



GOVERNO DE  
PORTUGAL

SECRETÁRIO DE ESTADO  
DA CULTURA

GABINETE DE ESTRATÉGIA,  
PLANEAMENTO E AVALIAÇÃO  
CULTURAIS

# CULTURE 2020

Studies for Culture  
Knowledge for Growth:  
understanding and  
measuring Culture's  
impacts

30th January

## Financial Instruments for Cultural and Creative Sectors and Cultural Heritage

Nuno Vitorino



WE CONSULTANTS



# Presentation Scope

Workshop focus : **understanding and measuring culture's impacts.**

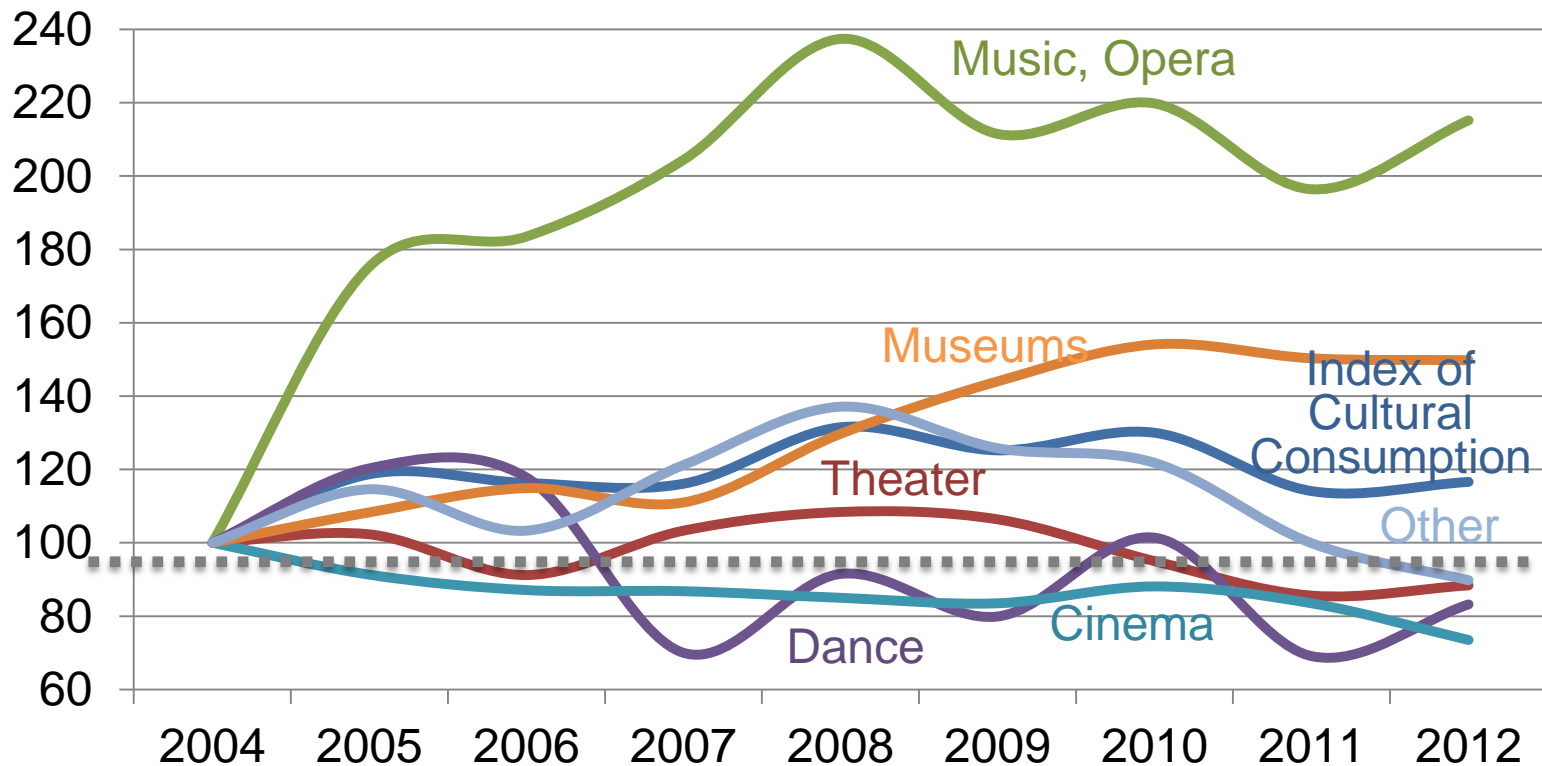
Financial instruments study focus : **analysis and recommendations on the use of financial instruments for arts, heritage and cultural industries.**

