

***COMPARING CULTURE AND MEDIA LABOUR MARKETS IN LARGER EUROPEAN REGIONS
AND THE INFLUENCE OF PUBLIC (STATE) INTERVENTION***

ERICARTS

Dahlmannstr. 26, D - 53113 Bonn
Tel. (+49-228) 2420996/7 * Fax 241318
e-mail: info@ericarts.org

Comparing culture and media related labour markets in larger European regions and the influence of public (state) intervention

Regional "models" in parts of Europe * (with distinctive features)	A. General tendency of the government to regulate labour markets and the role of employers / employees	B. Main trends in the cultural (labour) markets regarding government or regional level involvement	C. Role of trade unions / professional organisations; employee rights	D. Opportunities for further training and consequences for the mobility of professionals and enterprises	E. Legal framework, tax laws and other general conditions influencing culture industries development
I. Nordic: <i>Opportunities via socio-cultural traditions?</i>	State intervention now rather limited in most countries; very active job market policy; standards are often set in wage negotiations (union agreements)	<ol style="list-style-type: none"> 1. Close monitoring and administrative control, also via influential boards or councils. 2. Promotion of training in cultural enterprises 	Trade unions still strong, even in the cultural field. Employees have great influence on decisions concerning job organisation and training.	High participation in professional training measures (usually public institutions), high organisational flexibility, external mobility fairly limited.	Tax rates are still above average in most countries; other conditions and public subsidies (also outside the big cities!) are favourable to cultural activities.
II. Anglo-saxon: <i>The global market place model still dominates</i>	Government interventions are traditionally few, the same was true for legal regulations up to the eighties; thereafter the role of trade unions weakened; in recent years rising expenditure for active labour market policy, especially training measures for jobless young people.	<ol style="list-style-type: none"> 1. Foundation centres for small and medium sized cultural enterprises. 2. Training programmes for special professions (e.g. multimedia) 3. Closing down/transformation of public cultural institutions (e.g. theatres, orchestras) creating some chances for private initiative. 4. Legal framework (e.g. tax conditions) 	In spite of a traditional tendencies towards trade unions, there is a decline in their significance (importance, influence) since the eighties; "closed shops" especially in cultural enterprises still exist; low degree of institutionalised participation of employees.	After the collapse of industrial vocational training there are new, mostly not for profit publicly subsidised initiatives especially in bigger cities (partly with limited duration) which also offer training in cultural professions with a future perspective; external mobility is not limited.	Attractive tax conditions especially for artists and the book market (e.g. no income tax for artists in Ireland!); few labour and social regulations are additional features. Cultural industries, media producers and publishers in particular, are generally favoured in this region due to the world wide use of English.
III. Mediterranean: <i>Future based on cultural heritage?</i>	Diverse State interventions through legislation (Iberian peninsula lower at present, Greece and Italy higher); fairly low expenditure for active employment policies; wage negotiation remains important.	<ol style="list-style-type: none"> 1. Public subsidies also for private businesses in several areas (e.g. publishing) 2. Intense lobbying for participation in EU-support programmes 3. Setting-up of regional "Observatories" (permanent monitoring in Italy) 	Declining trade unions, politically biased trade unions interfere with each other (also in the area of culture and the media); few rights for employees as seen in their readiness to go out on strike.	Although general and professional qualifications are high, there is a deficiency in professional training measures. This also limits the job flexibility within enterprises; except for Italy, job opportunities are concentrated in the capitals.	Cultural traditions are attractive for several sectors (e.g. design) in spite of high costs especially in big cities; legal frameworks often complicated (e.g. protection of cultural heritage for arts trade), but on the other hand often not fully applied.
IV. French: <i>Europe's last example for the 'planning state'?</i>	Strong state intervention through planning, investments and market regulations; expenditure for employment policy rising again; influence of wage negotiations important only in case of conflict.	<ol style="list-style-type: none"> 1. Systematic planning, regulation, control (e.g. quotas for foreign media programmes) 2. Intense promotion of new technologies 3. Central promotion of local culture and tourism activities 	Trade unions still strong but impeded by political competition of organisations; employee rights have increased.	Similar to D.III.; strong influences of the (central) state on cultural decisions, qualifications and the labour market in general still place an additional limit to the external mobility of employees (first signs of change, however)	A cautious decentralisation started in the eighties and now gives room to regions and towns for the promotion of cultural activities, especially those with a connection to tourism; concerning taxes etc. France has mainly adopted European standards.
V. German (in particular the State of North Rhine-Westphalia): <i>From 'Kulturstaat' to Silicon Valley?</i>	Tendency towards intervention has declined since the middle of the seventies, nevertheless high expenditure for labour market assistance and promotion of communication technology; wage negotiations still important for overall working conditions	<ol style="list-style-type: none"> 1. Investment incentives on local and federal level (often medium/large sized firms), 2. Focus on qualifications (technology, cultural management etc.) 3. Legal framework (e.g. tax conditions) 4. Public-private partnerships 	Trade unions in the cultural area high but stagnant, "Arts Councils" gain influence on national and regional levels; participation of employees in entrepreneurial decisions in the field of culture and particularly media is limited by law.	The education system, including vocational training and university level studies still has deficiencies; but demands of cultural industries are widely covered by the private sector, professional mobility is accordingly high.	Germany / North Rhine Westphalia as an industrial location is attractive not so much because of tax laws and other framework conditions but due to its central location, a huge consumer market and interdependencies with the strong public cultural sector.

*) Due to the present situation of change in the Middle and East European regions, comparisons including them are difficult to make (some states tend to the anglo-saxon direction, however, others to a mixture of the French and the Nordic "models")

Sources: ERICarts contribution to 3rd Culture Industries Report, Duesseldorf 1998, based on: A.J.Wiesand/Archiv für Kulturpolitik, Bonn; G.I.B. Info 1/98; data from partners in ERICarts, CIRCLE etc.