

Policy recommendations for supporting creative industries



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The transformative power of creative industries

Creative industries have the potential to transform the European regions and cities – 14 interregional cooperation projects show how to successfully design and implement regional policy targeted to the **cultural and creative industries (CCI)**. We have analysed and benchmarked more than 350 good practices and identified major trends in regional and local creative industries policies. This has allowed us to identify recommendations for cultural and creative industries' policymakers addressing two different policymaking stages: **the start-up phase** and the **modernising of existing policies phase**.

European cities and regions wanting to substantially benefit from the growth potential of the creative industries (the modernising of existing policies phase) need to develop policies for the CCI companies to expand their markets, which we can group under three headings: Support **internationalisation** of the creative industries, Enable **innovation** and involve the Creative Industries in your Regional Innovation System, Encourage **spillover effects** with other growing economic sectors.

Sylvia Amann and Bastian Lange were contracted by the INTERREG IVC programme to analyse, benchmark and capitalise on the wealth of knowledge generated by cooperation projects in the field of creative industries.

These policy recommendations are the result of a two-year analysis, providing targeted actions for those involved in this policy field.

1.

The start-up phase of CCI policies

Tailor policy strategies to reflect the specific needs and potential of the cultural and creative industries (CCIs) in your city or region. CCI policies are **place-based** and must be different in urban or rural context.

Exchange with CCI entrepreneurs and facilitate a state-of-the-art stakeholder process.

→ Make use of the excellent experience of the “Green Workshop Wendland”, Germany (*CREA.RE* project) in order to learn how to establish and support stakeholder groups: integrate participants from formal and informal backgrounds, involve experts to moderate the group, be aware of social and economic benefits of the participants and invest in considerable communication efforts.

Policy requires evidence. The fragmented micro-structures of the CCI make establishing meaningful statistics a challenge.

→ The “Danish Design Ladder” (*SEE* project) is a remarkable tool for evaluating design promotion. Qualitative evaluation methods based on clear

policy targets provide added value and should be repeated regularly to generate the most accurate results.

2.

Modernising existing CCI policies

Support internationalisation

Join forces with creative industries federations and networks to implement access to new markets policies.

→ The “Tuscany Home” initiative (*INNOCRAFTS* project) is an excellent practice showing how policymakers, CCI intermediaries like ARTEX Tuscany and local SMEs cooperated to access the US market. It is based on a solid market analysis, includes financial support and training for the participants.

“Maisons de Mode” in Lille and Roubaix, France (*PLUSTEX* project) provides a platform of quality and credibility for international fashion purchasers and supports the internationalisation strategies of local fashion designers.

Customise internationalisation support measures for regional and local creative industries. A vast majority of CCI companies are small and micro-companies so their internationalisation strategies need to be customised. For micro-companies, this may mean it would be better to address the tourism market instead of the growing markets in the Far East. Many creative businesses operate on the global stage with international teams – related public-private partnerships have a potential to shape the image of your region or city. Those companies new to the export market in creative industries can benefit from the experience and existing networks of global companies. Cross-sectoral cooperation of several CCI companies to address new markets is time-consuming and therefore only recommended for larger CCI companies.

Use international CCI networks and EU-wide learning platforms for gaining market intelligence and overcoming entrance barriers.

→ The *BOO-Games* project provides an in-depth analysis of market-relevant information of the games sector in all project partner regions. The “Blender!” initiative from Stockholm, Sweden (*CREATIVE METROPOLES* project) demonstrates how INTERREG IVC networks support internationalisation of local CCI SMEs through transnational training workshops.

Internationalisation in the creative industries needs time and careful matching of potential business partners: the *ORGANZA* project organised business trips to production companies in the fashion sector. At the end of the project companies from the Netherlands and Romania signed their first contracts.

Enable innovation and involve the Creative Industries in your Regional Innovation System

Policymakers need to support investment in innovation for creative businesses. Clusters and incubators promoting innovation have proven to be very valuable policy instruments for the predominantly small CCI companies.