Our presentation approaches two themes:

- **Access and utilisation of cultural assets and activities.**
- **Funding of arts, heritage and cultural activities by the market and by public resources.**

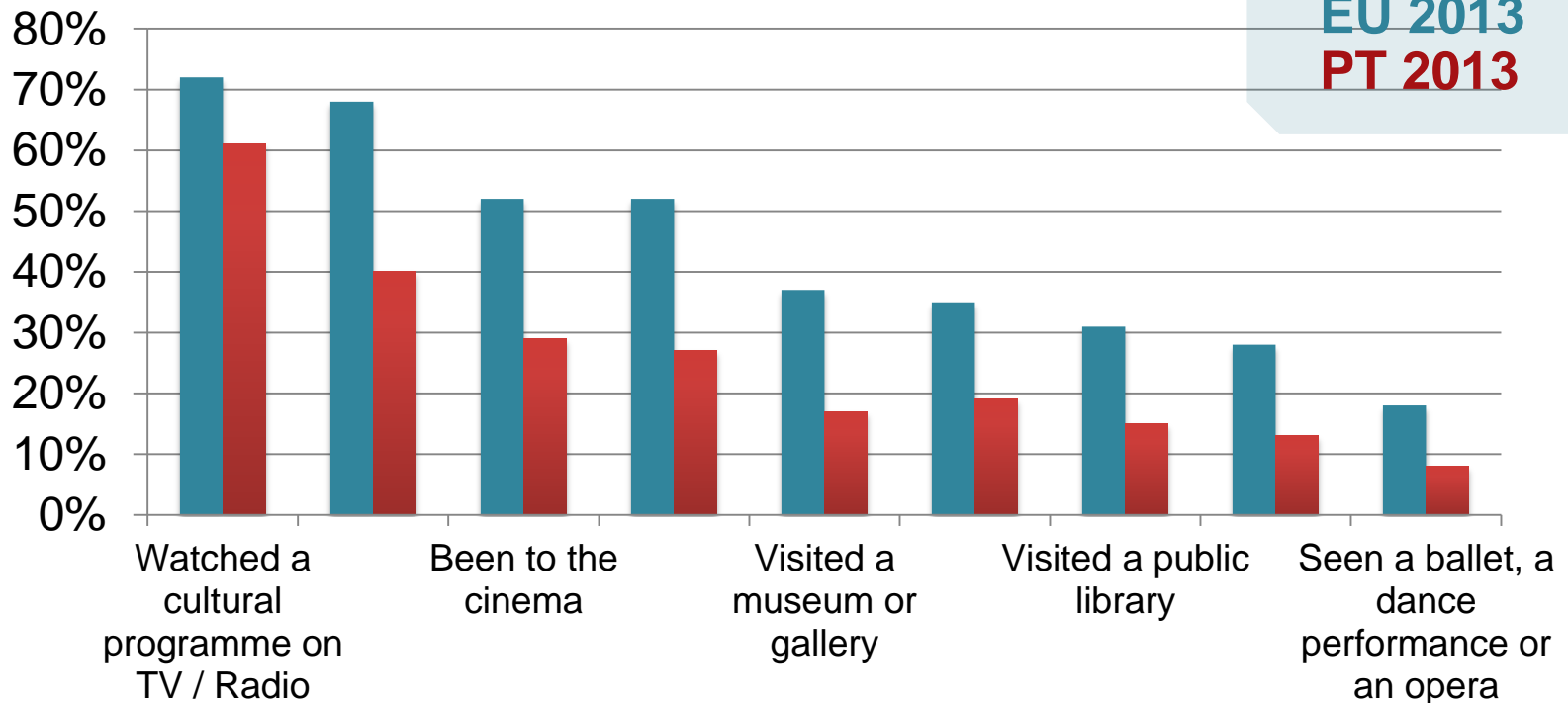
# Access and utilisation of cultural assets and activities . 1

