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PROPOSING AN ANALYSIS OF CULTURAL POLICIES AND THEIR IMPACT ON THE ECONOMIC DEVELOPMENT OF COUNTRIES: THE CASE OF GERMANY AND SPAIN

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ABSTRACT: This article aims to analyze whether the cultural policies of Germany and Spain are moving towards knowledge and innovation, and how these policies affect the economic development of their countries. The methodology that we will apply will be the Qualitative Comparative Analysis; the data that we will use will be taken from the Compendium of Public Policies and Trends. We have decided to analyze Germany and Spain cases because they have the following requirements: Being a member of the OECD, member of the Compendium of Cultural Policies and Trends. In addition, Germany has been chosen for being a benchmark in terms of economic development. This research is important because cultural and creative industries, as well as public policies on them, have evolved in recent years, and new trends in research on cultural policies are moving towards the concepts of knowledge and innovation. The European Innovation Scoreboard 2021 affirms the relationship between the most innovative countries and the economic development of these countries. Therefore, the objective of this research is to analyze whether the cultural policies of Germany and Spain are moving towards knowledge and innovation, and how these policies affect the economic development of their countries.

KEY WORDS: *Cultural Policy; Cultural and creative industry; Economic development; Innovation; OECD.*

1. INTRODUCTION

The cultural and creative industry and its policies have evolved in recent years, through the development of the concept of culture, cultural industry and creative industry, until reaching the current trend of cultural and creative industries (Souza, 2006; UNCTAD, 2010; UNCTAD, 2015). Thus, the literature shows that cultural policies should be oriented

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towards the concepts of knowledge and innovation (Taylor Buck & While, 2017; Landoni et al., 2020). These two concepts have become determining factors in the development and enhancement of the economic development of the European countries (European Innovation Scoreboard, 2019).

Based on the above, the purpose of this research is to analyze whether the cultural policies of Germany and Spain are aimed at strengthening knowledge and innovation in cultural and creative industries, and to analyze the impact of these cultural policies on the economic development of their countries.

Germany and Spain have been selected for this analysis based on the following criteria: 1. they are member countries of the OECD and 2. they are member countries of the compendium of cultural policies and trends. Furthermore, Germany is a world benchmark in economic development (Haarich, 2005).

The OECD (2005) affirms that the cultural and creative industries have an impact on the territorial and local development of countries, as well as the importance of culture in the globalized knowledge economy.

The compendium of cultural policies and trends will be the reference framework for the analysis of cultural policies in Germany and Spain. This compendium was initiated in 1998 by the Council of Europe's (CoE) Steering Committee for Culture. Subsequently, it was registered at the Chamber of Commerce in Amsterdam. "Until the 31.12.2020 the Boekman Foundation, the institute for arts, culture and related policy in the Netherlands was the Compendium's Coordinator. Since the 1st of January 2021 the Kulturpolitische Gesellschaft e.V. (Bonn, Germany) is the new Coordinator of the Compendium of Cultural Policies & Trends and therefore responsible for the daily management of the project" (Compendium of Cultural Policies & Trends, 2021).

Its mission is to generate added value to cultural policies for governments and society, generating knowledge, comparisons, statistics, among other factors. The association seeks to facilitate the international exchange of knowledge and provide support in the formulation of cultural policies (Compendium of Cultural Policies & Trends, 2021).

2. FRAMEWORK OF REFERENCE FOR THE ANALYSIS OF CULTURAL POLICIES IN GERMANY AND SPAIN

The compendium of cultural policies and trends has the same structure for all member countries (currently 43 countries), which is presented in Table 1, and contains 7 thematic chapters, 32 dimensions and their respective descriptions.

The cultural policies of Germany and Spain will be analyzed based on the information from the compendium of cultural policies and trends, thus facilitating the process of comparison between the two countries. In this review, we will analyze which cultural policies are oriented towards knowledge and innovation in the cultural and creative industries.

Based on the above, the impact that these cultural policies have on the GDP of Germany and Spain will be investigated, with the aim of analyzing the correlation between cultural policies and the economic development of these countries.

Table 1. Components of the cultural policy compendium.

