

Government decision-in-principle on arts and artist policy

Publications of the Ministry of Education, Finland 2003:23

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Foreword

Artistic creativity is one of the strongest and most valued human talents. Art has an intrinsic value; it enriches human and social life in many ways. Our cultural heritage stems from artistic creativity and its diverse manifestations. Works of art are part of humankind's shared cultural memory.

In its programme in 1999, the Finnish Government stated that it will put in place an arts and artist programme. On 5 July the Ministry of Education set up a committee to prepare the programme. The Committee submitted its proposal to the Prime Minister on 19 February 2002. The Government adopted a decision-in-principle concerning arts and artist policy on 13 March 2003.

The decision-in-principle appraises the future of Finnish arts and artist policy and the measures needed in response. Art is examined in both individual and societal terms.

According to the document, art is a basic human right and the promotion of arts is a means for developing a creative welfare society. Arts will be regarded as a strategic resource for development and given a stronger role in societal decision-making. Art will be used to broaden innovation policy. Measures will be taken to improve artistic competencies and to provide artists with the same kind of prerequisites for their work as researchers have. Linkages between the arts, society, business and international cultural life will be enhanced.

The arts and artist programme accommodates several programmes devised for different sectors of art in recent years and proposals put forward by expert bodies, the Arts Council of Finland and the national art-specific councils. During the drafting of the document, the Ministry of Education consulted the field by organising discussion forums, hearings and seminars relating to different aspects of arts and artist policy.

Helsinki, 14 April 2003


Kaarina Dromberg
Minister of Culture

Government decision-in-principle on arts and artist policy

The significance of arts is highlighted in the increasingly differentiated, pluralistic and technological information society. Our future will also be shaped by globalisation and internationalisation. The arts provide a channel for creative self-expression, emotional development and self-realisation, through which the individual can build his or her identity and analyse reality. For the community, the arts constitute a creative, social, cultural and economic capital. We can facilitate our response to future challenges by expanding the scope of our innovation policy and seeing the arts as a strategic resource for development. In terms of the input required to this end, the arts is comparable to science and scholarship.

The aim set by the Government for the arts and artist policy programme is to promote creative activities. The Government Programme states that an arts and artist policy programme will be devised with a view to developing creative activities. The Ministry of Education appointed a committee on 5 July 2001 to draw up a proposal for such a programme. In devising the programme, the committee took note of various programmes devised in different sectors of art. The committee, which was chaired by Ms Sirpa

Pietikäinen MP, submitted its proposal for an arts and artist policy programme to the Prime Minister and the Minister of Culture on 19 June 2002. The arts and artist policy programme outlines the future of Finnish arts and artist policy and the measures needed to respond to future trends.

In keeping with the Government Programme and the proposal of the arts and artist policy programme committee, the Government takes this decision-in-principle to implement the arts and artist policy programme.

The references to local authorities in the decision are recommendations allowing for their autonomy and need to be negotiated between the government and local authorities.

The aims set in the decision-in-principle will be implemented within the scope of the financing frameworks and allocation to be annually determined in the state budget.

According to the decision-in-principle, measures will be prepared and implemented and the ministries' operations will be intensified with a view to promoting creative activities as follows:

Premises

1. As a form of human self-expression and creative work, the arts constitute a social and economic resource and, as an opportunity for self-development set down in the Constitution, also a cultural basic right.

National innovation policy should be extended towards arts and culture. Its aim should be a creative welfare society, in which the arts form an integral part of the innovation base - an entity of new knowledge, skills, know-how and welfare - which renews and takes society forwards and which also recognises enduring cultural values.

In the spirit of the EU Founding Treaty, the cultural viewpoint must be taken into account in all societal decision-making.

2. The Government's next futures report will include a clear arts and culture standpoint. The Ministry of Education will initiate research and development projects relating to the social, regional and local impact of arts and culture, and the role of arts education in the education system.

Children's culture and arts education

3. The Ministry of Education will formulate its actions on the basis of the draft children's culture programme devised by the Arts Council of Finland.

The local authorities should target cultural services especially to children within the cope of their resources and draw up programmes for children's culture. In this work, they should also make full use of the possibilities of inter-municipal cooperation.

A network of children's culture centres will operate as indicated in the Ministry of Education proposal for action. The development of this network will cater for the needs of linguistic minorities.

