are a manifestation of the richness of the many forms they take must be promoted;

Whereas it is also important to encourage all citizens, especially young people - and more particularly those in less-favoured circumstances - to become more involved in culture so as to promote greater mutual respect and understanding;

Whereas cooperation through networks is one of the best ways of breaking down barriers and helping both professionals and volunteers in the cultural sector to cooperate more closely on the ground, with due regard for the principle of subsidiarity;

Whereas Community action in support of artistic and cultural events with a European dimension, and cultural projects with a Europe-wide scope and symbolic nature, promotes the spread of different cultures whilst bringing artists and creators closer to the European public, and can also create added value at a socio-economic level by encouraging operational synergies and partnership;

Whereas, in the Solemn Declaration on European Union signed in Stuttgart on 19 June 1983, the Heads of State and Government called for more extensive contacts between writers and artists of the Member States and a wider dissemination of their works;

Whereas Parliament adopted a Resolution on the creation of a European Communities Youth Orchestra, and a European Communities Baroque Orchestra was created to mark the European Year of Music in 1985;

Whereas the Ministers responsible for Cultural Affairs meeting within the Council on 13 June 1985 adopted a Resolution<sup>(1)</sup> concerning the annual "European City of Culture" event to help bring the peoples of the Member States closer together;

Whereas, in the conclusions of the Ministers of Culture meeting within the Council of 18 May 1990, it was decided to create a "European Cultural Month" to take place each year in one city in a European country basing itself on the principles of democracy, pluralism and the rule of law<sup>(2)</sup>;

Whereas the Ministers for Culture meeting within the Council on 7 June 1991 expressed in a Resolution "their determination to encourage the theatre in Europe and to enhance its European dimension"<sup>(3)</sup>;

Whereas the Resolution of the Council and the Ministers of Culture meeting within the Council of 14 November 1991 stresses the important role of networks of cultural organizations in cultural cooperation within Europe<sup>(4)</sup>;

Whereas the Commission communication of 29 April 1992 on "New prospects for Community cultural action" states that the arts sector, and particularly the performing and visual arts, should be supported by means of trans-national networks and measures to encourage creation; whereas the Council, in its conclusions of the Ministers of Culture meeting within the Council of 12 November 1992 on guidelines for Community cultural action<sup>(5)</sup> encouraged this approach;

Whereas the aforesaid Conclusions pointed out that there was an interest, within the principles of the Treaty on European Union, in Community cultural action with third countries in and outside Europe, and in European cultural cooperation with other competent international forums, including the Council of Europe;

Whereas Parliament, in its Resolution on the communication from the Commission on new prospects for Community cultural action<sup>(6)</sup> and in its Resolution on Community policy in the field of culture<sup>(7)</sup>, stresses the importance of cultural networks and of stepping up support for music, theatre, dance and the visual arts,

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(1) OJ No C 153, 22.6.1985, p. 2.

(2) OJ No C 162, 3.7.1990, p. 1.

(3) OJ No C 188, 19.7.1991, p. 3.

(4) OJ No C 314, 5.12.1991, p. 1.

(5) OJ No C 336, 19.12.1992, p. 1.

(6) OJ No C 42, 15.2.1993, p. 173.

(7) OJ No C 44, 14.2.1994, p. 184.



HAVE ADOPTED THIS DECISION:

Article 1

The Commission shall set out, for a five-year period from 1996, an action programme, contained in the Annex, to promote knowledge and dissemination of the culture of the European peoples, particularly in the fields of the performing arts, visual or spatial arts, multimedia arts and applied arts, through cultural exchanges and emblematic events (the "Kaleidoscope 2000" programme), hereinafter referred to as "the programme".

Article 2

The aims of the programme shall be as follows:

- to encourage artistic and cultural creation in Europe in the fields of the performing arts, visual or spatial arts, multimedia arts and applied arts by bringing such creation closer to different European publics;
- to support innovative cultural projects of professional standard and of European interest involving genuine European cooperation;
- to encourage cultural exchanges in order to contribute to mutual awareness, thus promoting access to culture for less privileged categories;
- to encourage the promotion and spread of culture in Europe;
- to promote arts and culture in order to develop the job-creation potential in this sector, especially for the benefit of young people.

Article 3

To attain the objectives of the programme, the Community shall provide financial support for the following incentive measures which are intended to support and supplement measures by the Member States in the fields of artistic and cultural creation, cultural exchanges and artistic and cultural dissemination:

- I. Promotion and spread of culture:
  - (a) support for large-scale emblematic cultural projects with a European dimension;
  - (b) support for large-scale cultural projects carried out by European cultural partners.

2. Projects carried out in partnership or in cooperation through networks:

- (a) support for artistic and cultural events organized in partnership, that is to say, jointly organized by partners from at least three Member States or by cultural networks, and involving creative artists or others active in the cultural field from at least three Member States, and entailing creative work to be disseminated and presented to the public;
- (b) Support for meetings and exchanges of knowledge and experience between professionals and others active in the cultural field, jointly organized by partners from at least three Member States, or by cultural networks, and involving participants from at least three Member States.

For this type of project, priority shall be given to European cultural networks involving either non-profit making cultural organizations or professionals engaged in developing common cultural action.

3. Training:

Support for projects linking the training of creative or performing artists or others active in the cultural sector with artistic and cultural events supported by this programme.

4. Access to culture:

Support for cooperation between those active in the cultural sector or regional, national or European authorities on specific themes within the fields of arts and culture, either through meetings at European level or through studies and research directly linked to the development of Community action on culture. Priority shall be given to projects using multimedia tools.

5. Cooperation with non-member countries and international organizations:

- (a) support for large-scale cultural projects representative of European culture, taking place outside the Community with the participation of artists from the Community;
- (b) support for artistic and cultural cooperative ventures involving, in both organization and participation in the event, partners from at least two European third countries and one Member State. The project must be submitted by a cultural body from a European third country and must include creative work intended for public display or dissemination;
- (c) support for meetings and exchanges of knowledge and experience between professionals and others involved in the cultural sector. Priority shall be given to cultural networks which develop cultural activities in European third countries.

Priority shall be given to non-member countries with which the Community has signed association or cooperation agreements incorporating cultural clauses.

The Community and the Member States shall promote cooperation with the relevant international organizations in the cultural sector, and in particular with the Council of Europe, whilst ensuring that the instruments adopted are complementary and respect the individual identity and autonomy of each institution and organization.

#### Article 4

The Commission shall be responsible for implementing the programme. For the purpose of carrying out that task, the Commission shall be assisted by the Advisory Committee for the incentive measures in the cultural field (hereinafter referred to as "the Committee"), according to the procedure laid down in Article 5.

The Committee, of an advisory nature, shall consist of representatives appointed by each Member State and shall be chaired by a representative of the Commission.

#### Article 5

The representative of the Commission shall submit to the Committee a draft of the measures to be taken. The Committee shall deliver its opinion on the draft within a time limit which the chairman may lay down according to the urgency of the matter, if necessary by taking a vote.

The opinion shall be recorded in the minutes; in addition, each Member State shall have the right to ask for its position to be recorded in the minutes.

The Commission shall take the utmost account of the opinion delivered by the Committee. It shall inform the Committee of the manner in which its opinion has been taken into account.

