

# **Books and fashion, press and music. Games, TV, radio and film. Cultural events, galleries, architecture and design. United in diversity ...**

The Coalition Culture and Creative Industries in Germany (k3d) is an open alliance of leading private-sector interest groups - it sees itself as a competent mouthpiece of the key industry for social and economic change.

As an agile initiator for politics and government at federal, state and EU level, it develops overarching positions, statements, and demands on cultural, media and economic policy issues.

The actors of the cultural and creative industries (CCIs) represented by the coalition's associations are the relevant engine for creativity, innovation, productivity, and economic growth in Germany and at the same time a guarantor for democracy, diversity and social cohesion.

## **The German culture and creative industries (CCIs) are one of the most powerful economic sectors in Germany.**

With a gross value added of 106 billion euros in 2019, it contributes 3.1 per cent to the national economic output (GDP) and is thus the third largest economic sector in the country after the automotive industry and mechanical engineering.

*Monitoring Report on the Cultural and Creative Industries of the BMWi of the Year 2020*

## **At the European level, the CCI generated a turnover of 643 billion euro and a total value added of 253 billion euro in 2019.**

This means that the core activities of the CCI account for 4.4 per cent of the EU's GDP in terms of total turnover. Their economic contribution is greater than that of the telecommunications, high-tech, pharmaceutical, or automotive industries. At the end of 2019, more than 7.6 million people in the 28 EU countries were employed in the CCI. About 700,000 (+10 per cent) jobs have been created since 2013, including for authors, performers, and other creative professionals.

*Rebuilding Europe - The Cultural and Creative Industries before and after COVID-19*

## **The industry stands for creativity, innovation, productivity, and economic growth like hardly any other, and is a driving force and designer of many other sectors of the economy.**

As a driver of economic and social transformation, it is a matter of course for the sector to actively shape the digitization of society. The eleven sub-sectors (music industry, book and art market, film and broadcasting industry, performing arts, design industry, architecture market, press and advertising market and software/games industry) are closely interlinked and shape our society. The CCI in its entirety is of outstanding importance for democracy, social cohesion and the diversity of our country as well as the different value chains, which must be solidified in a common understanding of economic and social interrelationships.

**The prospering sector of the economy has so far lacked a competent common point of contact in the public structures that understands and promotes CCI's and their services and potentials, as well as records and addresses their specific needs.**

This has become particularly evident during the pandemic: The responsibilities in the Federal Ministry of Economics and Technology (BMWi) and the Minister of State for Culture and Media (BKM) or the federal states are not sufficiently structured to react appropriately to crisis situations and economic requirements and to create an economic and social climate that is sufficiently supportive of CCIs.

## The Coalition

In the wake of the pandemic, relevant industry players have now joined forces. This is in the belief that they want to ensure the visibility of the industry and be its political contact even beyond the pandemic. The coalition also sees itself as an alliance that clarifies the relevance of this economic sector in the public perception and communicates it to society. In this context, the heterogeneity of the CCIs is not an obstacle, but rather the challenge of agreeing on the broad lines, bringing them together and representing them jointly.

The k3d is borne by the understanding that it also exchanges information with other market participants and thus reflects the view of the industry players as a whole, depending on the situation. It has no fixed association structure and does not aspire to the position of an umbrella organisation. Rather, common issues are jointly presented to the outside world, with each association primarily representing the interests of its members and speaking on their behalf.

# Demands

- ◆ Create an exposed responsibility for the CCI in the next federal government that does not refer from one ministry to another, but rather bundles and catalyses forces and ensures coordination at a federal and European level.
- ◆ Institutionalise a regular and consistent political exchange with the CCI on current challenges and the design of all framework conditions relevant to the sector. Organise a high-level meeting with representatives of the federal government at least once a year.
- ◆ Involvement of k3d in the necessary relaunch of the competence centre of the cultural and creative industries as well as in concrete measures to strengthen the economic sector (e.g., Creative KIC Germany).
- ◆ Concrete support for the revitalisation of the CCI after the Corona crisis. This includes the revitalisation of inner cities and plans for the relaunch of the cultural events business.
- ◆ In addition, a burden moratorium is unavoidable. In principle, every legislative and regulatory project should be reviewed regarding its impact on CCIs.
- ◆ Participation in the design of the Recovery and Resilience Facility (RRF) measures (EU/federal government). The stakeholder dialogue announced in the German Recovery and Resilience Plan (DARP) must also include k3d.
- ◆ Establishment of a fair digital marketplace at national and European level, so that a level playing field is created for the CCI sectors - also in competition with the powerful global online platforms.

