

# The *CULT* Gazette

Newsletter from the European Parliament  
*Committee on Culture and Education*

FR

## Audition du commissaire désigné par la Roumanie, Monsieur *Leonard Orban*



L'audition du Commissaire désigné, M. **Leonard Orban**, dont le portefeuille serait le **multilinguisme**, s'est déroulée lundi 27 novembre de 13h à 16h au Parlement européen.

L'audition débuta par une déclaration liminaire du commissaire désigné, suivie d'une séance de questions-réponses.

Lors de cette audition, les députés du Parlement européen ainsi que les 53 représentants des parlements nationaux des pays en voie d'adhésion, qui se sont vus accorder le statut d'observateurs au Parlement européen, ont eu la possibilité d'évaluer les compétences du candidat. Afin de préparer cette audition, Leonard Orban avait été invité à répondre à **un questionnaire écrit** constitué de deux parties: **une partie générale** et **une partie spécifique**. La première porte sur des questions horizontales qui présentent un intérêt pour le commissaire; la deuxième porte plus précisément sur les responsabilités particulières du commissaire désigné.

L'objectif principal de cette audition fut de préparer le vote d'approbation final du nouveau commissaire par le Parlement européen en donnant à la Commission de la culture et de l'éducation du Parlement européen l'occasion de se faire une idée de la personnalité et des opinions du commissaire désigné.

## Déroulement de l'audition

Lors de l'audition, les députés européens l'ont interrogé sur plusieurs sujets :

- L'étendue de son portefeuille :

Leonard Orban a assuré aux députés que ses responsabilités seraient larges. Il a ainsi rappelé que près de 3400 fonctionnaires seront sous sa responsabilité.

- L'importance du multilinguisme au sein de l'Union Européenne (UE) :

Le Commissaire désigné a insisté sur son importance. « L'anglais n'est pas suffisant », a-t-il affirmé, rappelant que le multilinguisme donne à l'Union son identité. M. Orban a dit vouloir poursuivre deux objectifs. Premièrement, pour améliorer la communication au sein des institutions mais aussi entre l'Union et ses citoyens, il insistera sur la qualité des traductions, des interprétations et des publications. Deuxièmement, il veillera à maintenir les coûts du multilinguisme à un niveau acceptable.

- Les langues des minorités :

Leonard Orban souhaite établir un dialogue avec les minorités, dans les limites de ses compétences.

Le Commissaire désigné a également insisté sur l'importance de l'apprentissage des langues à l'école. Il a aussi exprimé son soutien au traité constitutionnel et a affirmé que celui-ci devait être adopté dans son entier, et non "à la carte".

## Evaluation

La Conférence des Présidents de groupes politiques a formulé mardi 28 novembre une évaluation positive de l'audition du Commissaire désigné M. Orban.

Si sa candidature est approuvée par le Parlement, M. Orban travaillera à la fois sur le multilinguisme et sur le dialogue interculturel. Dans une **lettre** adressée au Président de la Commission européenne, M. Manuel Barroso, le Président du Parlement européen, M. Josep Borrell, a fait part du souhait de la Conférence des Présidents, "(de clarifier) la notion de "dialogue interculturel" et une définition plus précise des compétences de M. Orban et des autres membres de la Commission en ce qui concerne ce dialogue", et ceci "par écrit, le plus vite possible, et au plus tard au début de la semaine prochaine (...) afin que le Parlement puisse procéder (au) vote en possession de toutes les informations nécessaires".

Le Parlement européen procédera ensuite à un **vote formel d'approbation** qui aura lieu à Strasbourg pendant la session plénière, le mardi 12 décembre. Ce n'est qu'après l'approbation formelle du Parlement que le Conseil procédera à la **nomination officielle** du nouveau commissaire. Le nouveau commissaire **prêtera** par la suite **serment** devant la Cour de Justice. Son mandat expirera à la fin d'octobre 2009, en même temps que ceux des Commissaires déjà en fonction.