Index of Cultural Consumption, 2004-2012



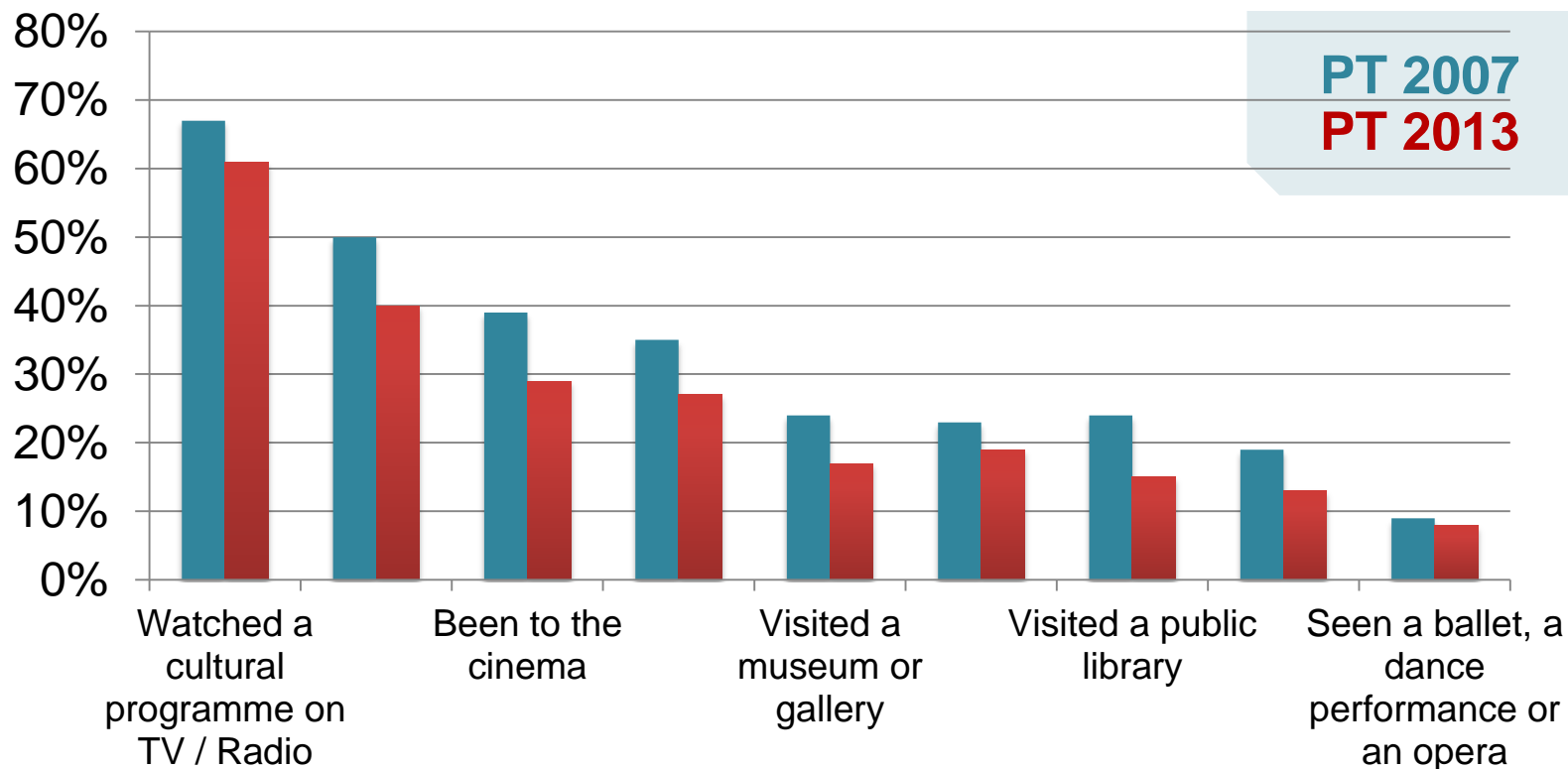
## Access and utilisation of cultural assets and activities . 2

