

MORE VISIBILITY FOR CREATIVE INDUSTRIES



SUMMARY

Creative industries (CI) play an important role in structural economic transformation and socio-economic progress. Their main potentials are their creativity and innovation power; however, they often lack visibility in local and regional contexts. It is evident that vibrant and visible CI create 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 insights 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 typical for this field has introduced unconventional 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 CI, summarises key potentials of the industry and provides a selection of 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.



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

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

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

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 the EU level, CI are divided into nine industry fields: architecture, books & publishing, design, advertising, film, music, radio & TV, software & games, and 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 the EJW (youth work organisation) 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 significantly contributed to the success of this hybrid and creative space for citizens and the local CI in Herrenberg (Germany).



POLICY RECOMMENDATIONS

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

Short-term

These measures aim to communicate the potentials of CI and best-practices which show their positive impact on the economy and society. The easiest way to do this is through **various communication methods** such as social media, press articles and word of 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 the 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 CI 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.

TESTIMONIALS



Thomas Sprißler
Lord Mayor of the city of
Herrenberg, Germany

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 and economic strength of the city and support employment. The experiences with the Chamäleon Space pilot project 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 and national levels, 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 would be realised 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** would help to showcase representative places, spaces, studios, etc. of a city and to make the creative spirit more reachable through experiences, interactions and co-creation with interested citizens.

This policy brief has been prepared by the partners of the CINEMA project in November 2022.



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