### Plus d'information à ce sujet:

[http://www.europarl.europa.eu/hearings/commission/2006\\_enlarg/default\\_fr.htm](http://www.europarl.europa.eu/hearings/commission/2006_enlarg/default_fr.htm)

### More information on this subject:

[http://www.europarl.europa.eu/hearings/commission/2006\\_enlarg/default\\_en.htm](http://www.europarl.europa.eu/hearings/commission/2006_enlarg/default_en.htm)



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## Directive on audiovisual media services: Television without Frontiers (TWF)

The **Culture Committee** backed this directive on **Monday 13th of November in Strasbourg**, while also adopting some important amendments. The draft aims to update the 1997 *'Television without Frontiers'* rules in line with new developments in audiovisual technology and advertising, particularly the ongoing transition from analogue to digital broadcasting. On the controversial issue of **product placement**, MEPs chose to permit it only in a limited range of cases.

The **Commission's proposal** is intended to create a level playing field for public and private broadcasters and independent producers. It also aims to widen the scope of the rules to include new media. By adopting a report by **Ruth Hieronymi** (EPP-ED, DE), **MEPs in the Culture Committee** broadly supported the Commission's thinking on this principle, but they did not wholly endorse its suggested definition of audiovisual media services: *they opted to modify the concepts of "linear services" and "on demand services" in the draft legislation.* The former refers to traditional television broadcasting *"transmitted... according to a fixed programming schedule"*, while the latter comprises services such as web TV or video-on-demand -- where the user requests the transmission of a given programme *"on an individual basis."* In distinguishing between these two categories of audiovisual media services, both the **Commission and the Committee** have stressed that they are **seeking to subject providers of "on demand services" to only a minimum set of rules** - linear services, on the other hand, are more thoroughly regulated.

### Strict limits on product placement

In one of the more controversial areas of the draft directive, the majority of MEPs backed a compromise amendment, which would see **product placement prohibited except in a limited range of programmes**, and then only under strict rules.

**Product placement would be banned** in "news and current affairs programmes, programmes for children, documentaries [and] advisory programmes." **Member States could still permit** it "in cinematographic works, films and series made for television and sports broadcasts", as well as in "cases of production aid where there is no payment but only provision of certain goods or services for free with a view to their inclusion in a programme." Even where they are allowed, however, programmes that feature product placement should never affect "the responsibility and editorial independence" of the broadcaster; nor should they "directly encourage the purchase or rental of goods or services" or give "undue prominence to the product in question"; lastly, viewers should be clearly notified of the existence of product placement in such programmes.

In addition, as MEPs agreed with the Commission that **product placement containing tobacco products or cigarettes** (or producers whose principal activity is the manufacture or sale of cigarettes and other tobacco products) **should be completely banned**.

### New rules on advertising

The Committee voted to **limit advertising breaks** in "films made for television, cinematographic works, concerts, theatre plays and operas" to "*once for each period of 45 minutes*" - and not, as the Commission had proposed, every 35 minutes. Children's programming and news programmes, MEPs decided, should be interrupted for advertising only once for each period of 30 minutes - provided that such programmes exceed 30 minutes to begin with.

### No tolerance for intolerance in commercials

Under the Commission's proposal, Member States would have to ensure that **commercials** aired by providers under their jurisdiction **do not include or incite prejudice or discrimination**. MEPs included a number of additional conditions, adding that **commercials should not offend** on the basis of **gender, disability, age or sexual orientation** - nor should they "**violate human dignity**".