→ The “Wendland Design Camp” (*CREA.RE*) is an excellent example for achieving sustainability of innovation support: a solid public-private partnership, direct involvement of companies and universities, multi-annual funding from ERDF mainstreaming programmes and a careful management of the intellectual property rights.

Participative innovation support tools like the “3d Design Cooking” from Leeuwarden, the Netherlands (*REGIO-CRAFTS* project) should be prioritised. Sustainable innovation effects are achieved when regional CCI support instruments are developed to carefully match the companies with the innovation providers like the designer or the university. The “innovation voucher” policy instrument involves a higher risk of using windfall gains by companies, which CCI policymakers should bear in mind.

It is crucial for policymakers to have a wide notion of innovation and ensure the long-term involvement of CCI stakeholders in developing regional innovation strategies.

→ Design Wales successfully engaged with the Welsh Government during the *SEE* project. The “Innovation Strategy for Wales” launched in early 2013 recognises the role of design in innovation in the private and public sectors. Words need actions, so as a result of this new policy, the Welsh Government are piloting design as an approach to public service innovation in two projects. Creative Industries are gaining increasing attention as an innovation enabler from EU policymakers.

Use open innovation approaches to encourage cross-sectoral exchange.

→ New policy instruments (like policy clinics presented from *Cross-Innovation* project) encourage open processes, and boost new forms of cooperation also in the framework of interregional networks of European cities and regions. In order to be successful, specific local challenges related to local people should be the focus of open innovation policies.

Encourage spillover effects with other growing economic sectors

Creative industries are increasingly seen as a trigger generating new economic effects in other industries – the so-called “spillover effect”. Two particular cases hold many examples for other regions.

→ The *Cross-Innovation* project (Birmingham, UK) focuses on spillovers generated by creative industries for boosting economic and social innovation. Spillover effects happen when a reliable participation of private or public stakeholder management is guaranteed. This can be cooperation with clusters or networks outside CCI.

The *Cross-Innovation* project has demonstrated how the promotion of collaborative and user-driven innovation that occurs across sectoral, organisational, technological and geographic boundaries generates new products and processes in other industries. When initiating spillover effects, it is crucial in this context to use policies and support measures that enable cross-innovation and creative spillovers between creative industries and other industries.

These assets that stimulate spillover effects are smart incentives (see “Polpharma” in Warsaw, Poland), culture-based innovation (see “Beepart” in Vilnius, Lithuania), new forms of brokerage

(see “Garage 48” in Tallinn, Estonia), and co-working spaces (see Berlin, Germany). 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 policymaking approach (active involvement of different stakeholders, participation of citizens, culture related stakeholders / artists).

→ The *SEE* project best practice “Territoires en Résidences” is a series of social innovation initiatives in many regions of France. A multidisciplinary team is “integrated” into a college, health centre, community space, railway station or regional administrative body for four months, spending at least three full weeks living with local people.

The aim is to co-design, with local stakeholders, a future vision that takes the form of a series of long-term scenarios and a programme of specific, medium-term actions for implementing the vision. Co-designing social innovation encourages capacity building and “rapid prototyping” within public services. “Territoires en Résidence” provides one of the rare examples that generate spillover effects from CCIs for the public sector.

Learn more, do more...

The full analysis report on “Creative Industries” includes a whole set of information, further good practices and more in depth information on state-of-the-art policy on creative industries. It can be downloaded from the INTERREG IVC website.

This publication is one of a series of twelve thematic policy recommendations. For more information and downloads, visit:
www.interreg4c.eu/capitalisation

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© INTERREG IVC
Joint Technical Secretariat
Région Nord-Pas de Calais,
Les Arcuriales – Entrée D, 5e étage,
45 rue de Tournai – 59000 Lille – France
T.: +33 (0)3 28 14 41 00
F.: +33 (0)3 28 14 41 09
info@interreg4c.eu
www.interreg4c.eu