



10th Bled forum on Europe
The Role of Culture in Knowledge Society, Contribution to the European Year of
Creativity and Innovation 2009

DECLARATION

Culture is the oldest substance of history!

(dr. Danilo Türk, President of the Republic of Slovenia)

Through the 10th Bled Forum on Europe Declaration we seek to draw the attention of those holding power within the United Nations, the European Union (EU Presidency, EU Council, European Commission, European Parliament), decision makers in the region of South Eastern Europe, NGOs and other actors to necessary rethink the relationship between culture and science especially as derives from the European Year of creativity and innovation.

Recognising that the world of human experiences is the world of culture;

Understanding the inevitable connection between culture and sciences where the inherent human curiosity for the ultimate questions: who we are, where we are coming from and where we are heading, is investigated and expressed by different means;

Understanding the potential of culture in broader sense and art in particular for interpreting and communicating (culturalization of) science and bringing it closer to everyday life with special consideration on its potentials to stimulate curiosity, arising awareness and collecting feedback from society;

Understanding the central role of creativity *in* and *for* the development of modern knowledge based societies;

Acknowledging the ideal of Renaissance tradition where the creativity of artists was not separated from the curiosity of scientists;

Understanding the joint influence between science and culture which fertilised new ways of thinking and opening of important social dimensions;

Recognising that by radical (powerful) artistic imagination and by heeding the wisdom of culture, science can gain the kinds of new insights and perspectives that are the seeds of scientific progress;

Recognising that culture contributes to understanding and interpretations of society and helps face its growing issues;

Recognizing that culture contributes to expansion of our creativity, which is the pool for innovation and value creation;



Acknowledging the importance of recognising the talents of creativity in children and take responsibility to nature and foster it through their education to adult age;

Recognising that arts and science have different but complementary outputs - science produces knowledge while art produces meaning;

Recognising the importance of direct and indirect role of creative industries as a potential for new economic development;

Recognising the role of culture as a bridging element within South Eastern Europe as well as with other parts of Europe where solutions provided by the science enable the transfer of knowledge, ideas and intellectual potential between these parts creating common cultural platform.

With the aim of effective response to the future challenges we:

1. call upon the decision makers to establish the conditions for the use of foresight which can provide an appropriate way of bridging the gap between science and culture and by enabling close collaboration of forerunners in art and science, who offer higher cultural background (culturalisation of science) for future development or critical development of the future;
2. call for the actions to remove the barriers between artistic and scientific creativity and create conditions for development of collaboration based on "fusion and synergies" (coordination, information & data exchange, sharing knowledge, critical reflection, ethical questions, ...) between art & science;
3. call upon the actors from the fields of science, technology and art&culture in its broader sense to cooperate in bringing (bridging) innovations to the level of contemporary society and vice versa: to develop the cultural level of contemporary society to understand the quest of creativity and innovations of the contemporary Art and Science;
4. call upon the institutions of the EU to use the potential of culture for facing challenges of democratic deficit, innovation deficit and intercultural dialogue;
5. call for the implementation of the 5th freedom, free flow of knowledge across Europe, and bringing together the European Research area (ERA) and the European Cultural area;
6. call upon creation of conditions for development of definition of creativity where creativity will have equal value regardless to the field of implementation (art, science, business,);
7. call upon the decision makers in EU to include region of South Eastern Europe and neighbouring countries in to science & art collaboration which can act as a cultural and political bridge between regions (culturalization);



8. call upon all parties involved to pay special attention to interoperability and preservation of digital history;
9. call upon all parties involved to search for European roots and competitive differentiation in diversified cultural identity;
10. call upon all the decision makers and those working in the business to take their share of responsibility for creation of “sustainable future”.
11. call upon decision-makers in education to foster creativity from childhood to adolescence by adapting curricula, educational goals at all levels of education (less cognitive, more creative attainments) and adopting new educational styles e.g. creativity for problem solving within interdisciplinary teams, design thinking and analytical thinking, empathy...

In light of the above considerations, we have gathered at the 10th Bled Forum on Europe and now call on all institutions and individuals addressed in the preamble to take an active role in responding to the global, European, regional and local challenges regarding the art and science relations and their contribution to the creation conditions for knowledge based society based on interplay between culture and science and therefore provide the basis for a proper response to the challenges of the Future.

Bled Forum on Europe, 6.-7. March 2009, Bled, Slovenia