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*(The report, adopted by 26 votes in favour, 1 against, no abstentions, is scheduled for a plenary vote during the Parliament's December session in Strasbourg)*

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**Chair:** Nikolaos Sifunakis (PES, EL), **Procedure:** co-decision, 1st reading,

**Plenary vote:** December, Strasbourg

#### For Further Info:

- [http://www.europarl.europa.eu/comparl/cult/media\\_services\\_directive\\_en.pdf](http://www.europarl.europa.eu/comparl/cult/media_services_directive_en.pdf)
- [http://www.europarl.europa.eu/news/expert/documents\\_presse\\_par\\_theme\\_page/906/default\\_en.htm](http://www.europarl.europa.eu/news/expert/documents_presse_par_theme_page/906/default_en.htm)
- <http://europa.eu/scadplus/leg/en/lvb/l24101.htm>
- <http://www.euractiv.com/en/infosociety/twf-television-frontiers/article-117550>



## Signing Ceremony: "European Capitals of Culture 2007-2019"

The formal signature was a public ceremony for the first time with EP President **Josep Borrell** and Finnish Minister **Paula Lehtomäki** signing a law fixing the "*European capitals of culture*" from 2007 to 2019. This ceremony only applies to **legislation which has been decided by the European Parliament and the Council together** and in European jargon this lawmaking procedure is called "*codecision*".

*"It is quite fitting that the first EU law signed in public should concern the European Capitals of Culture. It is also an excellent example of the EU's motto 'Unity in Diversity' being put into practice" (EP President Josep Borrell)*

Finnish Minister of European Affairs Paula Lehtomäki said that the programme of European Capital of Culture often provided a "*renaissance*" to the cities involved.

The scheme has proven so popular that from 2009 onwards there will be two EU capitals of culture each year! This year's Capital of Culture is Patras in Greece, next year will be Luxembourg and Sibiu (Romania), Liverpool and Stavanger (Norway) in 2008, Linz and Vilnius in 2009, Essen, Pecs (Hungary) and Istanbul in 2010.

### Links for further Info:

- [http://www.europarl.europa.eu/news/public/story\\_page/008-12147-296-10-43-901-20061025STO12146-2006-23-10-2006/default\\_en.htm](http://www.europarl.europa.eu/news/public/story_page/008-12147-296-10-43-901-20061025STO12146-2006-23-10-2006/default_en.htm)
- [http://ec.europa.eu/culture/eac/other\\_actions/cap\\_europ/cap\\_eu\\_en.html](http://ec.europa.eu/culture/eac/other_actions/cap_europ/cap_eu_en.html)
- [http://www.eu2006.fi/eu\\_and\\_policy\\_areas/policy\\_areas/en\\_GB/education\\_youth\\_and\\_culture/](http://www.eu2006.fi/eu_and_policy_areas/policy_areas/en_GB/education_youth_and_culture/)
- <http://www.patras2006.gr/>
- <http://www.luxembourg2007.org/>
- [http://www.sibiu.ro/index\\_en.php](http://www.sibiu.ro/index_en.php)
- <http://www.liverpool08.com/>
- <http://www.stavanger2008.no/Artikkel.asp?AId=1&back=1&Mid1=115>
- <http://www.linz09.info/>
- <http://www.vilnius.lt/new/en/vadovybe.php>
- <http://en.kulturhauptstadt-europas.de/start.php>
- <http://www.pecs2010.hu/>

## European Year of Intercultural Dialogue in 2008

**The Committee on Culture and Education will propose Parliament to approve without amendments Erna Hennicot-Schoepges' (EPP-ED, LU) recommendation for second reading on Council's common position regarding the European Year of Intercultural Dialogue in 2008. On 28 November 2006, the Committee voted unanimously in favour of the report. The vote in plenary without a debate (Article 131) is scheduled for Tuesday 12 December.**

The European Year of International Dialogue 2008, which was in particular discussed at the hearing of Commissioner designate Leonard Orban, has as overall objective the promoting of an intercultural dialogue as a process in which all those living in the EU can improve their ability to deal with a more open and complex cultural environment, in which different identities and beliefs coexist.

Highlighting intercultural dialogue was also an opportunity to contribute to and to benefit from a diverse society, not only in Europe but also in the world. The Year would also raise the awareness of all those living in the EU, in particular young people, of the importance of developing an active European citizenship. Also highlighted was the contribution of different cultures and expressions of cultural diversity to the heritage and ways of the Member States.