## Who is the k3d?

The initiators of k3d come from the audio-visual industry, book, design, galleries, press, fashion, music and cultural event industries and are currently represented by the following associations:

**Börsenverein des Deutschen Buchhandels**

Börsenverein des Deutschen Buchhandels e.V.



Bundesarchitektenkammer

**BDKV**

Bundesverband der Konzert- und Veranstaltungswirtschaft e.V. (BDKV)



Bundesverband Deutscher Galerien und Kunsthändler e.V. (BVDG)



Bundesverband Digitalpublisher und Zeitungsverleger e.V. (BDVZ)



Bundesverband Musikindustrie e.V. (BVMI)

**Deutscher Designtag**

Deutscher Designtag e.V. (DT)



Deutscher Musikverleger-Verband e.V. (DMV)



Fashion Council Germany e.V. (FCG)



game – Verband der Deutschen Gamesbranche e.V.

**MVFP**  
Medienverband  
der freien Presse

Medienverband der freien Presse (MVFP)



Society Of Music Merchants e.V. – Verband der Musikinstrumenten- und Musikequipmentbranche (SOMM)

**SPIO**

Spitzenorganisation der Filmwirtschaft e.V. (SPIO)



VAUNET – Verband Privater Medien e.V.

**VDB** Verband Deutscher Bühnen- und Medienverlage <sup>14</sup>

Verband Deutscher Bühnen- und Medienverlage e.V.



Verband unabhängiger Musikunternehmer\*innen e.V. (VUT)

The two umbrella organisations in the Coalition Cultural and Creative Industries in Germany, the Deutsche Designtag e.V. (DT) and the Spitzenorganisation der Filmwirtschaft e.V. (SPIO), also represent their member organisations. These include, among others:



Allianz deutscher Designer  
(AGD) e.V.



BDG Berufsverband  
Kommunikationsdesign e.V.



Deutscher Werkbund e.V.



**Forum für Entwerfen e.V.**  
Initiative für soziokulturell orientierte Gestaltung  
und gestaltungsrelevante Wissenschaften

Forum für Entwerfen e.V.



Forum Typografie e.V.



IDZ | Internationales Design  
Zentrum Berlin e.V.



Netzwerk für Mode.Textil.  
Interieur.Accessoire.Design  
VDMD e.V



Typographische Gesellschaft  
München e.V. (tgm)



Verband Deutscher Industrie  
Designer e.V. (VDID)

## Contact

The coalition can be reached at the e-mail address [kontakt@k3-d.org](mailto:kontakt@k3-d.org) - depending on the request, one of the coalition partners will take over the answer in coordination with the other alliance members.

# Wer ist die k3d?

Die Initiatoren der **k3d** stammen aus den Bereichen der AV-Branche, Buch, Design, Galerien, Press, Mode, Musik- und Kulturveranstaltungswirtschaft und werden derzeit durch folgende Verbände repräsentiert:

Börsenverein des Deutschen Buchhandels e.V.

[Link: [www.boersenverein.de](http://www.boersenverein.de)]

Bundesverband der Konzert- und Veranstaltungswirtschaft e.V. (BDKV)

[Link: [www.bdvk.de](http://www.bdvk.de)]

Bundesverband Deutscher Galerien und Kunsthändler e.V. (BVDG)

[Link: [www.bvdg.de](http://www.bvdg.de)]

Bundesverband Digitalpublisher und Zeitungsverleger e.V. (BDVZ)

[Link: [www.bdzv.de](http://www.bdzv.de)]

Bundesverband Musikindustrie e.V. (BVMI)

[Link: [www.musikindustrie.de](http://www.musikindustrie.de)]

Deutscher Designtag e.V. (DT)

[Link: <https://www.designtag.org/>]

Deutscher Musikverleger-Verband e.V. (DMV)

[Link: [www.dmv-online.de](http://www.dmv-online.de)]

Fashion Council Germany e.V. (FCG)

[Link: [www.fashion-council-germany.org](http://www.fashion-council-germany.org)]

Society Of Music Merchants e.V. – Verband der Musikinstrumenten- und Musikequipmentbranche (SOMM)

[Link: [www.somm.eu](http://www.somm.eu)]

Spitzenorganisation der Filmwirtschaft e.V. (SPIO)

[Link: [politik.spio.de](http://politik.spio.de)]

VAUNET – Verband Privater Medien e.V.

[Link: [www.vau.net](http://www.vau.net)]

Verband unabhängiger Musikunternehmer\*innen e.V. (VUT)

[Link: [www.vut.de](http://www.vut.de)]