4. It is important that all children and young people are taught arts education as a core subject in all the year-classes during their basic education. Arts education must also be provided in general and vocational upper secondary education. Arts must additionally be integrated into the learning environments, methods and contents.

In providing curricular and extracurricular arts education, from small children's arts education onwards, the local authorities should draw on the expertise of subject teachers and accentuate the education of art subjects with a view to attracting knowledgeable, inspired and inspiring professional as teachers.

The initial training of the teachers of art subjects and their and other art professionals' continuing professional education must provide them with competencies needed to use teaching methods which support children and young people in developing their talents, emotional life and cultural understanding. The responsibility for this rests with the National Board of Education, universities and other institutions providing this training.

Measures will be taken to increase the number of institutions providing education in art forms other than music within the resources available. The responsibility rests with the Ministry of Education.

The National Board of Education will issue a national core syllabus for the larger curriculum in arts education.

5. Local authorities should support extracurricular activities, such as after-school clubs, within the scope of their resources in order to offer opportunities for guided creative expression also to children and young people living in small towns.

Cooperation between schools, units giving arts education, art institutions and libraries should be increased. The Ministry of Education will devise a creative and cultural education strategy for promoting arts education in collaboration with different players.

Cultural diversity

6. One of the fundamental tasks of Finnish cultural policy is to support and further develop structures for Swedish-language culture in Finland.

7. The Ministry of Education will reserve special resources for implementing immigrant policy measures. According to the policy:

- The needs of minority cultures will be taken better into consideration as part of the overall support systems in arts and culture and the activities of cultural and art institutions.
- The needs of immigrants will be addressed in response to growing immigration. Systems will be put in place for supporting professional artists belonging to different ethnic groups and their organisations.

Access to services and the living environment

8. The Ministry of Education will devise an action programme for improving access to culture in public art and cultural institutions.

The Ministry of Education will organise measures for promoting special-needs culture within the central government. Conditions for regions' own cultural activities will be improved.

9. The construction of a creative welfare society highlights the shared responsibility of the public sector for ensuring the prerequisites of basic cultural services. This entails

- Strengthening the prerequisites of the art institution network to operate and develop. As part of this institutional development, measures will be taken to improve both the regional accessibility of services and access to services by different publics, different age groups and special-needs groups. In addition, measures will be taken to develop interaction and

goal-oriented cooperation between cultural institutions, the domain of culture outside them and cultural events. Relevant pilot projects and the diffusion of various good practices will be supported.

- Supporting and strengthening the arts field outside the statutory state aid system. The activities in this field, including multi-art and group work, enlarge the scope and range cultural services. Securing conditions for varied artistic work entails support for the national and international mobility of artists and groups of artists.

10. It is important to continue improving actual opportunities for people to influence decisions concerning their own environments.

Means must be developed for more systematic assessment of architectural quality and the quality of the built environment. Such assessment must be broadly based on the concept of good cultural life. In the preparation of legislation in different sectors, impact analysis must also include the impact of the statutes on the architectural quality of the living environment.

Application of art

11. Work communities will be encouraged to use the possibilities of arts and art services to enhance well-being at the workplace. Good and user-oriented planning of work environments and the use of arts in the design of premises and facilities are of great importance.

The Ministry of Education and the Ministry of Labour must develop new forms of activity to respond to the needs of the unemployed and others outside the labour market.

12. Apart from legislation and other normative regulation, the responsibility of public authorities for high-quality living environments entails that they give an example in this respect to the whole construction industry. Their own activities must follow good practices which encourage the creation of first-rate environments. One example of this is the "one-percent principle" (i.e. that one per cent of the budget

of each building project is used to acquire art). Artists' professional expertise should be used already in the planning stage. Measures will be taken to encourage local authorities and construction business to use this principle.

State art acquisitions to public buildings and facilities will be supported with a view to enhancing the aesthetics of the built environment.

13. The Health and Culture project, which has proved very effective, will be carried on in both the public and the voluntary sector. The project will be promoted by the Ministry of Education, the Ministry of Social Affairs and Health and the Ministry of the Environment in collaboration. To this end, efforts will be made to find a financing model which secures the long-term development of the project. One means could be to support regional arts councils.

With a view to promoting Health and Culture, possibilities will be explored to apply the one-percent principle in construction in the social and health sector.