#### Article 6

After the programme has been in operation for two years, and within six months of that period, the Commission, after having consulted the Committee, shall present a report on the results achieved to the European Parliament and the Council, accompanied, where necessary, by appropriate proposals.

On expiry of the programme, the Commission, acting in accordance with the procedure laid down in Article 5, shall submit a report on the implementation and results of the programme to the European Parliament and the Council.

#### Article 7

The programme, containing practical information on procedure, national organizations able to provide technical assistance to cultural projects, the closing dates for the submission of applications and the documents which must accompany the applications, shall be published each year in the "C" series of the Official Journal of the European Communities.

Article 8

This Decision shall enter into force on the twentieth day following that of its publication in the Official Journal of the European Communities.

Article 9

This Decision is addressed to the Member States.

Done at Brussels,

For the European Parliament  
The President

For the Council  
The President

COMMUNITY SUPPORT PROGRAMME:  
FOR ARTISTIC AND CULTURAL PROJECTS HAVING A EUROPEAN DIMENSION

KALEIDOSCOPE 2000

CONDITIONS OF PARTICIPATION

To promote the awareness and dissemination of the culture of European peoples, particularly in the fields of the performing arts, visual or spatial arts, multimedia arts and applied arts, the Community is planning to support cultural projects with a European dimension and symbolic actions and to give priority to cooperation between those professionally involved in the cultural sector, particularly by means of networks.

To this end, the Community is organizing the Kaleidoscope 2000 Programme which includes the following measures:

**Action 1**

**Promotion and spread of culture in Europe**

1. The programme is open to large-scale cultural projects with a European dimension and of an emblematic nature.
2. Depending on the quality of the proposed programmes, the following shall be considered to be large-scale European projects with an emblematic character:
  - cultural events which are already well established at European level, such as the European City of Culture, the EC Youth Orchestra, the EC Baroque Orchestra, etc.;
  - cultural events organized jointly by the Member States to mark Europe Day on 9 May;
  - large-scale, high-quality cultural projects with a European dimension which enable the cultural and socio-economic impact of projects carried out in partnership to be assessed.
3. The projects described at point 2 must be the subject of an individual application to the European Community; the application must be accompanied by:
  - a detailed description of the actions to be undertaken in the course of the year;
  - a detailed budget for these actions;
  - an evaluation of the actions undertaken in the year preceding the application to allow an assessment of both the cultural quality and the socio-economic impact of the results obtained.

4. Applications should be sent no later than ..... to the European Commission, DG X, Culture Unit, 200 Rue de la Loi, B-1049 Brussels.
5. Projects must have adequate financial cover to ensure that they can be completed. Community support for a project may in no circumstances cover the entire costs.
6. Applications will be examined separately and selected by the Commission's departments.

**Action 2:**

**Networks and partnerships: Support for events and cultural projects carried out in partnership or through networks**

1. The programme is open to cultural and artistic projects jointly organized by partners from at least three Member States, or by cultural networks, and involving creative or performing artists or others active in the cultural sector from at least three Member States.
2. The following shall be considered to be cultural cooperation projects:
  - Any artistic or cultural event involving creative work intended for public display or dissemination in Europe. The areas chosen are as follows: the performing arts (dance, music, theatre, opera, etc.), visual or spatial arts (painting, sculpture, carving, engraving, etc., architecture, photography and design), multimedia arts and applied arts.
  - Events such as conferences, seminars or meetings between professionals from the cultural sector organized by cultural networks or others involved in culture from at least three Member States, and involving creative or performing artists or others involved in the cultural sector from at least three Member States. The sectors involved are the visual arts, performing arts, spatial arts, multimedia arts, applied arts and related areas such as cultural administration, the cultural economy, sponsorship, etc.
3. Projects submitted for the Kaleidoscope programme must be of European interest, of high quality and innovatory and exemplary in nature, and take place in 19...
4. The following are excluded:
  - cultural cooperation projects of a purely regional, national or bilateral nature;
  - cinema or television events;
  - cultural heritage projects;
  - literary translation projects;
  - the production of material and publications not forming an integral part of the event (monographs, collections, reviews, records, CDs, videos, etc.);
  - feasibility studies;

- investment or operating costs of the cultural organizations which do not form an integral part of the event in question;
  - cost of preparing future cooperation projects;
  - cost of setting up networks.
5. Generally speaking, support for a cultural event may not be repeated. However, in certain cases the Community may provide assistance to cultural networks for a maximum of three consecutive years, provided that there is continuity in the project. The renewal of Community assistance will be assessed by independent experts on the basis of the activity report for the project submitted by the network.
  6. Projects must have adequate financial cover to ensure that they can be completed. Financial assistance for a project under the Kaleidoscope programme may not exceed 25% of the total cost of the project and in any event may not exceed ECU 30 000.
  7. The application forms and a copy of this notice can be obtained from the Offices of the European Commission in the Member States or from the European Commission, DG X, Culture Unit, rue de la Loi 200, B-1049 Brussels.
  8. Applications for financial support should be sent to the European Commission in Brussels. Applications should be postmarked no later than .....
  9. The Commission, according to Articles 4 and 5 of Decision No ... of .... will decide whether or not to provide financial support to the selected projects.

**Action 3:  
Training**

1. Further training for creative or performing artists or others active in the cultural sector, which is immediately put to use in specific projects with a particular aim, encourages contemporary creation. Priority will therefore be given to projects for cultural events which include training or further training courses in their organization. These projects, which will contribute to develop the potential of job creation in the field of arts and culture, will notably benefit to young people.
2. Financial assistance with training may be granted to some of the cultural and artistic cooperation projects (Action 2) selected. This support may not exceed 50% of the Community's contribution to the event or cultural project.
3. The Commission, in cooperation with Member States, shall take care of ensuring complementarity between the actions of this programme and the Community programmes in the field of education and training, Socrates and Leonardo.

#### **Action 4:**

##### **Access to culture**

1. By way of an extra, and in order to improve cultural cooperation between those working in the cultural sector and regional, national and European authorities, support may be provided in specific cases limited to meetings organized at European level or to studies and research directly linked to the development of Community cultural action.
2. These meetings and studies shall not be directly linked to the cultural projects and events receiving support under the Kaleidoscope 2000 programme (Actions 1, 2 and 3).
3. Applications for financial assistance must be sent to the European Commission, DG X, Culture Unit (200, rue de la Loi - B-1049 Brussels), no less than two months before the date of the meeting or study. They must contain a detailed description of the aims and content of the meeting or study as well as a detailed budget for the operation.
4. Applications must demonstrate adequate financial cover to ensure that the action can be completed. In any event, the Community's contribution may not exceed 50% of the total costs of the meeting or study.
5. Applications will be selected by the Commission by reference to the quality, usefulness and subsidiarity element of the project submitted.