The activities of the European year will be developed around three types of action:

- co-financing (up to 80% of the total cost) of actions at community scale aiming at raising awareness of the objectives of the European year, particularly among young people;
- co-financing (up to 50% of the total cost) of actions of a national scale with a strong European dimension;
- actions on a Community scale, including information and promotion activities, and surveys, studies and consultation with national networks and civil society stakeholders to assess the preparation for and impact of the European year.

The budget for the European year is set at 10 million Euros.

### Links for further info:

- <http://europa.eu.int/rapid/pressReleasesAction.do?reference=IP/05/1226&format=HTML&aged=0&language=EN&guiLanguage=en>
- <http://www.euractiv.com/en/education/commission-proposes-2008-year-intercultural-dialogue/article-145698>
- [http://www.europarl.europa.eu/news/expert/infopress\\_page/037-7567-115-04-17-906-20060424IPR07566-25-04-2006-2006-false/default\\_en.htm](http://www.europarl.europa.eu/news/expert/infopress_page/037-7567-115-04-17-906-20060424IPR07566-25-04-2006-2006-false/default_en.htm)

Media & Culture Multi-annual Programmes adopted in  
PLEN on 24-25/10/2006

Programmes	Rapporteur	Description	Agreed Budget
<i>Life Long Learning LLL</i>	<b>Doris Pack</b>	<p>The programme consists of 6 programmes:</p> <ol style="list-style-type: none"> <li>1. <i>Comenius</i>-schools up to secondary level</li> <li>2. <i>Erasmus</i>-higher education</li> <li>3. <i>Leonardo da Vinci</i>-vocational training</li> <li>4. <i>Grundving</i>-adult education</li> <li>5. <i>Transversal Programme</i>-with focus on policy department, language learning tools, e-learning and the spread of best practice</li> <li>6. <i>Jean Monnet Programme</i>-study, research and teaching about the European Integration</li> </ol>	<b>€970 million</b>
<i>Youth in Action Programme 2007-2013</i>	<b>Gröner Lissy</b>	Indented to foster active citizenship of young European citizens	<b>€785 million</b>
<i>Media 2007</i>	<b>Hieronymi Ruth</b>	A programme to support the European TV and cinema works	<b>€71 million</b>
<i>Culture 2007-2013</i>	<b>Vasco Graça Moura</b>	Seeks to promote the mobility of workers active in the field of culture; to encourage the cross-border circulation of works of art and of culturally significant objectives and to foster inter-cultural dialogue	<b>€354 million</b>
<i>Europe for Citizens 2007-2013</i>	<b>Takkula Hannu</b>	<p>A programme to support active European citizenship; enhancing tolerance by promoting dialogue, including town-twinning projects</p> <p><i>(the programme will be open to legal residents from 3rd countries)</i></p>	<b>€190 million</b>