Art, business and industry, and regional development

14. The small size of Finnish business enterprises is not conducive to specialisation, investment in R&D or internationalisation. These are areas where private equity and public input are primarily needed. It is also vital to develop networking between these sources of financing. Promoting SMEs will also promote cultural business.

It would be important to guide the R&D financing provided by the government and other partners towards content creation, such as audiovisual production. With the advance of digital technology, new contents must be partly or totally created for these applications with the new technologies.

The public for Finnish film has grown, and technological advances open new possibilities for it.

Along with its cultural meaning, film production also has important economic and employment effects. The diversity and quality of domestic film will be safeguarded. Film exports also needs to be supported.

15. Advanced arts and culture are a resource for the operational environment of business enterprises. In rapidly advancing innovative business, such as the development of ICT products and different services offered to the public, arts have untapped resources to offer. It is important to think up new ideas for involving creative artists in business operations. Of importance here are art financiers and producers, on the one hand, and the intermediaries who supply artistic know-how and expertise to production processes and to the public. More attention should be paid in education and art policies to the training of these intermediaries and to the organisational development of this intermediary level.

16. The stress in design know-how is on ensuring interaction between education, R&D and product development. Increasing use of design entails mechanisms for know-how transfer and cooperation between different partners, as well as a clear division of work.

Measures will be taken to develop a business incubation network for commercialising creative knowledge, which is built on a service concept geared to the field.

The possibilities of the arts, art and design, and architecture will be linked to the construction of a high-quality, obstacle-free and aesthetically high-standard environment.

An action programme will be drawn up with a view to enhancing the significance of art and design as gainful work.

17. Culture is an opportunity and a resource in regional development. In keeping with the "in from the margins" principle, it must be integrated into different regional development programmes and other schemes implementing regional policy. Arts and culture initiatives must also be taken into account in resource allocation.

The Ministry of Education and the Ministry of the Interior must in collaboration influence matters so that the regional centres of expertise will include more arts and culture initiatives in their the programmes in their next call for proposals.

18. Regional cooperation groups relating to EU structural fund programmes should include art and cultural expertise in order to generate a new kind of productive dialogue between the arts and other regional development standpoints. The status and resourcing of regional cultural players, especially regional arts councils, must be strengthened.

19. Artist-in-residence is an important form of action both for artists and for the participating localities and their development.

This initiative and its development are important for the internationalisation of Finnish art.

Creative work and know-how

20. According to the arts and artist policy programme, an important means of promoting the aims relating to the status of the artist, and arts policy as a whole, is to increase cross-sectoral cooperation. Solutions in regard of artists must be factually rather than sectorally based. A permanent mechanism will be created for cross-sectoral cooperation (e.g. a council) which will take up and promote issues relating to the status of artists. The responsible agency is the Ministry of Education, and the system will be put in place during 2003 after the Artists' employment and income committee (Taisto II) has completed its work.

21. In arts education, special attention must be paid to higher education. This will ensure the best possible competence for prospective professional artists, promote high-quality artistic work and enhance the visibility to arts in society.

Cooperation between different levels and forms of education must be increased. Further, the division of work between educational institutions and the aims of education must be clarified. An overall evaluation of arts education will be initiated by the Ministry of Education in 2003.

In autumn 2001 the Ministry of Education set up a committee to look into educational needs in the music sector. Another needs survey is being conducted in the design field. The National Board of Education has evaluated secondary vocational education. Similar reviews are also needed in other fields with a view to possible establishment of new units for vocational arts education. The responsibility for initiating such reviews rests with the Ministry of Education. This kind of monitoring needs to be systematic.

22. In-service training is important for the renewal of the arts field. Reviews will be undertaken to determine what kind of financing model will best enable artists to participate in training.

23. Initial vocational education and/or continuing training must be organised or reviewed in forms of art where training is inadequate. Such fields have been identified in art-specific programmes and in hearings. These needs will be met by existing educational institutions. New training needs will be reviewed by the Ministry of Education during 2003.

Direct support to artists

24. The overall aim is to increase the availability of artist grants in order to ensure prerequisites for creative artistic work. To this end, the proposals for expanding the scope of the public lending right compensation grants (a separate appropriation as in the corresponding system in the music sector), an increase in compensation grants to visual artists and an increase in artist grants. The Ministry of Education is responsible for this development.

