

European Initiatives to Promote the Event Industry

What is the Event Industry?

Corporate Events	Cultural Events	Social Events	Sport Events
Meetings Training Events	Concerts Festivals	Benefit Tournaments	Professional Sports
Assemblies	Cabaret / Comedy	Fundraising Events	Amateur Sports
Product Presentations Roadshows	Folk Festivals Fairs	Life-Cycle Events (Weddings)	International Sports Events (Olympic Games)
Trade Shows, Congresses Conventions	Theatre Media Productions Readings	Civic Events	

General Support (COVID-19):

#coronavirus crisis EU economic response



€524 bn

National measures taken under the flexibility of EU budgetary rules (general escape clause)



€100 bn

SURE - EU funding for short-time work schemes



€70 bn

Direct EU budget support



€2,553 bn

National liquidity measures, including schemes approved under temporary, flexible, EU State aid rules



€240 bn

European Stability Mechanism Pandemic Crisis Support for Member States



€200 bn

EIB - European Investment Bank Group financing for businesses

Total: €3.7 trillion

The ECB has launched the €1,850 billion Pandemic Emergency Purchase Programme



Specific Support (COVID-19):

1. Compensation under article 107(2)(b) (TFEU)

Temporary Framework

DG-Competition: Compensation Schemes (examples)

- a. Cancellation of events related to COVID-19 (DK)
- b. Support measure for the congress and fair industry (IT)
- c. Compensation of fairs and congresses (DE)

Specific Support (COVID-19):

2. Compensation under article 107(3)(b) (TFEU)

Temporary Framework

- a. Direct Grants
- b. State guarantees for loans
- c. Subsidised public loans to companies
- d. Deferral of tax payments / social security contributions
- e. Targeted support: wage subsidies for employees
- f. Support for uncovered costs

Specific Support (COVID-19):

3. General Block Exemption Regulation (GBER)

Article 53: Delivering Cultural Services

- a. Exemption from the notification requirements (TF)
- b. Investment aid: difference eligible costs / operating profit
reasonable profit up to 150 million / year
- c. Operating aid: difference operating losses / operating
costs up to 75 million/year
- d. Aid under 2 million: 80% eligible costs

Specific Support (COVID-19):

4. Cultural Sector

Support that is not regarded as „state aid“

- a. Cultural activity that is accessible to the general public**
- b. Predominately state financing: >50%**
- c. Unique cultural conservation activities**
- d. General measures benefitting all undertakings**
- e. No effect on trade: De minimis (200.000 over three years)**
- f. Local events unlikely to attract customers from other MS**

European Legislation & Initiatives

Directive on Transparent and Predictable Working Conditions

New rights for all workers

- a. Information on essential aspects of work
- b. Limits to length of probationary periods
- c. Right to seek additional employment (part/full-time)
- d. In due time: notification when work will take place
- e. Anti-abuse legislation for zero contract work
- f. Written reply by transfer request to a more secure job
- g. **Cost-free mandatory training = employer duty**

European Legislation & Initiatives

Other Proposals

- a. Adequate minimum wages
- b. Pay transparency measures = Gender Equality Strategy
- c. European Skills Agenda
 - 1. Strengthening sustainable competitiveness
 - 2. Ensuring social fairness
 - 3. Building resilience

European Skills Agenda:

**COLLECTIVE ACTION
PACT FOR SKILLS**

**RIGHT SKILLS
FOR JOBS**

(Focus on VET/STEM/entrepreneurship)

4 BUILDING BLOCKS

**PATHWAYS
LIFELONG LEARNING**

(Europass / individual learning accounts)

**FRAMEWORK TO
UNLOCK INVESTMENTS**

(public-private partnerships)

European Legislation & Initiatives

Erasmus+ Programme

- a. Budget for 2021-2027 is €26.2 billion (+178%)
- b. Erasmus+ will be more inclusive, more digital, and greener

Horizon Europe

- a. Cluster 2: Culture, Creativity and Inclusive Society
- b. Synergies with Creative Europe
3. Synergies with Digital Europe Programm (DEP)

European representation of interests

PEARLE* - Live Performance Europe

- a. Performing arts and live performance organisations
- b. Social Dialogue = Employers / Unions