<i>Stages</i>	E COM. INL. PROPOSAL	EP COM. CULT decision 1st Reading	EP Leg. Opinion	COUNCIL Partial Political Agreement	COUNCIL Full Political Agreement	COUNCIL Common Position	EC	EP COM. CULT decision 2nd Reading Adoption of the Report
<i>Media 2007</i>	Support for the Audiovisual sector <i>(July 2004)</i>	The Culture & Education COM. adopted the report under the 1st reading of the <i>codecision</i> procedure <i>(September 2005)</i>	The EP adopted a resolution, making several amds to the COMM's proposal <i>(October 2005)</i>	The 'partial nature of this agreement is due to the fact that the budgetary aspects have been excluded pending the new Comm. financial framework <i>(Nov. 2005)</i>	After the agreement on the financial framework for 2007-2013 <i>(May 2006)</i>	The Council's common position is fully in line with that of the Commission's initial proposal <i>(July 2006)</i>	Communication on the common position; notes that the Council reached agreement through "unanimity"  <i>(August 2006)</i>	The Com. adopted the report by <b>R.Hieronymi</b> approving the Council's common position unamended under the 2nd reading of the <i>codecision</i> procedure  The European Parliament adopted the resolution drafted by R. HIERONYMI and approved the Council's common position. <i>(October 2006)</i>
<i>Culture 2007-2013</i>	Commission is proposing to establish a new programme for cultural cooperation 2007-2013 which aims to achieve a common cultural area through the development of cultural cooperation in Europe <i>(July 2004)</i>	The committee approved the report drafted by V. <b>GRAÇA MOURA</b> amending the Commission's proposal at 1st reading ( <i>codecision</i> ). <i>(September 2005)</i>	The European Parliament adopted a resolution <i>(553 votes in favour, 61 against, 29 abstentions &amp; made some amendments to the proposal)</i>  <i>(October 2005)</i>	The Council reached a partial political agreement  <i>(Nov. 2005)</i>	The Council reached a political agreement on the entire draft Decision  <i>(May 2006)</i>	The Council's Common Position is largely in line with that of the Commission's. However the importance of Europe's cultural heritage has been stressed  <i>(July 2006)</i>	The Commission was unable to agree to some of the Council changes. The text has now been forwarded to the European Parliament for a 2nd reading  <i>(July &amp; September 2006)</i>	The Com. adopted the report by <b>Vasco GRAÇA MOURA</b> broadly approving the Council's common position under the 2nd reading of the <i>codecision</i> procedure  The European Parliament adopted the resolution and made two amendments to the common position <i>(October 2006)</i>

<p><i>Europe for Citizens 2007-2013</i></p>	<p>Commission stressed the importance of better information of citizens about European institutions and of greater awareness of their fundamental rights and duties as citizens of the European Union</p> <p><i>(April 2005)</i></p>	<p>The committee adopted the report by <b>Hannu TAKKULA</b> approving the proposal to establish the "Europe for Citizens" programme for the period 2007-2013 to promote active European citizenship; the new programme should include also support for memorials on Nazi and Stalinist crimes, originally covered by the CULTURE programme</p> <p><i>(March 2006)</i></p>	<p>Parliament adopted the report by 473 votes in favour, 92 against and 51 abstentions</p> <p><i>(March 2006)</i></p>	<p>The Council reached a partial political agreement on a decision establishing the Culture 2007 programme</p> <p><i>(Nov.2005)</i></p>	<p>The Council reached a political agreement on the draft Decision</p> <p><i>(May 2006)</i></p>	<p>The Council's common position retains the main elements of the Commission's original proposal</p> <p><i>(September 2006)</i></p>	<p>The Common position was adopted on 18 September 2006 by unanimity. It is largely based on the Commission amended proposal, which itself accepted a large number of the European Parliament's amendments</p>	<p>The committee adopted the recommendation by <b>Hannu TAKKULA</b> broadly approving the Council's common position under the 2nd reading of the codecision procedure</p> <p><b>The European Parliament</b> adopted the resolution and approved the Council's common position with four amendments</p> <p><i>(October 2006)</i></p>
<p><i>Youth in Action 2007-2013</i></p>	<p>The Commission presents this legislative proposal since the Youth Programme comes to an end in 2006</p> <p><i>(July 200 &amp; May 2006)</i></p> <p><i>The new "Youth in Action" Programme - successor to the current YOUTH Programme - consists of 5 separate and mutually complementary strands</i></p>	<p>The committee adopted the report by <b>Lissy GRÖNER</b> amending the proposal under the 1st reading of the codecision procedure</p> <p><i>(Sept. 2005)</i></p>	<p>The European Parliament adopted a resolution by 542 votes in favour, 76 against 12 abstentions and made some amendments to the proposal</p> <p><i>(Sept. 2005)</i></p>	<p>The Council reached a partial political agreement which is aimed at providing financial support for the European youth sector for the 2007-2013 period</p> <p><i>(Nov.2005)</i></p>	<p>The Council has adopted a Resolution in which it recognises <i>that non-formal and informal learning</i> are important elements in the learning process</p> <p><i>(May 2005)</i></p> <p>The Council reached political agreement on a draft decision</p> <p><i>(June 2006)</i></p>	<p>The Council's common position remains substantially in line with the Commission's original proposal</p> <p><i>(July 2006)</i></p>	<p>The common position was adopted on 24 July 2006 by unanimity. The Commission can endorse it because it considers it an appropriate compromise which is largely based on the amended Commission proposal, which itself accepted a large number of the amendments made by the European Parliament in first reading and by the Council in the partial</p>	<p>The committee adopted the report by <b>Lissy GRÖNER</b> approving unamended - under the 2nd reading of the codecision procedure</p> <p><b>The European Parliament</b> adopted the resolution and approved the Council's common position on the 'Youth in Action' Programme for the period 2007-2013</p>