#### **Action 5:**

##### **Cooperation with non-member countries and international organizations**

1. Community support for cultural cooperation projects with non-member countries is organized along similar lines to aid for projects involving the Community countries referred to in points 1, 2, 3 and 4. In this connection, priority is given to projects involving third countries with which the Community has signed association/cooperation agreements with cultural clauses, such as the countries of Central and Eastern Europe and the Latin American countries.
2. The following projects are eligible:
  - \* Large-scale cultural projects representative of European culture, taking place outside the European Community with the participation of artists from the Community (e.g. European Culture Month).
  - \* Artistic and cultural cooperation projects or meetings and exchanges of knowledge and experience between professionals and others involved in the cultural sector, involving, in both organization and participation in the event, partners from at least two non-Community countries and one Member State. The project must be submitted by a cultural body from a non-Community country and must include creative work intended for public display or dissemination. Priority shall be given to cultural networks which develop genuine cooperation between the Community and non-member countries.



3. In this connection the Community will seek synergy with competent international organizations, and in particular with the Council of Europe, while respecting the individual identity and autonomy of action of each institution and organization.

## FINANCIAL STATEMENT

1. Title of operation  
Support programme for artistic and cultural projects with a European dimension - KALEIDOSCOPE 2000.
2. Budget headings involved  
B3-2001; B3-2003; the external section of the programme will be financed also on the basis of Title IV fo the Budget
3. Legal basis  
Article 128 of the EC Treaty  
Decision n° ... of .....
4. Description of operation

The aims of the programme are as follows:

- to encourage artistic and cultural creation in Europe in the fields of the performing arts, visual or spatial arts, multimedia arts and applied arts by bringing this creation closer to different European publics;
- to support innovative cultural projects of professional standard and of European interest involving genuine European cooperation as regards circulation of the work;
- to encourage cultural exchanges, in order to contribute to mutual awareness thus promoting access to culture for less priviledged categories;
- to encourage the promotion and spread of culture in Europe.
- to promote arts and culture in order to develop the potential job creation in this sector, notably for young people.

The programme includes the following measures:

- Promotion and spread of culture:

Support is provided for large-scale emblematic cultural projects with a European dimension, such as the European City of Culture, the European Communities Youth Orchestra, the EC Baroque Orchestra, Europe Day (9 May), etc. Support is also provided for large-scale cultural projects carried out by European cultural partners, particularly in the fields of the performing

arts, visual arts, and applied arts (e.g. projects by the Mozart Foundation, Germinations or the Union of Theatres in Europe).

- Projects carried out in partnership or in cooperation through networks:

Support is provided for artistic and cultural projects organized either by partnerships involving operators from at least three Member States or by cultural networks with the aim of encouraging European cultural cooperation. Events and projects organized in non-member countries with which the Community has signed association or cooperation agreements are also considered, provided that these events and projects involve at least two non-member countries and one Member State.

- Training:

In the case of projects organized in partnership or through networks, additional support is provided for training schemes directly linked to projects for creative or performing artists or others active in the cultural sector. These projects, which will contribute to develop the potential of job creation in the field of arts and culture, will notably benefit to young people.

- Access to culture:

Support is provided for cooperation between professionals in the cultural sector or regional, national or European authorities on specific topics in the fields of art and culture, whether in form of meetings at European level or through studies and research directly linked to the development of Community action in the cultural sector. Special attention is paid to projects using multimedia tools.

- Cooperation with third countries and international organizations is increased to the extent that cultural projects from third countries are considered under the programme. The Community and the Member States also promote cooperation with competent international organizations in the cultural sector, and in particular with the Council of Europe, by ensuring that the instruments adopted are complementary while respecting the individual identity and autonomy of action of each institution and organization.

The programme will last for five years, from 1996 to 2000.

By the year 2000 the Kaleidoscope 2000 Programme should be able to support 2 000 events and cultural projects. Priority will be given to projects organized by cultural networks.

## 5. Classification of expenditure or revenue

- Non-compulsory
- Differentiated

6. Type of expenditure or revenue

6.1 *100% subsidy*

No

6.2 *Subsidy for joint financing with other sources in the public and/or private sector*

This is the usual form of Community investment in partnership with other sources of funding from public or private organizations.

6.3 *Interest subsidy*

No

6.4 *Other*

6.5 *Should the operation prove an economic success, is there provision for all or part of the Community contribution to be reimbursed?*

No

6.6 *Will the proposed operation cause any change in the level of revenue?*

No

7. Financial impact on appropriations for operations

7.1 The calculations are based on estimates of the unit costs of the operation and the number of operations.

7.2 Present situation and budgetary planning of Kaleidoscope 2000

ACTION	HEADINGS	BUDGET HEADINGS	BUDGET 1994	1995	1996	1997	1998
	Emblematic actions	B3-2001	0.750	0.750	1.200	1.400	1.800
	Kaleidoscope sections I/III	B3-2001	2.350	2.450	2.900	3.200	3.600
	Further Training	B3-2001	0.850	0.850	1.100	-1.200	1.200
	Theater and music, studies and operational meetings	B3-2001	0.500	0.500	1.200	1.400	1.600
	Cooperation with Third Countries	B3-2003	1.000	1.000	2.000	2.400	2.800
	TOTAL		5.450	5.550	8.400	9.600	11.00

Estimate budgetary planning of Kaleidoscope 2000

	1996	1997	1998	1999	2000	TOTAL ECU million
<b>I. SYMBOLIC ACTIONS</b>						
Europe day	25 000x8 0.20	25 000x12 0.25	25 000x16 0.60000	25 000x24 0.60	25 000x24 0.60	1.95
European city of culture	0.60	0.70	0.80	0.90	3.0 (3 X 1)	6.00
European month **						
Symbolic & large-scale actions*						
- performing arts	1.20	1.30	1.40	2.50	2.50	8.9
- visual & spatial arts	0.35	0.35	0.40	1.00	1.00	3.1
- applied arts	0.15	0.15	0.15	0.50	0.50	1.45
<b>II. PARTNERSHIPS, NETWORKS, TRAINING</b>	4.30	5.35	5.90	11.90	12.30	39.75
<b>III. ACCESS TO CULTURE</b>	0.20	0.25	0.30	0.60	0.60	1.95
<b>TOTAL ACTIONS</b>	7.0	8.40	9.25	18.00	20.50	63.15
<b>IV. COMPLE- MENTARY MEASURES</b>						
Information & publications about actions (2-3.5%)	0.20	0.20	0.25	0.50	0.50	1.65
Technical assistance in Brussels (8%)	0.30	0.40	0.50	1.00	1.00	3.20
<b>TOTAL</b>	7.50	9.00	10.00	(19.5)	(22.00)	68.00

\* E.g. European Community Youth Orchestra, European Community Baroque Orchestra, Mozart Foundation, etc.

\*\* The external section of the programme will be financed notably on the basis of Title IV of the Budget.

N.B. The amounts indicated in the tables are only indicative. The annual budget will be fixed by the budgetary authority within the annual budgetary procedure. The amounts for 1999 et 2000 are indicated in brackets as the internal budgetary planning is not yet available.

8. What anti-fraud measures are planned in the proposal for the operation?

All contracts will include a clause providing for the possibility of spot checks by the authorizing departments, Financial Control and the Court of Auditors. In addition, payments are made only on production of invoices certified as being accurate.

9. Elements of cost-effectiveness analysis

9.1. Objectives and coherence with financial programming

The first aim of this action is the promotion and spreading of the cultural richness and diversity of our countries as a key element of the European identity and thus of European Union.