**EU vs. PT –  
At least once, in the last 12 months, ...**



## Access and utilisation of cultural assets and activities . 3

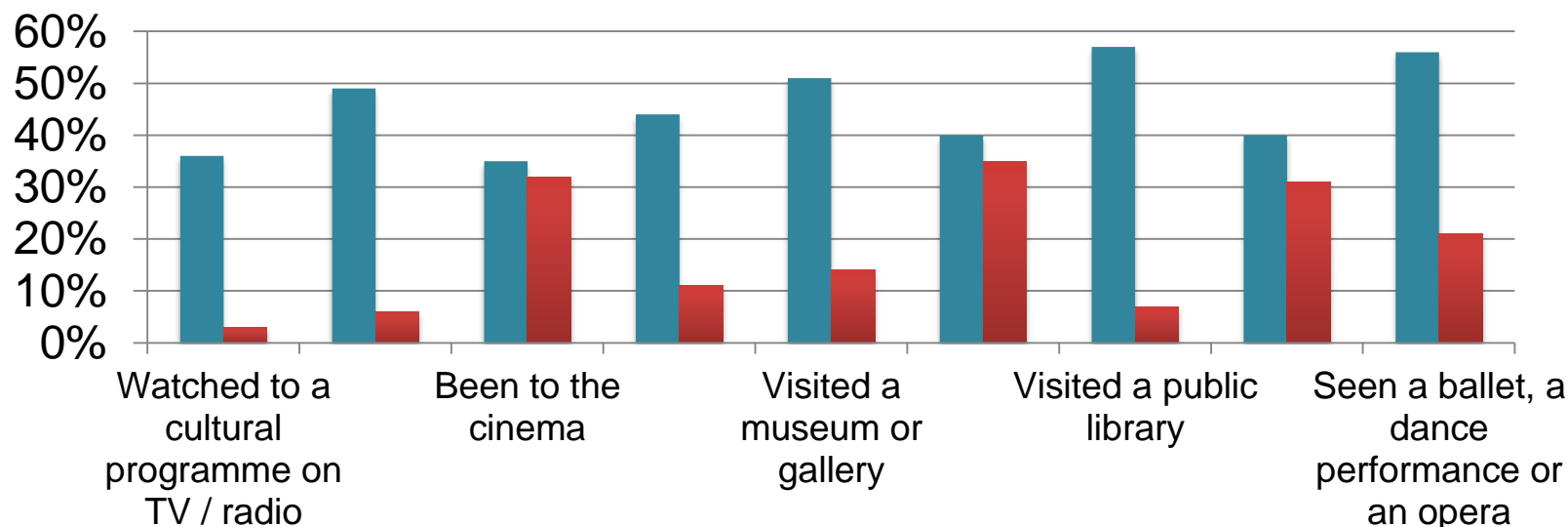
**PT2007 vs. PT2013 –  
At least once, in the last 12 months, ...**



## Access and utilisation of cultural assets and activities . 4

PT2013 –  
Why haven't you done it or haven't done it more often in the last 12 months?

