

WHY DOES CULTURE MATTER?

01 Culture underpins our sense of belonging to the European community

02 Culture reinforces democratic principles and values

03 Cultural participation develops interpersonal and creative skills & increases employability

04 Arts education prepares for the future. Education model is moving from STEM to STEAM

05 Educational activities in cultural spaces spark curiosity and inspire children to learn

06 Cultural expression supports democracy, active citizenship & intercultural dialogue

07 Culture creates spillover effects on social cohesion, solidarity and diversity

08 Participation in cultural activities enhances social capital

09 Cultural participation is instrumental in integrating excluded groups & reduces the risk of poverty

10 Engagement in cultural activities results in greater tolerance, openness & respect for others

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REASONS

WHY

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Artistic practice is associated with higher level of life satisfaction and less anxiety

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Cultural access is one of the top factors contributing to psychological wellbeing

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Participation in cultural and creative activities is strongly associated with better health

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Cultural tourism is responsible for increased revenues in sectors like hospitality and retail

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Artistic innovations create value for industries seeking to maintain a competitive advantage

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Culture contributes to achieving smart, sustainable and inclusive economic growth

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Cultural projects build bridges between EU and 3rd countries for mutual understanding and promotion of human rights

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Cultural industries contribute to EU's soft power as ambassadors of European values

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Culture makes Europe an attractive destination for working, studying and living

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Culture is a catalyst for civic engagement, citizen empowerment and critical thinking