By fostering cultural exchanges among our countries and regions, this programme will equally aim :

- to encourage artistic and cultural creation (art. 128 § 2) thus contributing to give a wider audience to our artists and creators;
- to promote the access to culture of a larger and diversified audience;
- to promote arts and culture in order to develop the potential of job creation in this sector, notably for young people,
- to foster cultural cooperation among our countries as well as certain third countries.

To match these objectives, the programme will provide a significant Community contribution :

- to cultural events of a European dimension (participation of partners of at least three Member States). In this context, the aim of the programme will be to support to some 2000 cultural projects over five years. Moreover, in the framework of these 2000 projects, a support is equally given for actions of further training for artists, creators or interpreters as well as other partners of the cultural sector;
- to large-scale emblematic cultural events, with a European dimension, organized by European cultural partners (eg. the European City of Culture, etc.)

The Commission aims to use this programme to complement the measures introduced by the Member States in the field of the arts and artistic and cultural exchanges, while at the same time respecting the principle of subsidiarity.

The programme is aimed directly at creative artists and performers and organizers of cultural events. However, given that the cultural events in question are to be presented to a broad audience in the Community and third countries, its target group is a much larger public.

The financial impact of the programme is due to the fact that the measure proposed is a new one based on the principle of subsidiarity and also to the needs of the cultural field, aimed at a wider dissemination of culture as well as the development of cultural cooperation at European level. Moreover, this financial impact takes into account the accession by 1995, of four new Member States as well as the opening of the cultural programmes to the countries of Central and Eastern Europe. The latter having indicated their specific interest for cultural cooperation.

## 9.2 Grounds for the operation

Cultural exchanges and the dissemination of cultural works remain very limited. Community investment in this area must be increased substantially to contribute to the flowering of the cultures of the Member States and ensure closer cultural cooperation between them.

Moreover, our societies increasingly compelled to rapid structural changes and to reorganize working time, are brought to introduce more prominently culture as an element of participation, of human and democratic values and fight against social exclusion.

In the face of these trends, it is important to foster cultural communication in order to preserve cultural identities, while at the same time helping them to become more widely known throughout Europe and beyond and to benefit from multilateral exchanges and contacts.

Community support for cultural events and projects will in no way take the place of action by the Member States. It seeks to promote European cultural cooperation and complement and support the efforts by Member States in the field of cultural exchanges and artistic and cultural creation. The measures proposed should be at Community level because the Member States would be unable to undertake such projects in isolation.

Community support, however limited, will lend added socio-economical value as it encourages operational synergies and partnership. This support has a multiplying effect as it will also act as an incentive to further financial commitments from the public and private sector, making it easier to raise the necessary fundings for transeuropean projects; moreover it contributes to maximise the potential of job creation in the field of arts and culture notably for young people (cfr. chapter 8 of the White Book).

9.3 Monitoring and evaluation of the operation

During the six months following the completion of the first two years of operation of the programme, the Commission, having consulted the Committee referred to in Article 5, will submit a report to Parliament and to Council, evaluating the results and, where necessary, making appropriate proposals.

At the end of the programme and in accordance with the procedure set out in Article 5, the Commission will submit a report to Parliament, the Council and the Committee of the Regions on the application and results of the programme.

10. Administrative expenditure (part A of the Budget)

Will the proposed operation involve an increase in the number of Commission staff? If so, how many?

No.



Proposal for a  
EUROPEAN PARLIAMENT AND COUNCIL DECISION  
establishing a support programme in the field of  
books and reading

ARIANE

## EXPLANATORY MEMORANDUM

This proposal concerns the introduction of a Community scheme to encourage translation in Europe.

1. Article 128 of the EC Treaty requires the Community to "contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity and at the same time bringing the common cultural heritage to the fore".

One of the areas of cooperation between Member States to which incentive actions may be directed is the improvement of the knowledge and dissemination of the culture and history of the European peoples and literary creation.

2. Translation contributes to the dissemination of ideas and knowledge and, on a general level, enhances cultural and economic exchanges between Member States and with the rest of the world.
3. In a multicultural, multilingual community, translation is an essential condition for direct access by the mass of Europe's citizens to the richness and diversity of our national and regional cultures. In this context, Community action is intended to accompany and support efforts by the Member States at regional and national level to promote translation with a view to engendering greater familiarity and a better understanding among Europe's citizens and highlighting their common heritage.
4. Public access to the contemporary writing of other countries and regions of the Community is hampered by socioeconomic factors, arising above all from the linguistic fragmentation of the Community and the current limits of multilingualism as well as translation costs.
5. In this context, most Member States have stepped up their schemes or measures to subsidize translation through grants to publishers or translators both for the publication of foreign works translated into the national language and for the translation and publication of major national works in foreign countries.
6. The international organizations operating in the field of culture, such as Unesco and the Council of Europe, have also set up schemes to promote translation.

The Unesco literary translation programme (Unesco series of representative works), launched in 1948, seeks to promote the translation and publication, primarily into English and French, of works of literature selected from the world's literary heritage in some of the least widely disseminated languages in the world. The impact of this programme on European literature has been extremely limited (Europe is not regarded as a priority under this scheme).

The Council of Europe launched a programme to support the translation of works in minority European languages in 1957. A maximum of two works put forward by member countries were awarded grants each year to cover the costs of translation. The experiment proved unsatisfactory and was abandoned in 1967.

A new scheme to stimulate translation was set up in 1993 at the request of the Ministers of Culture. The budget of the Council of Europe's Cultural Fund earmarked for promoting translation and translator training was ECU 15 152 in 1994. The priorities agreed for this programme were the translation of children's books and scientific texts of significance to all European countries.

7. Following a Resolution by the Council and the Ministers responsible for cultural affairs of 18 May 1989 concerning the promotion of books and reading, the European Community launched a pilot project, starting in 1989 for an experimental period of five years, to provide financial support to translations of contemporary literature. This pilot scheme represented a significant increase on the selective support which the Community had provided for literary translation since 1982.
8. The organizational details of the pilot project were agreed by the Committee on Cultural Affairs and published annually in the Official Journal of the European Communities. The project had a total budget of ECU 1 million over five years, or an annual grant averaging ECU 200 000. In the period 1990-93, 258 works were translated with Community assistance out of a total of 813 applications (31.65%), representing a total of ECU 850 443 (an average of ECU 3 296 per translation).
9. In its Communication on "New prospects for Community cultural action", the Commission advocated developing Community action in favour of translation, and in particular:
  - supporting the translation of more literary works;
  - devoting more attention to minority languages;
  - ensuring greater representation of different literary genres, and in particular those published in more limited editions (plays, poetry, etc.);
  - introducing specific categories - particularly the translation of reference works - to improve knowledge and dissemination of the culture and history of European peoples;
  - opening up the possibilities created by the existing measures to the countries of Central and Eastern Europe.
10. The European Parliament, in three resolutions in particular (A3-0159/92 - Larive; A3-396/93 - Barzanti; A3-0386/93 - Canavarro), has called for a significant increase in Community action to promote translation and, more generally, books and reading.

