



CREATIVITY
WORKS

a voice for creative content in Europe

MISSION STATEMENT

Innovation lies at the heart of what we do. All cultural and creative sectors are committed to the production of innovative and top-quality content for audiences across Europe, and to developing convenient and appealing ways for Europeans to enjoy it on and offline. We share a vision for an internet that protects rights and freedoms for everyone.

The goal of our alliance is to have an open dialogue with European audiences and decision-makers about the challenges we all face: our online world has to provide fair and equal opportunities for all individuals, creators and current and emerging businesses to flourish. Striking the right balance in this context will ultimately benefit citizens and consumers, safeguard and create jobs, and help to promote cultural diversity. Our activities are guided by the following beliefs:

WE LIVE TO CREATE

Creativity Works! stands for imagination, innovation, freedom of expression and cultural diversity. Europe thrives on these values. Creativity is a vital component of future recovery and growth across the European Union. Artists, their business partners and the creative process itself are at the center of this renewal and are the focus of everything we do.

NEW TECHNOLOGIES ARE OUR FUTURE

Technology and creativity go hand-in-hand, and the internet is full of exciting opportunities for our sectors. Producing innovative creative works and services that people want is our core activity. Making sure citizens can enjoy our work when, where and how they choose is vital to us. We have been devising new ways of delivering content and services to our audiences online for many years. We remain flexible as we experiment with new business models. We are totally committed to providing sustainable legal offers for all Europeans.

INTELLECTUAL PROPERTY AND FREEDOM OF EXPRESSION NURTURE CREATIVITY

Creativity can only flourish if underpinned by strong intellectual property rights and by freedom of expression. Intellectual property rights guarantee creators' revenues, safeguard business investments and enable our entire community to create, invest and innovate. They not only sustain

well known creators, but also help support a great number of less well known artists who make Europe so culturally diverse. At the same time, freedom of expression secures a creator's ability to produce works that challenge, inform and entertain without fear of censorship and prosecution, thereby contributing to democratic debate and society.

If creativity and innovation are to remain centre-stage in a rapidly changing online environment, intellectual property rights and freedom of expression have a crucial role to play.

ONLINE VALUES MATTER

Values should shape how we interact online. A sustainable internet must find the right balance between fundamental rights and freedoms, including the right to privacy, freedom of expression, freedom of information and the freedom to protect the things we create and own. Freedom without rules is no freedom at all. We all hold stakes in the internet.

The internet belongs to everyone, so everyone should have their say. Citizens in Europe and across the world, particularly young people, care passionately about the future of the internet. So do we.

REWARDING CREATIVITY

Creative works are the result of substantial human and financial investment. Europeans love diverse, high quality content. We are passionate about creating it, delivering it and enjoying it. But a free-for-all today jeopardises the quality and availability of creative works for all tomorrow. Culture and creativity must remain the most powerful

drivers of the internet, from online services to faster broadband and new electronic devices.

Without an adequate structure to protect creativity, quality will drop and investments in creation will fade away. The social, educational and cultural benefits that accrue from all forms of cultural works will inevitably decline. Safeguarding high quality and diversity is especially important for young people, whose tastes and values are shaped online to a greater extent than with previous generations. In this context, we are committed to explaining how our sectors really operate, how many lives they touch and how everyone will lose out if we are forced to compete with "free" content which provides no reward or incentive to its creator.

EUROPE'S CREATIVE POTENTIAL IS AT STAKE

Europe's cultural diversity is unique. It is an asset that gives Europe a global competitive advantage. Europe must remain a virtuous circle of creative talent, artistic expression and due commercial reward. Thousands of artists, inventors, storytellers, innovators, technicians, designers and entrepreneurs lie behind the films, music, books, television programmes and interactive games we all enjoy. They also help sustain a myriad of micro, small and medium-sized businesses that collaborate with the creative sectors. The best way to respect their work is to help them keep working. Europe's economy needs their jobs, and must harness the power of creativity to drive the digital economy.



The founding members of Creativity Works! are listed below. Other organisations from the cultural and creative sectors are very welcome to join.

Ross Biggam,

Director General, Association of Commercial Television in Europe (ACT)

Anne Bergman-Tahon,

Director, Federation of European Publishers (FEP)

Benoit Ginisty,

Director General, International Federation of Film Producers Associations (FIAPF)

Elena Lai,

Secretary General, European Coordination of Independent TV Producers (CEPI)

Simon Little,

Managing Director, Interactive Software Federation of Europe (ISFE) – Representing the European Video Games Industry

Chris Marcich,

President Managing Director, EMEA, Motion Picture Association (MPA)

Mathieu Moreuil,

Head of European Public Policy, Premier League

Jan Runge,

Chief Executive, International Union of Cinemas (UNIC)

Elisabeth O. Sjaastad,

Chief Executive, Federation of European Film Directors (FERA)

Helen Smith,

Executive Chair, IMPALA – Independent Music Companies Association

Charlotte Lund Thomsen,

Director General, International Video Federation (IVF)