Thematic chapters	Dimension	Sub dimension	
1. Cultural Policy System	1.1. Objectives, main features and background	Description 1.2.1. Organisational organization 1.2.2. National authorities 1.2.3. Regional authorities 1.2.4. Local authorities 1.2.5. Main non-governmental actors 1.2.6. Transversal co-operation 1.3.1. Overview of cultural institutions	
	1.2. Domestic governance system		
	1.3. Cultural institutions	1.3.2. Data on selected public and private cultural institutions 1.3.3. Public cultural institutions: trends and strategies	
	1.4. International cooperation	1.4.1. Public actors and cultural diplomacy 1.4.2. European / international actors and programmes 1.4.3. NGOs and direct professional cooperation	
	2.1. Key developments	Description	
	2.2. Cultural rights and ethics	Description	
	2.3. Role of artist and cultural professionals	Description	
	2.4. Digital policy and developments	Description	
	2.5. Cultural and social diversity	2.5.1. National / International intercultural dialogue 2.5.2. Diversity education 2.5.3. Media pluralism and content diversity 2.5.4. Language 2.5.5. Gender 2.5.6. Disability	
	2.6. Culture and social inclusion	Description	
2. Current cultural affairs	2.7. Societal impact of arts	Description	
	2.8. Cultural sustainability	Description	
	2.9. Other main cultural policy issues	Description	
	3.1. Heritage	Description	
	3.2. Archives and libraries	Description	
	3.3. Performing arts	Description	
	3.4. Visual arts and crafts	Description	
	3. Cultural and creative sectors	3.5.1. General developments	3.5.1. General developments
		3.5.2. Books and press	3.5.2. Books and press
		3.5.3. Audiovisual and interactive media	3.5.3. Audiovisual and interactive media
3.5.4. Music		3.5.4. Music	
3.5.5. Design and creative services		3.5.5. Design and creative services	
3.5.6. Cultural and creative tourism		3.5.6. Cultural and creative tourism	

4. Law & legislation	4.1. General legislation	4.1.1. Constitution			
		4.1.2. Allocation of public funds			
		4.1.3. Social security frameworks			
		4.1.4. Tax laws			
		4.1.5. Labour laws			
		4.1.6. Copyright provisions			
		4.1.7. Data protection laws			
		4.1.8. Language laws			
		4.1.9. Other areas of general legislation			
		4.2.1. General legislation on culture			
4. Arts and cultural education	4.2. Legislation on culture	4.2.2. Legislation on culture and natural heritage			
		4.2.3. Legislation on performance and celebration			
		4.2.4. Legislation on visual arts and crafts			
		4.2.5. Legislation on books and press			
		4.2.6. Legislation on audiovisual and interactive media			
		4.2.7. Legislation on design and creative services			
		5.1. Policy and institutional overview	Description		
		5.2. Arts in schools	Description		
		5.3. Higher arts and cultural education	Description		
		5.4. Out-of-school arts and cultural education	Description		
6. Cultural participation and consumption	6.1. Policies and programmes	5.5. Vocational and professional training	Description		
		6.1. Policies and programmes	Description		
		6.2. Trends and figures in cultural participation	Description		
		6.3. Trends and figures in household expenditure	Description		
		6.4. Culture and civil society	Description		
		7. Financing and support	7.1. Public funding	7.1.1. Indicators	
				7.1.2. Expenditure on government level	
				7.1.3. Expenditure per sector	
				7.2.1. Strategies, programmes and other forms of support	
				7.2.2. Artists funds	
7.2.3. Grants, awards, scholarships					
7.2.4. Support to professional artists' associations or unions					
7.3. Private funding	Description				

Source: own elaboration based on compendium of cultural policies and trends (2021).

The contents of each chapter are described below: the first chapter describes the scope of a country's cultural policy system, including the main characteristics and elements, policy objectives, developments over the years, and the relationship between the different levels of government. The second chapter describes the latest advances in digitization, diversity and sustainability.