11. In their Conclusions of 12 November 1992 on guidelines for Community cultural action, the Council and the Ministers of Culture emphasized the importance they attached to translation and called for priority to be given to minority European languages.
12. The Commission, too, in its Communication of ... July 1994 on "European Community action in support of culture", identified books and reading as a priority area for implementing Article 128 and defined the framework for incentive measures - including translation - which could support and complement efforts by the Member States while respecting the principle of subsidiarity.
13. It is against this background that the Commission is proposing the ARIANE programme, whose aims are as follows:

- to encourage wider dissemination of works of contemporary literature that are representative of the culture of the Member States, by giving priority to translations of works in the less well-known languages of the Community.

The emblematic Aristeion Prizes - one for literature, the other for translation - are an integral part of these measures to promote and publicize the wealth and diversity of literary creativity in the Community by means of translation. The proposal also provides for increased synergy between these prizes and grants for literary translation in order to increase their impact (ARIANE - Part I);

- to contribute by means of translation to the dissemination of works of contemporary theatre in order to offer European audiences a varied repertoire that is representative of the culture of the Member States;
- to encourage the dissemination of reference works to promote knowledge of the culture and history of Europe's peoples, particularly in the areas referred to in Article 128(2) and (4) of the EC Treaty;
- to supplement and complement efforts at national and regional level with a series of measures at Community level relating in particular to cooperation in the form of networks and partnerships, initial and further training and research to accompany and complement Community measures to promote and disseminate works in both the preparatory and follow-up stages;
- to promote cooperation in the field of books and reading between the Community and its Member States on the one hand and non-member countries and the relevant international organizations such as the Council of Europe on the other, while respecting the identity and autonomy of each institution and organization. Specific arrangements are made for opening the programme up to the countries of Central and Eastern Europe that have concluded association agreements ("Europe agreements") containing a specific clause on cultural affairs. In addition, particular attention is paid in the framework of the relations of the Community and its Member States with non-member countries to certain Latin American countries and CIS states which have made translation a priority area for cultural cooperation.

Proposal for a  
**EUROPEAN PARLIAMENT AND COUNCIL DECISION**  
establishing a support programme in the field of  
books and reading

94/0189 (COD)

**ARIANE**  
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**THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,**

Having regard to the Treaty establishing the European Community, and in particular Article 128 thereof,

Having regard to the proposal from the Commission,

Having regard to the opinion of the Committee of the Regions,

Whereas the Treaty entrusts the Commission with the task of:

- contributing to the flowering of the cultures of the Member States, while respecting their national and regional diversity,
- encouraging cooperation between Member States and, if necessary, supporting and supplementing their action, particularly as regards artistic and literary creation,
- fostering cooperation with third countries and the competent international organizations in the sphere of culture, and in particular the Council of Europe;

Whereas promoting translation contributes to knowledge and dissemination of the culture and history of the European peoples, to maintaining the diversity of literary creation and the literary heritage expressed in the various national and regional languages, and to intercultural exchanges and to promoting the access of citizens - and in particular the less-favoured ones - to culture;

Whereas it is necessary to encourage high-quality translation of literary works within the Community, in particular by advanced training in this field;

Whereas the Community institutions have recognized the importance of knowledge and dissemination of literary works, by means of translation in particular, as is apparent from:

- the Resolution of the Council and of the Ministers responsible for Cultural Affairs, meeting within the Council, of 9 November 1987 on the promotion of translation of important works of European culture<sup>(1)</sup>;

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<sup>(1)</sup> OJ No C 309, 19.11.1987, p. 3.

- the Resolution of the Council and the Ministers responsible for Cultural Affairs, meeting within the Council, of 18 May 1989 concerning the promotion of books and reading<sup>(2)</sup>,
- the Parliament Resolution on promoting books and reading in Europe<sup>(3)</sup>,
- the Conclusions of the Council and the Ministers of Culture meeting within the Council of 12 November 1992 on guidelines for Community cultural action<sup>(4)</sup>,
- the Resolution of the Council and the Ministers meeting within the Council of 17 May 1993 on the promotion of the translation of contemporary European dramatic works<sup>(5)</sup>,

Whereas the Commission's Communication of 27 July 1994 on "European Community action in support of culture", which makes books and reading a priority area, sets out the framework for incentive measures to support and complement the efforts of Member States, while respecting the principle of subsidiarity;

Whereas, in the initial phase, Community measures to promote books and reading are centred on the translation of literature and drama and reference works in the cultural field, accompanied by support measures in both the preparatory and follow-up stages,

HAVE ADOPTED THIS DECISION:

#### Article 1

The Community shall set out from 1996 an action programme to promote knowledge and dissemination of European artistic and literary creation, notably by means of translation (the ARIANE programme), hereinafter referred to as "the programme".

#### Article 2

The aims of the programme shall be as follows:

- to encourage wider dissemination of works of contemporary literature that are representative of the culture of the Member States, giving priority to translations of works in the lesser known languages of the Community and promoting them through emblematic measures;

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<sup>(2)</sup> OJ No C 183, 20.7.1989, p. 1.

<sup>(3)</sup> OJ No C 42, 15.2.1993, p. 182.

<sup>(4)</sup> OJ No C 336, 19.12.1992, p. 1.

<sup>(5)</sup> OJ No C 160, 12.6.1993, p. 1.

- to contribute, by means of translation, to the dissemination of contemporary drama, to offer European audiences a varied repertoire that is representative of the cultures of the Member States;
- to foster the dissemination of reference works with a view to promoting knowledge of the culture and history of the European peoples, particularly in the areas referred to in Article 128(2) and (4) of the Treaty;
- to support and complement efforts at national and regional level with a series of measures at Community level relating in particular to cooperation in the form of networks and partnerships, initial and further training, and research.

#### Article 3

The activities described in the Annex shall be carried out in pursuit of the aims set out in Article 2. They shall be implemented according to the procedure laid down in Article 6.

#### Article 4

In carrying out the programme the Community and the Member States shall foster cooperation with non-member countries and cooperation with competent international organizations in the cultural sphere, and in particular the Council of Europe; every care shall be taken in relations with the latter to avoid duplication and ensure the complementarity of the measures proposed, whilst respecting the identity and autonomy of each institution and organization.

Specific arrangements are set out in the Annex for opening up the programme to the countries of Central and Eastern Europe that have signed and ratified association agreements with the European Community containing a clause on cultural affairs.

Special attention shall also be paid in the framework of the relations of the Community and the Member States with third countries to particular countries that intend to make translation a priority area in their cultural cooperation programme.

#### Article 5

The Commission shall be responsible for implementing the programme.

For the purpose of carrying out that test the Commission shall be assisted by the Advisory Committee for the incentive measures in the cultural field laid down in Article 5 of Decision No .... of ..... concerning the Kaleidoscope 2000 programme.

#### Article 6

The representative of the Commission shall submit to the Committee a draft of the measures to be taken. The Committee shall deliver its opinion on the draft within a time limit which the chairman may lay down according to the urgency of the matter, if necessary by taking a vote.

The opinion shall be recorded in the minutes; in addition, each Member State shall have the right to ask for its position to be recorded in the minutes.

The Commission shall take the utmost account of the opinion delivered by the Committee. It shall inform the Committee of the manner in which its opinion has been taken into account.

#### Article 7

After the programme has been in operation for two years, and within six months of that period, the Commission, having consulted the Committee referred to in Article 5, shall present a report on the result achieved to the European Parliament and the Council, and, where necessary, make appropriate proposals.