Project: Behind the Stage

- c. European legislation



European representation of interests

PEARLE* - Live Performance Europe – PROJECTS / SUPPORT

a. Mobility Issues

1. Posting

2. Social security coordination regulation

3. New Pact on Migration and Asylum

b. Study MOBILIVE

c. Erasmus+ GARDEN + SLAC

d. Gender Equality

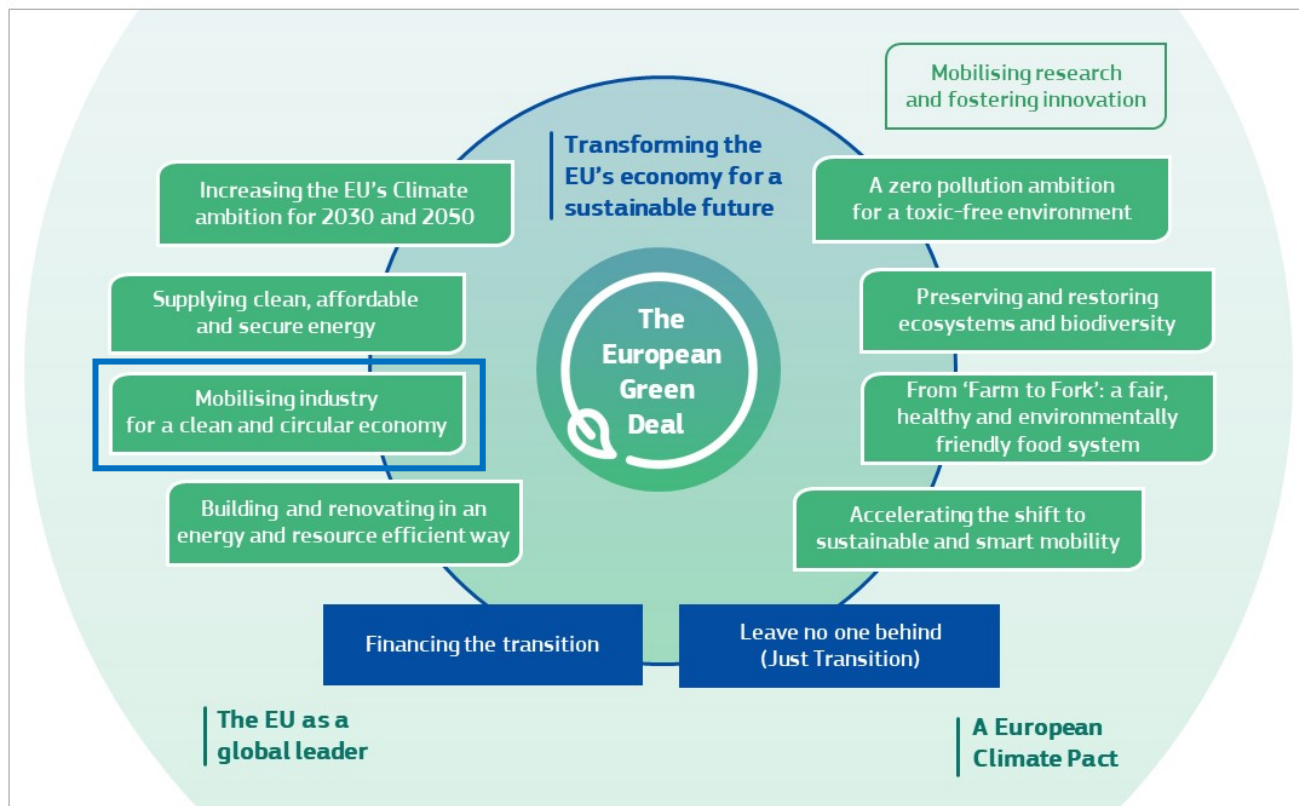
e. Job Platform

European representation of interests

Non-Cultural Event Industry

- a. several national organisations
- b. no international organisation

Outlook: GREEN DEAL



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Major issues for the event industry

- a. Circular Economy Action Plan
 - 1. Sustainable products initiative
 - 2. PEF = Product Environmental Footprint
 - 3. OEF = Organisational Environmental Footprint
- b. European Skills Agenda
- c. European Pillar of Social Rights

Thanks for your attention!

VPLT.

The German Entertainment Technology Association

SLIDE: 02: https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/jobs-and-economy-during-coronavirus-pandemic_de; reviewed 21.01.2021

SLIDE 14: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52019DC0640&from=EN>; reviewed 20.04.2021