The third chapter contains sectoral specific information on policies, measures, debates and developments. The fourth chapter provides an overview of a country's legal system for the formulation of cultural policies, comprising general laws that affect culture and sector-specific legal provisions, such as legislation on books and the press. The fifth chapter refers to national initiatives and the different forms of artistic and cultural education: artistic education in schools, higher artistic education, extra-curricular artistic and cultural education, and professional and vocational training.

The sixth chapter, relates the cultural assistance, describes the role of the cultural center, the tendencies and figures for cultural participation and the household expenses in culture. Finally, the seventh chapter contains tables and descriptions on public cultural financing (including specific spending by sector and government), private cultural financing and cultural support programs such as artist funds, scholarships and awards (Compendium of Cultural Policies & Trends, 2021).

3. SPECIFICATION OF THE RESEARCH

Innovation is based on public policies that support it to be able to exist. At the same time, public policy needs innovation that is in constant transformation and adapts to new realities and to be at the forefront of changing issues (Bardash, 1980).

For this, the main objective of the research is to verify that cultural policies in Spain and Germany respond to certain dimensions of innovation in order to develop the cultural and creative industries in those countries.

4. METHODOLOGY

The methodology to be implemented is based on taking each thematic chapter and dimension, analyzing whether the dimension of the compendium is related to the dimensions of innovation.

The period that is going to be considered is 2015 to 2021 because, 2015 was the year when the Sustainable Development Objectives were issued and the territories are Germany and Spain.

The main focus of the analysis of the cultural policies of Germany and Spain relies on the dimensions of innovation of the cultural and creative industries, which is described in Table 2.

Table 2. Dimensions of Innovation.

	Dimension
Human Resources	Innovators
Attractive Research Systems	Linkages
Digitalisation	Intellectual Assets
Finance And Support Firm	Employment Impacts Sales
Firm Investments	Sales Impacts
Use Of Information Technologies	Environmental Sustainability

Source: own elaboration based on European Innovation Scoreboard (2019).

5. PROPOSAL

This analysis is based on the statement of UNESCO (2013) where the impact of public policies of cultural and creative industries on the economic development of countries is raised, likewise the OECD (2005) maintains that these cultural policies contribute as much to economic and social development of the territories.

Although the analysis will focus on developed countries and members of the European Union, the conclusions drawn from this research and the best practices analyzed in Germany and Spain will serve as the basis for the construction of the compendium of cultural policies in Colombia, with the structure that is shown in Table 1.

It should be noted that currently no developing or Latin American country is part of the compendium of cultural policies and trends, and we are sure that this research taken from countries of the European community and leaders in innovation, such as Germany (Compendium of Cultural Policies and Trends, 2021: 6), will help countries like Colombia to improve their cultural policies and, therefore, the economic and social development of this country.

The criteria are summarized as follows in Table 3:

Table 3. Proposed criteria for the analysis.

Criteria	Description	Germany	Spain
OCDE members	There are 37 country members of the OCDE who are committed to certain requirements to develop their countries	Germany is member of the OCDE	Spain is member of the OCDE
Compendium of Cultural Policies and Trends (CCPT)	There are 43 country members of the CCPT who have the same thematics and dimensions for the analysis of Cultural Policies.	Germany is member of the OCDE	Spain is member of the OCDE
Developed country	Countries that are benchmark for different regions such as Europe and Latin America and that still have certain comparability with each other.	Germany is a world benchmark in economic development in Europe.	Spain is a benchmark for the Latin American developing world such as Colombia

Source: own elaboration (2021).

6. IN CONCLUSION

The research literature on the analysis and evaluation of cultural policies shows how the cultural and creative industries are evolving towards the concepts such as knowledge and innovation; for this reason, it is important to analyze whether cultural policies from Alemania and Spain are being directed towards innovation and the development of cultural and creative industries and therefore the economic development of countries.

As a result of this analysis, the best practices identified with respect to cultural policies in Germany and Spain will be taken as examples to be followed for developing countries such as Colombia.

In Latin America there is no compendium of cultural policies like the one coordinated by Germany, so this research could allow developing countries to get closer to organizing, designing, and implementing their cultural policies with the same design of the compendium, so that in the future cultural policies could be comparable at a global level.

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