On the expiry of the programme, the Commission, acting in accordance with the procedure laid down in Article 6, shall submit a report to the European Parliament and the Council on the implementation and results of the programme.

#### Article 8

The programme, containing the practical information on the organizational structures at national level able to provide technical assistance for cultural projects, the deadlines for submitting applications and the documentation which must accompany the request, shall be published annually in the "C" series of the Official Journal of the European Communities.

#### Article 9

This Decision shall enter into force on the twentieth day following that of its publication in the Official Journal of the European Communities.

#### Article 10

This Decision is addressed to the Member States.

Done at Brussels,

For the European Parliament  
The President

For the Council  
The President



COMMUNITY SUPPORT PROGRAMME IN THE FIELD OF BOOKS AND READING

Incentive measures under the ARIANE programme

The incentive measures are set out below together with a brief indication of how they are to be applied. The practical arrangements will be finalized later, in accordance with the procedure provided for in Article 6.

**Section I. Promotion and circulation**

I. Translation grants

(a) Grants for the translation of works of contemporary literature to ensure wider dissemination through publication

Grants are provided for the translation of works of contemporary literature (novels, short stories, literary essays, literary histories, biographies, plays, poetry) that are representative of the culture of their country of origin and likely to appeal to a broad European audience.

Contemporary literature shall be taken to mean literature published for the first time in the 20th century, with priority being given to works published for the first time since 1945. In exceptional cases, literary works published at the end of the 19th century will be eligible.

In order to qualify, works must already have been translated and published in two Community languages (in addition to the original language). The grant is to subsidize translation into two additional languages.

In order to give priority to less well-known languages, works written in these languages can be directly eligible for a grant to subsidize translation into two additional Community languages, without having been previously translated into other Community languages. Grants are also provided for the translation of works whose publication on the European market is not regarded as viable without a Community subsidy.

Grant applications must be sent by one or more publishers from a Community Member State to the Commission - Cultural Unit (200, rue de la Loi - B-1049 Brussels). The application submitted by the publisher(s) must include the agreement of the translator(s). The grant may cover up to 100% of the translator's fee negotiated according to the usual market practice.

The publisher must undertake clearly to acknowledge the translator and the Commission contribution.

The publishers must state that they hold any rights to the publication and/or translation of the work which is the subject of the application.

The works will be selected twice a year on the basis of the following priorities:

- the work's literary merit
- the promotion and circulation of the literature of Community countries and in particular works in less well-known languages.

(b) Grants for the translation of works of drama with a view to wider dissemination through public performances

Grants are made for the translation of works of drama that have already been performed on stage or broadcast in the audiovisual media and have already received some critical and popular acclaim.

Priority will be given to contemporary works written since 1945.

The works nominated must already have been translated into at least two languages; at least one of the translations must be based on a specific plan for a public performance.

The initial application must be submitted by managers, directors or producers from a Community Member State with a view to staging a public performance of the play. The application must be made simultaneously to the Community and to the liaison offices which must issue an opinion on whether or not the works nominated qualify as priorities.

The final selection of works to be translated will be made on the basis above all of the quality of the works nominated. As concerns the choice of the translations a balance will be ensured between the translations into widely-known languages and the one into less well-known languages, to increase the chances of the works reaching a large and diverse audience.

The subsidy will take the form of a translation grant of up to ECU 3 500. It in no way affects any royalties that might be due the authors or translators in connection with the performance, broadcast or publication of the translated work.

The liaison offices will act as the depositaries of the translations completed with the Commission's assistance and must ensure that the translations are given only to those interested in performing, broadcasting or publishing the work and having to this end obtained the agreement of the rights holders. This provision applies mutatis mutandis to the people referred to above.

(c) Grants for the translation of reference works with a view to wider dissemination of information between the professionals and the competent authorities of the Member States

- Grants for the translation of reference works are intended to facilitate the exchange of information and pooling of experience, thereby fostering cooperation between Member States in the areas referred to in Article 128 of the Treaty establishing the European Community, and in particular the areas to which the Community has accorded priority in its cultural policy.
- The Community has the potential to contribute a significant added value with this type of action. However, given the huge field that could be covered, grants for the translation of reference works will, at least initially, be developed in the form of an experimental, model scheme of limited scope.
- Grants for the translation of reference works will be given to studies and reports dealing with the practices and systems which exist in other Member States in the sphere of culture which help to highlight the questions of mutual interest relating in particular to Article 128(2) and (4).
- The grant application must be accompanied by the information needed to establish that the work to be translated would indeed make a substantial contribution to knowledge of the area in question, as well as an indication of the target languages and the written agreement of the author and translator.
- A maximum of 100 reference works may be translated into at least two languages over a five-year period.
- The nominations will be made to the Commission by the competent authorities of the Member States and the final selection will be made in the light of the interest expressed in the translation of these works by the representatives appointed to the Advisory Committee for the incentive measures in the field of culture. The works will be translated into as many languages as deemed necessary.

The Community contribution, supplied after the written agreement of the author has been obtained, may be made in one of two ways, depending on the origin of the work:

- if the work nominated for translation was presented by a publisher, acting through the intermediary of the Member State, with a view to placing it on the European market, Community aid will be provided on similar terms to those laid down for grants to translations of works of contemporary literature (Section I-1.a);
- if the work nominated for translation through the intermediary of the Member State is not intended for commercial exploitation (e.g. it is to be translated on behalf of a university, research centre or specialist institute, etc.), Community aid will be provided in the form of a grant to help the translators carry out their work on similar terms to those set out for translation of works of drama (Section I-1.b).

The Commission will periodically distribute a list with details of the works translated under this scheme.

2. Emblematic action: Aristeion Prizes, synergy with translation grants

Aristeion Prizes: European Literature Prize and European Translation Prize

By publicizing works of outstanding merit the Aristeion Prizes (one for literature, the other for translation) contribute to the knowledge and dissemination of literary creation and offer an incentive to writers and translators, notably those of new creators.

Without ruling out the possibility of changes being made to the practical arrangements for the prizes under the procedure provided for in Article 6 of this Decision, the main rules governing this scheme, as published in OJ No C 35, 15.2.1990, are adopted as they currently stand.

The works nominated for the European literature prize are therefore automatically eligible for a grant towards the cost of their translation into at least two additional languages, on similar terms to those set out for literary works (Section I.1.a)) provided an application to this effect is submitted directly to the Commission by a publisher.

**Section II Support measures**

Supporting translation is not an end in itself, but a means to promote knowledge and dissemination of European cultures and literary creation. Community measures to assist translation must therefore be combined, in both the preparatory and the follow-up stages, with other Community activities aimed at stimulating and supporting the efforts of the competent authorities in the Member States and the professionals in the field, their role being to introduce a European dimension.

1. Fostering synergies at European level through networks and the development of partnerships

Raising standards in literary translation in conjunction with networks and professional organizations such as the International Federation of Translators, the European Council of Associations of Literary Translators and the European network of schools of literary translation, by supporting initiatives aimed in particular at:

- promoting literary translation, particularly translation of a high standard,
- the pooling of experience and expertise between professional translators,
- encouraging the development of partnership schemes in cooperation with regional authorities and/or other public or private operators, with a view to stimulating aid for the translation of literature in Europe,

- encouraging partnership arrangements aimed at facilitating access to information needed for the dissemination of works in translation, notably through the use of new technologies and other multimedia tools.

