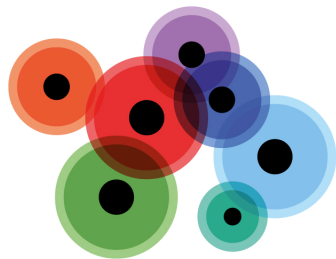


Cultural welding points for Europe

11 december 2012

Europe Revisted



**MAASTRICHT
VIA2018**

Maastricht + Euregio Maas-Rijn
Kandidaat Culturele Hoofdstad van Europa 2018

**If I had
to recreate
Europe,
I would
base it on
culture**

Jean Monnet, founding father
of the European Coal and Steel
Community (ECSC), the forerunner
of the European Union



Initiative: from Istanbul to Berlin

Berlin presentations:

- Tallin (Hellrand Maris)
- Sonderborg (Elsa Redzepovic)
- Kulturräum Niederrhein e.V. (Ingrid Misterek-Plagge)
- Region South Karelia (Anu Talka)
- Maastricht & Euregion 2018 (Guido Wevers)

Mission for the AEBR and other Euregions:

- European identity is a identity of cultural diversity
- Recognition by the AEBR of culture as mainstream principle
- European funding for culture as a driver, adding value for Europe
- Interreg V possibilities: matter of transnational regions, national entities not dominant
- Border regions can function as laboratories in regard to culture and every day life
- Creative industry as an example for positive effects of culture

Culture is not on the European agenda

Cultural diversity as a driver for European unity

The Euregions are able to install a chain of welding points to practice European cultural diversity

Criterion: cultural diversity connected into every day life of the
People

Conclusion: the AEBR should agree and facilitate these welding points: a chain of European laboratories for developing cross-border cultural intelligence

What is important:

Culture must have it's own place on the European agenda

Cultural potentials and benefits must also be aligned with the existing Europe 2020 priorities:

- Smart Growth: innovation from culture and creativity
- Sustainable Growth: more competitive economy (small and medium sized companies)
- Inclusive Growth: high employment economy with social and territorial cohesion

Chance for culture

1 example

Flagship initiative Youth on the Move

Aim: enhance the performance and international attractiveness of Europe's higher education institutions and raise the overall quality of all levels of education and training in the EU, combining both excellence and equity, by promoting student mobility and trainees' mobility, and improve the employment situation of young people

One of the challenges for the Euregions

Dealing with youth unemployment through culture

- Mobility, multilingualism and multiculturalism
- Creativity and entrepreneurship/UNU-RCE network
- Further internationalisation
- 'Bring back the craftman'

**Maastricht + Euregio Maas-Rijn
Kandidaat Culturele Hoofdstad van Europa 2018**

**Maastricht + Euregio Maas-Rhein
Kandidat Kulturhauptstadt Europas 2018**

**Maastricht + Euregio Meuse-Rhin
Candidat Capitale Européenne de la Culture 2018**

**Maastricht + Euregio Meuse-Rhine
Candidate European Capital of Culture 2018**

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