

MORE VISIBILITY FOR CREATIVE INDUSTRIES

This policy brief was prepared in the framework of the project CINEMA (Creative industries for new urban economies in the Danube region)



SUMMARY

The Creative Industries (CI) play an important role in the structural economic transformation and socio-economic progress. Their main potentials are their creativity and innovation power, however, often lacking visibility in the local and regional context. It is evident that a vibrant and visible CI creates a positive impact mainly on new working models, employment, urban development and local communities.

The main characteristics of CI naturally draws attention also to non-CI branches. The innovativeness of this sector brings valuable impulses on different levels, including technical innovation, (e.g. product and process innovations) and non-technical or hidden innovations, (e.g. change of established work settings, social values). In addition, cross-sectoral cooperation, a typical for this field have brought untraditional forms of work, (e.g. coworking, making) which brings a huge potential into a company's human resource management.

This policy brief clarifies the importance of the CI, summarizes key potentials of the industry and provides selected recommendations for action which are structured into short-term, mid-term and long-term measures.

Ensuring the visibility and accessibility of the CI will empower the attractiveness, employment and economic strength of a region or city.

According to Eurostat figures, the CI employs 8.7 million people in the EU, equivalent to 3.8% of the total workforce in the EU, representing 1.2 million enterprises (Eurostat, 2020). The exchange with actors from the CI such as freelancers, entrepreneurs or startups, is increasingly sought by politics, economy and society. They are globally seen as an important and decisive economic factor, both in urban and rural regions, and should



More visibility for CI will support their role as drivers for innovation.

More visibility for CI will enhance their potentials as New Work pioneers.

be better placed in the focus of current and future cooperation projects. It is the expected knowledge creation and the entrepreneurial orientation of creative actors characterized by innovation, proactivity, risk-taking attitude, competitive aggressiveness and autonomy, which makes them attractive as cooperation partners for branches outside the CI.

Important impulses for the regional economy also come from the CI. Its various sectors such as architecture, media, design, film and music industries are growth drivers and create jobs. With their proximity to industry, they also contribute to innovation and, last but not least, ensure a lively environment - crucial for the quality of life in every region. Currently after the pandemic, there was a collapse in income and jobs in this sector, degrading the working conditions of many artists. The pandemic made the vulnerability of professionals in this field even more evident, therefore there is a higher urge to make CI more visible to restart and empower this creative sector.

Taking further steps in bringing more visibility to CI will lead to a better awareness and understanding of the industry as well as new opportunities for collaboration in this field. The visibility of CI in a region distinguishes it as particularly liveable and worth experiencing. In addition to the added value for the local economy, the attractiveness of the location can be increased and this in turn will attract more skilled workers. For society, a visible and vibrant CI means diversity, a rich leisure offer and a wide range of employment opportunities.

What are the »creative industries«?

The „creative industries“ (CI) also referred to as the „creative and cultural industries“ or the „creative and digital industries“ are “comprised of all sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions.” (EU Commission)

On EU level, the CI is divided into nine industry fields: architecture, books & publishing, design, advertising, film, music, radio & TV, software & games, performing arts (EU Creative Industries Technology Strategy 2009-2012).

Nathan Grant Kitch is a social entrepreneur from Herrenberg that supports the visibility of local Creatives in the city. Through his commitment to various local initiatives such as EJW (youth work organization) or the city's cultural network, he wants to bring the creative power and diversity of the region to the outside world. As part of the "Chamäleon Spaces" core team, he has contributed significantly to the success of this hybrid and creative space for citizens and the local CI in Herrenberg (Germany).



POLICY RECOMMENDATIONS

This part summarizes various measures that help to increase the visibility and accessibility of the CI. The methods presented are sorted according to the recommended duration of their implementation.

Short-term

is to communicate the potentials of CI and best-practices which show the positive impact on economy and society. This can be done the easiest way through **various communication methods** such as social media, press articles, mouth-to-mouth. Curated inventions, products, processes or highlights from the CI inspire other industries and enable cross-industry exchange.

Short to mid-term

The versatility of the CI and their potential to achieve important synergy effects at different levels need to be explained. **Targeted and sustainable educational work**, in particular through **direct communication** such as lectures, workshops or participation in panel discussions, is essential for this. Furthermore, it is highly recommended to develop a **smart communication strategy** in advance of any communication work and to consciously cultivate **good media relations**. Furthermore, it is important to **build local to regional creative networks** in order to connect important advocates of the CI and to offer creative professionals a platform and stage which directly generates visibility. The exchange of creative professionals leads to new ideas, new business models and often to an increased resilience of the industry.

Mid-term

The **allocation of resources** by building networks, communicating success stories or promoting offers requires time and money. It makes sense to establish a tangible responsibility for the topic of creative industries in various institutions. Coordination offices at the municipal/regional administration, chambers of commerce, universities and other business support agencies are advisable. Building a **national network for regional CI supporters** would support a more in-depth exchange on experiences and avoid the "wheel from being reinvented over and over again" on a regional level. This requires coordination, communication, space and someone who feels responsible, especially for the set-up. In addition, **collaboration with key stakeholders** from business, society and politics should be strengthened. A **virtual "hall of fame" on a local/ regional level** would also raise the visibility of special heroes or "popstars" of a city and refer to their creative power.



Thomas Sprißler
Lord Mayor of the city of
Herrenberg, Germany

TESTIMONIALS

For me, as Lord Mayor of Herrenberg, it is very important to proactively support the visibility of the creative industries, as it will contribute to the attractiveness, economic strength and employment in the city. The experiences with the pilot project "Chamäleon Space" has already shown that we have innovative power in Herrenberg, which was made visible in a very short time through a creative meeting place for many citizens. The "Chamäleon Space" has been something very changeable and the town has benefited from it. For us in the city administration, it is important that we involve a broad spectrum of citizens in such concepts in order to be able to ensure even more communication between the most diverse groups.

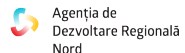
Mid to long-term

The creative transformation of some of the city's squares in cooperation with artists would contribute to the visibility and increased transparency of the local CI and positively influence the **visual transformation of a city/ region**. New creative places can thus become identity-forming city quarters. At policy level, advocates and promoters of the CI could be appointed **"Creative Ambassadors"** to promote the values, potentials and creative artefacts of the CI to the public. Furthermore, conducting more **in-depth and differentiated studies on CI**, depending on the research needs at regional to national level, would help to increase understanding around CI as well as identify strengths. The establishment of a **"Design your city" award** as a competition for Creatives and the interested public would empower the local creativity and innovation power as well as foster societal cohesion. Winning projects will be realized through public funding.

Long-Term

Actors from the CI often work independently or in smaller collectives. In cities and regions with a limited supply of affordable space, creative professionals often have the problem of visibly developing their innovative power in a strategically good location. This requires support, for example by making vacant or communal spaces available as **new creative and collaborative spaces**. Pop-up spaces, event spaces, exhibitions and network meetings can be created there. Experience shows that the surrounding area also benefits from this. Also, an appealing **presentation of best-practices of creative innovations** that emerged from the CI and had an impact on other sectors would help to better grasp their potential and to initiate "spill-over effects". In addition, the establishment of a **"Free Creativity Tour" or a "Free Creativity Day"** will help to showcase representative places, spaces, ateliers etc. of a city and to make the creative spirit more reachable through experiences, interactions and co-creation with interested citizens.

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