Supporting the initiatives developed by networks of libraries in Europe and professional organizations in the field, aimed at pooling experience at European level on the promotion and development of European literature and other themes of common interest. This activity complements the schemes developed by DG XIII in the field of library automation.

Supporting initiatives and encounters developed by local and regional authorities, sometimes in conjunction with professional networks and in particular networks of small and medium-sized publishers, library networks and non-profit associations or foundations concerned with books and literature. The main aim is to promote and facilitate access to and dissemination and knowledge of European literature, among other things by helping to open up the possibilities offered by new multimedia tools.

Supporting the evaluation and dissemination of the results of research and initiatives in this area.

2. Support measures concerned more specifically with making literature more accessible to the public and to young people in particular

- Selective measures to support efforts to promote reading, particularly where these help to spread knowledge, via translation, of the literature of different countries and regions of the Community, undertaken at the initiative of the competent authorities of the Member States (exhibitions, European days, events for the general public, etc.),
- support for the exchange of information and experience between the competent authorities and professionals of the Member States, particularly as regards promoting reading among young people (meetings of experts on particular themes, research, etc.),
- support for pilot and innovatory projects with a European dimension aimed at promoting reading and European literature among young people, carried out by the competent authorities, particularly local authorities and structures with a quasi-educational purpose, associations, networks, foundations (including research and pilot project to fight against illiteracy and deleteracy),
- support for the evaluation and dissemination of the results of the pilot experiments and research carried out in this area.

### 3. Further training and research

#### (a) Further training of literary translators

- In view of the small number of translators capable of translating works of literature, or at least translating from and into the less well-known languages, and the highly specialized nature of this type of further training, the Community complements the efforts of the competent authorities of the Member States by providing support for the further training of literary translators to help raise standards.
- This support is provided in the form of grants and allowances to cover the costs of travel, advance training courses and/or contributions to seminars or meetings on aspects of translation.
- Grants and other forms of Community aid provided for under this heading are made for educational projects presented by associations, foundations, colleges and institutes specialized in the field of literary translation, after consulting the competent authorities of the Member States.

#### (b) Complementary training measures for professionals working to promote knowledge and dissemination of European literature

- Community assistance may be given, where appropriate, to specific training seminars organized by professionals or public organizations engaged in promoting and disseminating European literature. It will be provided to complement initiatives developed via the relevant networks and in response to specific applications submitted in connection with meetings organized in this context (Section II-1.). Priority will be given to themes of common interest relating to Article 128(4).

#### (c) Studies and research

As a prelude to the grants for the translation of reference works referred to in section II-3.a), Community support is also available for joint research projects between several Community countries, particularly those undertaken via the networks or public partnerships referred to in section II-1 and relating to themes of common interest in the areas cited in Article 128 of the EC Treaty. Priority will be given to projects involving the pooling of results and synthesis of research carried out separately by the Member States, with a view to enabling all those interested to derive maximum benefit from the research and experiments carried out in the Community and avoid duplication.

Community support will be restricted - in the first phase - to joint research projects in the field of books and reading and those investigating access to and the dissemination of European literature within the Community, taking into account the direct and indirect impact of other Community policies in this area.

Limited, selective aid may be given to those engaged in innovative research projects that are still in the preparatory stage but already involve participants from at least three Member States. The aid is to help them find new partners so that the research may be organized and carried out effectively (study visits, feasibility studies, etc.).

Support will be provided for the evaluation and dissemination of the results of the research carried out in this area.

### **Section III Cooperation with non-member countries**

1. Specific arrangements for opening up the ARIANE programme (Sections I and II) to countries of Central and Eastern Europe that are a party to Europe agreements

In line with the conclusions of the Copenhagen European Council (21-22 June 1993), a number of programmes have to be opened up to countries of Central and Eastern Europe that are party to Europe agreements (Poland, Hungary, Bulgaria, Czechoslovakia, Slovenia, Romania). This applies particularly to agreements in the cultural field. Title 7 of the European agreements on culture refers explicitly to translation. Sections I and II of the ARIANE programme must therefore be opened up to these other countries. The Association Councils will decide the terms of this participation. The countries of Central and Eastern Europe will themselves meet the extra costs arising from their involvement. If necessary, and under certain conditions, a contribution could be made from the Community budget.

2. Promoting knowledge and dissemination of literary creation, particularly via translation, in the dialogue between the Community and its Member States and certain third countries

Certain third countries have made translation a priority area for cultural cooperation in their mutual relations with the Community and its Member States. This is the case, for example, of the agreements with certain Latin American countries and CIS states.

The Community and the Member States could therefore develop cooperation in the field of translation on the basis of applications submitted in the framework of the Joint Committee provided for in the agreements in question.

Efforts will be made to achieve synergy with the competent international organizations, and the Council of Europe in particular, while respecting the identity and autonomy of each institution and organization.

## FINANCIAL STATEMENT

1. Title of operation  
Community support programme in the field of books and reading - ARIANE
2. Budget heading involved  
B3-2001; B3-2003; the external section of the programme will be financed also on the basis of Title IV of the Budget.
3. Legal basis  
Article 128 of the Treaty establishing the European Community  
Decision No ... of ....
4. Description of operation
  - 4.1 The aims of the programme are as follows:
    - to encourage wider dissemination of works of contemporary literature that are representative of the culture of the Member States, by giving priority to translations of works in the less well-known languages of the Community and ensuring they receive greater recognition by means, for example, of emblematic gestures;
    - to contribute by means of translation to the dissemination of contemporary drama in order to offer European audiences a varied repertoire that is representative of the culture of the Member States;
    - to encourage the dissemination of reference works to promote knowledge of the culture and history of Europe's peoples, particularly in the areas referred to in Article 128(2) and (4) of the EC Treaty;
    - to support and complement efforts at national and regional level with a series of measures at Community level relating in particular to cooperation in the form of networks and partnerships, initial and further training, and research.

The programme comprises the following activities:

### I. Promotion and circulation

Grants for translation.

- 1A.1 Grants for the translation of works of contemporary literature to ensure wider dissemination through publication.
- 1A.2 Grants for the translation of works of drama with a view to wider dissemination through public performances.



- 1A.3 Grants for the translation of reference works with a view to wider dissemination of information between the professionals and the competent authorities of the Member States.
- IB Emblematic action: Aristeion Prizes (European Literature Prize and European Translation Prize), synergy with translation grants.
- II. Support measures
- IIA.1 Fostering synergies at European level through networks and the development of partnerships.
- II.2 Support measures concerned more specifically with making literature more accessible to the public and to young people in particular.
- II.3A Further training
- A.1 Further training of literary translators
- A.2 Complementary further training measures for professionals working to promote knowledge and dissemination of European literature
- II.3.B Research
- III. Cooperation with third countries
- IIIA Specific arrangements for opening up the ARIANE programme (Sections I and II) to countries of Central and Eastern Europe.
- IIIB Promoting knowledge and dissemination of literary creation, particular via translation, in the dialogue between the Community and its Member States and certain third countries.

The programme will run for five years, from 1996 to 2000.