							political agreement  (August 2006)	(October 2006)
<b>Life Long Learning (LLL)</b>	Commission's initial proposal concerning the establishment of an integrated action programme in the field of lifelong learning  (July 2004)	The committee adopted the report by <b>Doris PACK</b> amending the Commission's proposal at first reading (codecision)  (September 2005)	The European Parliament adopted a resolution by 549 votes in favour to 47 against with 23 abstentions and made several amendments to the Commission's proposal  (October 2005)	The Council reached a partial political agreement on a decision establishing the lifelong learning programme  (Nov.2005)	The Council held an exchange of views on the financial aspects of the Lifelong Learning programmes, taking account of the draft financial perspective (2007-2013) as well as the Commission's amended proposal  (May 2006)	The Council's common position remains broadly consistent with the Commission's original proposal  (July 2006)	The Commission's revised proposal integrates the European Parliament amendments presented at 1 <sup>st</sup> reading, new measures following the Council's partial political agreement as well as budgetary amendments following the Inter-institutional Agreement (IIA) of 17 May 2006 on the financial framework 2007-2013  (May 2005)	The committee adopted the report by <b>Doris PACK</b> approving the Council's common position unamended under the 2nd reading of the codecision procedure
					Following the agreement on the EU's financial framework for 2007-2013, the Council reached political agreement on a draft decision establishing an action programme in the field of lifelong learning  (July 2006)			

**Useful Link:**

[http://www.europarl.europa.eu/news/expert/infopress\\_page/037-11935-293-10-42-906-20061020IPR11882-20-10-2006-2006-false/default\\_en.htm](http://www.europarl.europa.eu/news/expert/infopress_page/037-11935-293-10-42-906-20061020IPR11882-20-10-2006-2006-false/default_en.htm)

*Cer lecteur, Chère lectrice,*

**Il y a quelques mois, pour des raisons de manque d'effectifs, la CULT Gazette avait disparu de votre écran radar. Nous revoici, arborant un nouveau look et des informations plus succinctes mais tout aussi concluantes. Du moins, c'est ce que nous espérons.**

**Il est toujours risqué de recommencer un exercice sans être bien huilé. Certains d'entre vous se sont vus envoyer une version non-définitive. Nous nous excusons de ce contretemps.**

*Bonne lecture et surfez bien!*

*Dear reader,*

**Some time ago, due to a lack of resources, the CULT Gazette disappeared from your radar screen.**

**Now we're back again, with a new look and shorter but even better information briefings. At least, that's what we hope to have achieved.**

**Up to you to say you like... or dislike us.**

**Some of you may have received a provisional copy. We are sorry for this inconvenience.**

*Happy reading and surfing!*

*Etienne Boumans*

*More Info:*

[http://www.europarl.europa.eu/committees/cult\\_home\\_en.htm](http://www.europarl.europa.eu/committees/cult_home_en.htm)

**EUROPEAN PARLIAMENT**  
*Directorate General for Internal Policies*  
*Committee on Culture and Education*  
*Head of Unit : Etienne Boumans*