



# Creative industries

## How can regions foster their creative industries to boost regional growth?

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### POLICY PAPER

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#### Thematic capitalisation

Over the last seven years the INTERREG IVC programme has been enabling public institutions all over Europe – over 2000 in total – to ‘learn through cooperation’ across 204 different interregional projects aimed at improving regional policies.

In June 2012, the programme commissioned a team of thematic experts to analyse, benchmark, and capitalise on the wealth of knowledge generated by projects working on similar regional development issues. Altogether, 12 policy themes, ranging from innovation to the environment, have been covered. 12 reports are now available detailing the insights and lessons from this capitalisation process for the benefit of all regions across Europe.

This policy paper distils the essential findings of the report into a ‘ready-to-use’ tool to convince policymakers of not only the need for change, but exactly what change is required.

#### Three challenges for cultural and creative industries policies

The groundwork of developing policy instruments for cultural and creative industries (CCI) has been carried out over the past few years. Regions can now benefit from this groundwork by adopting existing good practices. Three main challenges need to be faced to ensure success:

1. Facilitating the appropriate interactions between stakeholders from different sectors, professions, competence and regional backgrounds to best use cross-sectoral processes and innovations.
2. Positioning a city or a region within an increasingly competitive global environment becomes complex because markets and technologies shift quickly, as do consumer interest and aesthetic trends. Classical planning approaches become rather obsolete.
3. Creation of flexible interaction and stakeholder formats, different from the well-established policy-making silos to allow public administrations to respond quickly to new circumstances.

#### How to stimulate Culture and Creative Industries (CCI) as an innovative seedbed for new policies?

Regions and cities should consider closely following initiatives such as the European Creative Industries Alliance (ECIA) to support the development of the creative sectors. Furthermore, regions can make use of new funding opportunities from the EU (such as Horizon 2020) to secure the implementation of CCI policies.

#### Recommendations for successful CCI policy on regional level:

##### 1. Innovation in creative businesses needs investment

It is crucial to ensure that culture and creative industries are integrated in the strategic regional innovation system, including smart specialisation strategies. Retain ownership of the intellectual property (IP) with the local CCI businesses to create and exploit innovation.

Interregional 3D Design Cooking – presented from the REGIO-CRAFTS project – demonstrates how interregional events in the framework of INTERREG IVC can be transformed in design innovation camps for local CCI entrepreneurs.



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## 2. Develop access to new markets

Access to new markets is central for (creative) businesses to ensure sustainability and regional growth. Strategies need to be customised, based on a careful needs and market analysis: internationalisation for small and micro CCI companies might therefore mean to address the tourism market in their region or city instead of working on time-consuming and expensive growing markets in the Far East.

Maisons de Mode (INTERREG IVC project PLUSTEX) is a good practice how to network with international fashion designers at local workshops and boutiques in Lille and Roubaix. It provides a platform of quality and credibility for international fashion purchasers and co-invests with the local fashion designers for the participation in international shows worldwide.

## 3. Stimulate new stakeholder networks

In order to stimulate cross-sectoral processes and innovations, new social and communication interactions among representatives from different sectors are needed. All stakeholders in CCI policies are also seeking new learning options outside the well-established policy-making silos. As it is well put in the manifesto of the INTERREG IVC Cross Innovation project, *"Innovation is not simply grown in a greenhouse, it evolves in an ecosystem"*. Thereby, it is becoming more important to know how to learn and how to be special. Learning how to find new partners for highly specialised international markets is becoming the decisive key.

## 4. Adopt Open Innovation Management

CCI transfer platforms – such as ECIA – aim at creating places of interaction, cross-sectoral clusters intended to open up CCI networks to other stakeholder groups and to encourage further exchange with other sectoral clusters. Hubs like co-working spaces demonstrate on a day-to-day basis the added value of informal communication between entrepreneurs of different backgrounds.

## 5. Foster spillover effects

The main success factors to create a real spillover impact are the investment in context conditions (e.g. establishment of exchange between CCI clusters / networks and clusters outside CCI) as well as a participative policy making approach (active involvement of different stakeholders, participation of citizens, culture related stakeholders/artists).

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