25. The Ministry of Education, local cultural administrations and artist organisations will cooperate in a project to improve artists' working conditions. The aim will be to ensure better facilities for professionals in different art forms. This work will be based on the review of the Artist Association of Finland and the relevant programme proposal. The creation of work facilities will require additional public funding. The project will be initiated by the Ministry of Education during 2003.

Social security and taxation

26. Necessary legislative measures will be taken to include artist grants in state employment pension security. The pension entitlement would concern five-year grant aggregates. Further, measures must be taken to put grants and copyright income on an equal footing with regard to different benefits. The Ministry of Education is responsible for advancing this matter.

Artists' employment

27. The contents of arts education should reflect the application of arts by giving more weight applied uses of arts in teaching.

The aim is to increase discretionary funds for supporting projects on applied uses of arts, among others. The responsibility for preparing this matter rests with the Ministry of Education, and other Ministries as appropriate.

The Ministry of Education, together with the Ministry of Labour and the Ministry of Social Affairs and Health, will initiate a pilot for bringing artists, managers/producers and distribution agencies together. The aim is to improve access to arts, to promote artists' employment and to increase applied uses of arts, for instance in hospitals and other institutions.

Copyright

28. The government will see to it that copyright protection is safeguarded in the changing operational environment and that it accommodates technical advances. Respect of copyright underpins artistic activity. Special attention must also be paid to managing copyright.

Finland (the Ministry of Education) will continue to play an active role in promoting balanced development of copyright in all international intellectual property and cultural and trade policy forums.

International aspects

29. A separate appropriation will be reserved for the Ministry of Education, which will initiate international presentations of different forms of art and a project for promoting international co-productions. In addition, measures will be taken to strengthen the resources of existing art information and export channels.

A review will be undertaken to explore possibilities for the Ministry of Education and the Ministry of Trade and Industry to launch a project for developing market-driven art exports.

A diversity of artists

30. Supporting young artists requires various production and support schemes which enable young people embarking on their careers to break into professional arts. One form of such support could be a start-up grant for young artists. The Ministry of Education and the Ministry of Trade and Industry will explore ways and means of piloting start-up grants from the beginning of 2004. The responsibility for planning the pilot and relevant cost analysis rests with the Ministry of Education.

31. Artistic life needs initiatives which accommodate and support growing cultural diversity. The Ministry of Education will undertake to survey what kind of financial support would best suit multicultural arts.

Arts promotion

32. For art to be able to contribute to the development of a creative welfare society, it must have an adequate financial basis. Arts policy and other social policy must make input into artistic creativity and its innovative role in individual and social development, as well as into widening access to arts.

33. In keeping with the Government decision-in-principle, Finland will aim to become a the same kind of forerunner in the creation of social innovation resources as in sciences.

The aim is that the financing of the statutory state aid for art institutions will be increasingly transferred from lottery funds to budgetary funds.

34. It is important to put in place a wide range of cooperation and networking in arts promotion between the public and private sectors. This will generate various synergies

- between practitioners of arts and financiers;
- between the various partners financing arts, i.e. public authorities, business and industry, and foundations;
- in the form of networked round tables, which would offer a natural vehicle for creative public/private partnerships;
- in the form of forums catering for businesses' and individuals' growing interest in participation and civil society activities.

The Ministry of Education will ascertain the contexts in which initiative for such networking needs to be taken by public authorities.

Administrative development

35. It is important for the Arts Council of Finland to be able to assess and develop flexibly the coverage of the arts promotion structure (e.g. a to expand the subcommittee structure) and its performance overall.

The administrative status of regional arts councils and their personnel will be clarified in view of the aims and evaluation needs put forward by the arts and artist policy committee.

Monitoring and development of arts and artist policy

36. It is important for the Ministry of Education to develop actively the monitoring and development of arts and artist policy. It should draw up an evaluation programme and strategy without delay and also determine the most urgent evaluation needs.

37. The evaluation of arts and artist policy will be launched as part of the evaluation of basic services. It should include cooperation between government and local authorities as an inherent element. It is important that regional arts councils and other regional and national partners develop evaluation in collaboration.

38. Materials of recent arts and artist policy work will continue to be used in relevant decision-making, monitoring and evaluation. A taskforce will be appointed to monitor and evaluate the arts and artist policy programme.



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