5. Classification of expenditure or revenue

- Non-compulsory expenditure
- Differentiated appropriations

6. Type of expenditure or revenue

6.1 *100% subsidy*

Only for grants for the translation of works of contemporary literature with a view to wider dissemination through publication. The grant may cover up to 100% of the fees of the translator negotiated according to the usual market practice.

6.2 *Subsidy for joint financing with other sources in the public and/or private sector*

This is the usual form of Community involvement in partnership with other sources of funding from public or private organizations. Service contracts will also be concluded.

6.3 *Interest subsidy*

No

6.4 *Other*

6.5 *Should the operation prove an economic success, is there provision for all or part of the Community contribution to be reimbursed?*

No

6.6 *Will the proposed operation cause any change in the level of revenue? If so, what sort of change and what type of revenue is involved?*

No

7. Financial impact

7.1 The calculations are based on estimates of unit costs of the Community operation and the number of operations.

7.2 Present situation and budgetary planning of ARIANE

ACTION	Headings	Budget Line(s)	Budget 1994	PDB 1995	1996	1997	1998
	Books and Reading	B3-2001	0.650	0.650	1.200	1.400	1.500
	Further Training	B3-2001	0.300	0.300	0.400	0.500	0.500
	Cooperation with third countries	B3-2003	0.400	0.400	0.500	0.600	0.700
	<b>TOTAL</b>		<b>1.350</b>	<b>1.350</b>	<b>2.100</b>	<b>2.500</b>	<b>2.700</b>

	1996	1997	1998	1999	2000	Total
I. Promotion and circulation						
Literary translation	137 x 4 000 ECU 0.55 mill	162 x 4 000 ECU 0.65 mill	225 x 4 000 ECU 0.90mill	850 x 4 000 ECU 3.4 mill	1 100 x 4 000 ECU 4.40 mill	2 475 x 4 000 ECU 9.90mill
Drama	35 x 7 000 ECU 0.25 mill	50 x 7 000 ECU 0.35 mill	71 x 7 000 ECU 0.50 mill	213 x 7 000 ECU 1.5mill	285 x 7 000 ECU 2.0 mill	657 x 7 000 ECU 4.60 mill
Reference works	ECU 0.25 mill	ECU 0.35 mill	ECU 0.40 mill	ECU 1.50 mill	ECU 2.00mill	ECU 4.50 mill
Aristeion Prizes	0.35	0.35	0.35	0.45	0.5	1.90
- organization	62 x 4 000	87 x 4 000	100 x 4 000	300 x 4 000	500 x 4 000	1050 x 4 000
- translation	0.25	0.35	0.40	1.20	2.00	4.20
II. Support measures						
Synergies	0.05	0.10	0.15	0.20	0.30	0.80
Access to culture	0.10	0.10	0.10	0.20	0.30	0.80
Further training	0.40	0.45	0.50	0.80	1.00	3.15
Research	0.05	0.05	0.10	0.20	0.30	0.70
TOTAL MEASURES	2.25	2.70	3.60	9.45	12.60	30.60
III. Complementary measures (10%)						
Information, publications about measures	0.10	0.10	0.10	0.20	0.35	0.85
Technical assistance	0.10	0.10	0.20	0.65	0.70	1.75
National offices	0.05	0.10	0.10	0.20	0.35	0.80
TOTAL	2.5	3.00	4.00	(10.50)	(14.00)	ECU 34.0mill

N.B. The external section of the programme will be financed also on the basis of Title IV of the budget.

N.B. The amounts indicated in the table are only indicatives. The annual budget will be fixed by the budgetary authority within the annual budgetary procedure. The amounts for 1999 and 2000 are indicated in brackets as the internal budgetary planning is not yet available.

8. What anti-fraud measures are planned in the proposal for the operation?

All contracts will include a clause providing for the possibility of spot checks by the authorizing departments, Financial Control and the Court of Auditors. In addition, payments are made only on production of invoices certified as being accurate.

9. Elements of cost-effectiveness analysis

9.1 Aims and consistency with the financial planning

The first aim of this action is the promotion and spreading of the cultural richness and diversity of our countries as a key element of the European identity and thus of European Union.

By fostering a better awareness and spreading of culture as well as of the artistic and literary creation (art.128 §2), this programme will equally aim:

- to encourage a larger dissemination of contemporary literary works and drama works, thus contributing to give a wider audience to our artists and creators;
- to improve the access to culture for a wider and diversified public, notably a less privileged public of our countries;
- to stimulate cultural cooperation among the professionnals of our countries as well as those of certain third countries.

To match these aims, the programme will make a significant contribution by offering scope for improving the dissemination of more than 2400 literary works and more than 650 plays over five years. In addition, approximately 100 reference works will become more accessible to specialists in Europe.

By this programme, the Community intends to complement the measures taken by the Member States as concerns translation and dissemination of literary and drama works as well as the cooperation among professionnals in the area in the full respect of the principle of subsidiarity.

The programme is aimed firstly at the authors and translators of contemporary works of literature, managers, directors and producers from Community Member States intending to stage a public performance of a work of drama and other professionnals in the literary and theatrical world. However, it also seeks to enable the general public to become better informed about the diversity of European literature and culture.

The financial impact of the programme is due to the fact that the measure proposed is a new one, based on the principle of subsidiarity, and also to the needs of the cultural field, aimed at a wider dissemination of culture as well as the development of cultural cooperation at European level.

Central and Eastern Europe. The latter having indicated their specific interest for cultural cooperation.

## 9.2 Grounds for the operation

Works of literature and drama are currently disseminated to only a limited extent. Community investment in this area must be increased substantially to ensure that contemporary literature and drama reach a wider public in the Member States and certain third countries.

Translation is an essential precondition for stepping up cultural and economic exchanges between Member States and with the rest of the world. There is a specific and important issue at stake here, not only for professional translators but also, and above all, for the European public as a whole, given the effective limits of multilingualism. In a multicultural, multilingual community a coherent overall policy on literary translation is crucial for genuine European integration.

To correct the effects of undiluted market forces, it is essential that the measures envisaged at European level contribute first and foremost to the dissemination of works in languages which are at the moment not sufficiently widely known in linguistic areas which have to date been too shut off from the literature and thinking of other Community and non-Community countries.

The Community aid to translation which this programme would provide would complement the measures taken by certain Member States in this area, generating synergy. It would provide a Community added value by strengthening the weak links in the distribution chain for literature in less well-known languages. Eighty-five percent of all translations published in Europe today are of works originally written in English, French and German. The effort required cannot be made by individual Member States or bilateral agreements. Only measures developed at Community level can offer the necessary framework.

Moreover, Community support will also act as an incentive to further financial commitments from the public and private sector, making it easier to raise the necessary funding for projects.

## 9.3 Monitoring and evaluation of the operation

During the six months following the completion of the first two years of operation of the programme, the Commission, having consulted the Committee referred to in Article 6, will submit a report to Parliament, the Council and the Committee of the Regions evaluating the results and, where necessary, making appropriate proposals.

At the end of the programme, the Commission will submit a report to Parliament, the Council and the Committee of the Regions on the application and results of the programme.

10. Administrative expenditure (part A of the Budget)

Will the proposed operation involve an increase in the number of Commission staff?  
No

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