

Cultural and Creative Industries (CCI) in Central Europe

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Compendium of Cultural Policies and Trends in Europe

Cultural and Creative Industries (CCI) in Central Europe

- Policy Framework on CCI
- Main Challenges / Assets of CCI
in Central Europe
- Added Value of Transnational
Cooperation for the CCI

Policy Framework on CCI on a **European Level**

- (1) Following the adoption of the Europe 2020 strategy (EU's growth strategy for the coming decade) and the European Agenda for Culture in a globalised World (2007), the Commission has placed an increased emphasis on support to CCIs
- (2) The Green Paper on "Unlocking the potential of cultural and creatives industries" (2010) launched a debate on the requirements of a creative environment for Europe's CCIs.
 - ➔ Main drivers for the further development of CCIs:
Cultural Diversity, Digital Shift and Globalisation

Green Paper on “Unlockling the potential of cultural and creatives industries” (2010)

- To put the **right enablers** in place by increasing the capacity to experiment, innovate and succeed as entrepreneurs, and providing easier access to funding and the right mix of skills;
- To help CCIs **develop in their local and regional environment** as a launch pad for a **stronger global presence**, including through increased exchange and mobility; and
- To move towards a creative economy by catalyzing the **spill-over effects of CCIs** on a wide range of economic and social contexts.

Policy Framework on CCI on a **European Level**

Why is it worth investing in cultural and creative industries?

Studies commissioned by the European Commission showed that:

- CCIs contribute to the GDP, growth and employment
(KEA European Affairs: *The Economy of Culture in Europe*, 2006)
- CCIs contribute to the local and regional development
(CSES & ERICarts: *Study on the Contribution of Culture to Local and Regional Development – Evidence from the Structural Funds*, 2010)
- CCIs contribute to the rest of economy, innovation and social well-being
(KEA European Affairs: *The Impact of Culture on Creativity*, 2009)

Policy Framework on CCI on a **National Level**

In the Czech Republic CCI are part of the **State Cultural Policy for 2015-2020** and the development of a **Strategy of Support for Cultural and Creative Industries** is a task laid out in the new **Concept of Support for the Arts**.

From 2011-2015 the Arts and Theatre Institute (ATI) conducted a research project called "**Mapping Cultural and Creative Industries**".

Aim was to collect robust data on conditions and economic performance of CCI in the Czech Republic, and subsequently carry out a **detailed analysis** of the acquired data.

Policy Framework on CCI on a **National Level**

On the basis of the mapping document the project will **formulate a set of policy recommendations of strategic importance.**

These are expected to contribute to a better organization and more effective distribution of public support for the arts and culture on the national, regional and local levels, and to a more efficient exploitation of the social and economic potential of CCI in the country.

Policy Framework on CCI on a **National Level**

Mapping the CCIs is crucial for appropriate measures, strategies and funding on a national, regional or local level:

→ So if you want to treasure it, measure it!

In Austria similar mapping activities are regularly made for the CCI sector:

- Several National Creative Industries Reports as well as for different Provinces and cities.
- Study „The Creative Motor for Regional Development: Arts and Culture Projects and the EU Structural Funding in Austria“.

Main Challenges / Assets of CCI in Central Europe

Map regional assets (this mapping should take into account the level of development of CCIs in the region concerned):

- Identify specialisation patterns in the region through a CCI mapping analysis (mapping should comprise quantitative as well as qualitative analysis).
- Identify optimal CCI-specific conditions and develop a positive creative climate to enhance the attractiveness of the city or the region (creative ecosystem).
- Identify lead organisations and dynamic individuals who are potential partners in development projects and possible structures for co-ordinating action.

Main Challenges / Assets of CCI in Central Europe

Map regional assets (this mapping should take into account the level of development of CCIs in the region concerned):

- Collect, if possible, statistical data and perform qualitative-based surveys to better understand the dynamics of CCIs to be used for implementing smart specialisation strategies.
- Perform benchmarking activities to better understand the positioning of the region in the sector of CCIs in comparison to other EU regions.

Main Challenges / Assets of CCI in Central Europe

Involve all cultural, administrative and political actors in the decision making process (inclusive approach):

- Develop partnerships between national and regional authorities in charge of different public policies such as economic development, employment, higher education and culture.
- Set up platforms, networks as well as clusters in order to support building of partnerships with representatives from the private sector and allow the creation of valuable synergies for the regional economic development.

Main Challenges / Assets of CCI in Central Europe

Due to a **lack of awareness, little political recognition, weak strategic alliances** and **absence of effective strategies** there are number of regions and countries that have yet to recognise the importance of CCIs and added value that they can provide for rest of the society and economy.

Main Challenges / Assets of CCI in Central Europe

Culture represents an extensive economic asset and a valuable source of creativity and innovation. According to the European Parliament's report on EU policy for cultural and creative industries (June 2016), **Cultural and Creative Industries (CCIs) have become high-capacity engines for economic growth**, representing 11.2% of all private enterprises and 7.5% of all employed persons. Beyond their significant economic contribution, **CCIs have built a bridge between arts, culture, business and technology.**

Added Value of Transnational Cooperation for the CCI

Three types of “Added Value” from Transnational Cooperation can be mentioned:

- **Solutions to common problems**
- **Building transnational structures for future cooperation and further cohesion**
- **Organisational and policy learning**

Added Value of Transnational Cooperation for the CCI

Solutions to common issues

Exchange of knowledge and experience is always present in transnational projects, but this **exchange can become even more vital** when it is focused on finding solutions to common issues. **Two types of issues** in project partnerships, whereby there can be added value in cooperation:

- **transnational issue** affects a transnational area across regions and borders, which cannot be tackled adequately at the local, regional or national level.

Added Value of Transnational Cooperation for the CCI

Solutions to common problems

Two types of issues in project partnerships, whereby there can be added value in cooperation:

- **common issue** is faced by several cities and regions which could be or has been tackled at the local, regional or national level, but for which transnational cooperation would bring more innovative solutions through exchanges of good practice, transfer of knowledge and expertise, and common projects/activities.

Added Value of Transnational Cooperation for the CCI

Building Transnational Structures for future cooperation and further cohesion

Transnational cooperation seeks to find new solutions to existing problems through exchange of knowledge and experience, but it also goes further to institutionalize the practices by laying the foundation for future cooperation and strengthen cohesion of a transnational area.

This includes both administrative and institutional structures, which are important added value aspects of cooperation as they **facilitate continuity of the lessons learned from previous projects and other cooperation forms**

Added Value of Transnational Cooperation for the CCI

Organizational and Policy Learning

Good practice and learning through cooperation are effective mechanisms for spreading know-how and enhancing competitiveness. The 'added value' of much of territorial cooperation has been introduced as a result of organisational and policy learning, i.e. **it emerges after a process of learning and change.** Transnational learning implies that actors learn to work at new scales and in new types of networks in order to address certain issues of transnational importance better or they learn from other actors to address specific local or regional issues better.