

JOINT DECLARATION ON EU-CHINA CULTURAL COOPERATION

The European Union and the Government of the People's Republic of China wish to deepen cooperation in the field of culture.

Building on the success of the 2012 EU-China Year of Intercultural Dialogue under the auspices of the EU-China High Level People-to-People Dialogue, European Commissioner for Education, Culture, Multilingualism and Youth, Mrs Androulla Vassiliou and Minister for Culture, Mr Cai Wu, have declared their intentions to promote the further deepening of cultural relations and cooperation between the European Union and the People's Republic of China. They made this declaration during the official visit of Commissioner Vassiliou to the People's Republic of China, which took place from 28 to 30 November 2012.

Recalling the intentions of the Joint Statement of the 14th EU-China Summit held in Beijing on 14 February 2012, which recognized that deepening understanding and mutual trust between the two peoples was vital to the sustained and stable development of EU-China relations;

Welcoming the subsequent establishment of a third pillar of EU-China cooperation on "people to people" exchanges and acknowledging the successful launch of the EU-China High Level People-to-People Dialogue on 18 April 2012 in Brussels;

Acknowledging in that context the crucial contribution of culture to people-to-people dialogue and mutual understanding between China and the EU as well as the role of cultural cooperation and associated policy dialogues to strengthen respective cultural sectors and policies;

Recalling the Joint Declaration and the Follow-up Actions adopted during the first High Level People-to-People Dialogue meeting, including the invitation to create a mutually conducive environment for increased cooperation and exchanges in the field of culture;

Highlighting the success of the 2012 EU-China Year of Intercultural Dialogue officially launched on 1st February in Brussels and closed on 30 November in Beijing and considering its major contribution as a useful testing ground for opportunities and challenges in future cultural cooperation;

Recalling the intentions of the Joint Statement of the 15th EU-China Summit held in Brussels on 20 September 2012, which referred to a series of follow-up actions under the High Level People-to-People Dialogue, including in the field of culture;

Welcoming the successful holding of the 3rd EU – China High Level Cultural Forum in Beijing on 30 November;

Taking stock of other developments of the EU China dialogue in the field of culture, in particular the establishment of policy dialogues on cultural industries in the framework of the EU-China Trade Project II (EUCTP II);

Commissioner Vassiliou and Minister Cai jointly declared the following:

- As Parties to the 2005 UNESCO Conventions on the protection and promotion of the diversity of cultural expressions, the European Union and the People's Republic of China share a common framework of principles which shall guide their further cooperation in the field of culture.
- Promoting intercultural dialogue and mutual understanding between the EU and China is a long-term objective which shall be pursued in privileging actions which can have a structural impact on key areas of mutual interest. In this long term perspective, a particular attention should be devoted to the interests, needs and expectations of the young generations as well as to the most recent evolutions affecting the cultural sector, including the development of on-line media;
- The European Commission and the Ministry of Culture of the People's Republic of China stress their particular interest for strengthening cooperation in the fields of cultural industries, heritage and contemporary art.
- Creating a mutually conducive environment for increased cooperation and exchanges between the EU and China in the field of culture will require a deepening of the dialogue between respective authorities. Attention shall be more systematically paid to the involvement of regional and local stakeholders as regions and cities constitute major actors for the development of cultural and creative sectors. Other relevant public agencies will be associated as appropriate to ensure a wide coverage of cultural sectors and associated policy issues. The European Commission and the Ministry of Culture of the Peoples's Republic of China will mobilise existing instruments to support the strenthening of policy dialogues and exchanges of experience between the EU and China. Attention will also be devoted to transversal policy issues affecting cultural cooperation and exchanges.
- Better access to knowledge on respective institutional settings, cultural actors and organisations as well as respective policies and tools has to be promoted. In order to facilitate cultural cooperation, the European Commission and the Ministry of Culture of the People's Republic of China will explore how to encourage information gathering, sharing and dissemination between China and the EU at all levels, including in promoting mapping exercices and studies, information and communication tools as well as networking of relevant actors.
- Increasing cooperation and exchanges will also require the promotion of new opportunities for direct cooperation and joint projects between all levels of cultural institutions, organisations and actors. The European Commission and the Ministry of Culture of the Peoples's Republic of China will explore the possibilities to mobilise resources to support such direct cooperation.
- The orientations and priorities described above will be implemented jointly by the European Commission's Directorate General for Education, Culture, Multilingualism and Youth and the Ministry of Culture of the People's Republic of China, under the auspices of the EU-China High Level People to People dialogue.

The provisions of this Joint Declaration express political intent and are not designed to create legal rights or obligations under international law.

This Joint Declaration is made in Beijing on the 30th of November 2012.