LACK OF INTEREST  
TOO EXPENSIVE



# Access and utilisation of cultural assets and activities . 5

## MAIN CONCLUSIONS

**Low levels of cultural “consumption”, with decreasing trends.**

**Major factors to modify this situation should be found :**

**In relevant public policies, namely education.**

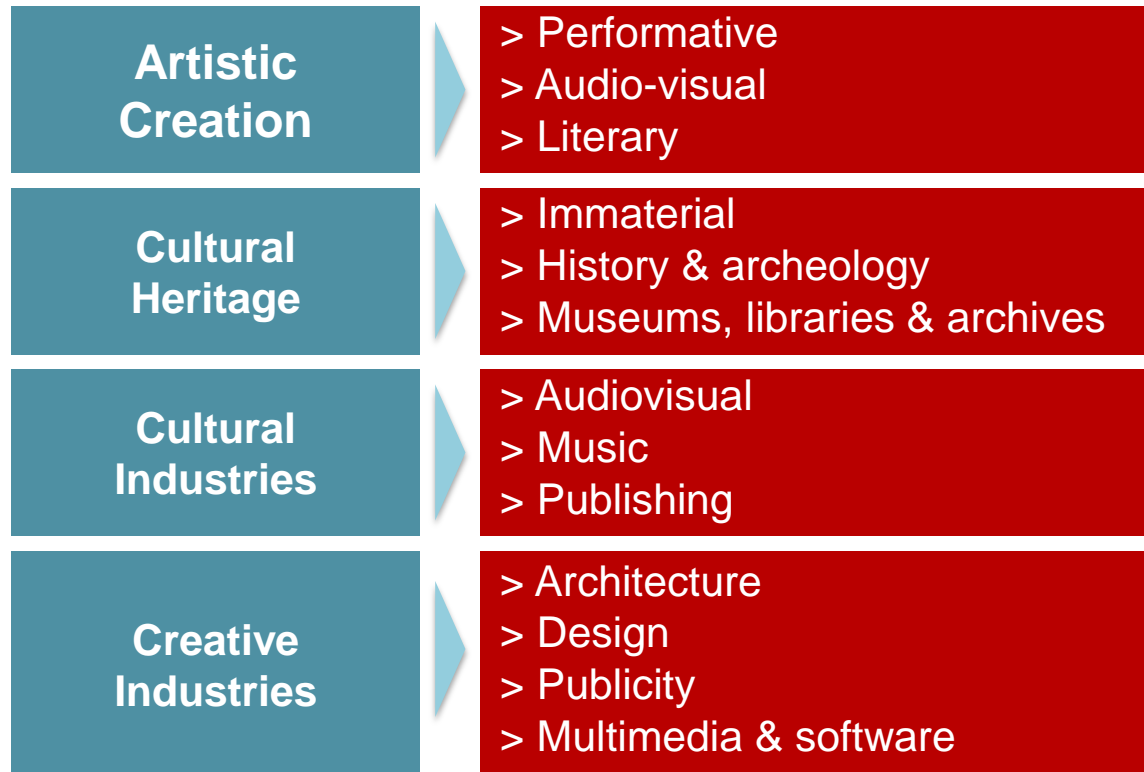
**In the guidance and orientation from cultural public policy and its instruments.**

**In the entrepreneurial behaviour of cultural and creative actors towards “consumers”.**

**In increasing the integration of public policies, namely tourism & culture, internationalisation & culture, investment attraction & culture.**

# Funding of cultural activities by the market and by public resources. 1

## ANALYTICAL FRAMEWORK





## Funding of cultural activities by the market and by public resources. 2

	Overall Turnover		Public Funding		Ratio
Artistic Creation	83	1,5%	122	15,2%	0,68
Cultural Heritage	14	0,3%	495	61,5%	0,03
Cultural Industries	2.822	50,9%	184	22,9%	15,34
Creative Industries	2.625	47,3%	3	0,4%	767,06

Values in Million Euros (data under revision)

# Funding of cultural activities by the market and by public resources. 3

## MAIN CONCLUSIONS

**Significant differences between the intensity of public funding and the overall turnover of cultural typologies.**

**Adequate public funding of major broad priorities.**

**Difficulties in understanding the extremely reduced expression of market funding in some cultural activities.**