

**Creative  
industries**



**Why reinvent the wheel?  
Capitalising on regional  
policy achievements  
in supporting creative  
industries**



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## About the authors

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## Why reinvent the wheel? Capitalising on regional policy achievements in supporting creative industries

Creative industries present many new challenges but also opportunities for regional policymakers. In this context, the interregional cooperation programme, INTERREG IVC, has recently published the results of an important policy analysis, one in a series of 12, each focusing on a different policy theme. This brochure offers just a brief preview of what you can find in the report on 'Creative industries', which details a raft of tried-and-tested good practices and offers evidence-based policy recommendations.

### Creative industries: the transformative power

Cultural and Creative Industries (CCIs), such as architecture, crafts, design, publishing and film, provide jobs for at least 3% of the EU work force, achieve growth and have shown to be more crisis resistant than many other industry sectors. They therefore contribute to competitiveness and innovation in Europe.

CCIs are closely linked to regional development policy issues and have the potential to be a catalyst for structural change in European regions. These industries can 'brand' regions and cities through architectural design for example and are able to shape a distinct public image. European companies are benefitting more and more from the creative input of CCIs as well as from new design approaches to rejuvenate their products and to modernise their services.





## Creative industries: challenges at regional level

An important challenge at regional level – highlighted in the 2010 EU Competitiveness Report – is the need for CCI policies to carefully take into account specific regional characteristics, existing key drivers and the specific nature of the CCI microsystem in order to achieve sustainable results for regional growth and development.

Focusing on the specific regional dimension related to CCI policy-making, certain challenges facing CCIs can and should be addressed at the regional level, namely the need to:

- Develop methodologies for an evidence-based policy that demonstrates the concrete benefits of CCIs for their local innovation system
- Promote new place-based policies (creative hubs) with strong self-financing and local participation
- Promote the internationalisation of local CCI SMEs by systematically using the opportunities on foreign markets for local and regional CCI SMEs
- Broaden and intensify the spill-over effects, positive external effects generated from creative industries in other fields of the economy and / or the society
- Promote the use of open innovation potential in and with creative industries
- Promote CCI good practice transfer and mainstreaming more intensively





## Meeting the challenges: good practices from INTERREG IVC

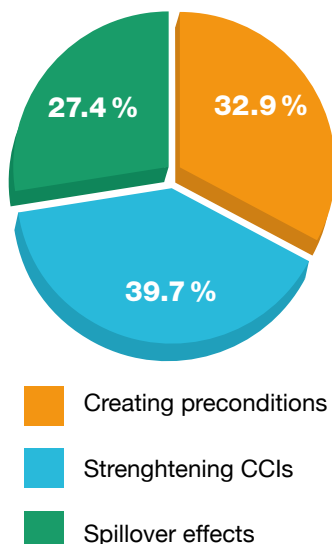
Given the transformative power of CCI, the European Union has launched several strategies – like the European Creative Industries Alliance or the European Design Innovation Initiative – with a view to implementing pilot projects as well as to contributing systematically to policy-making targeted at CCIs.

Since 2007, the thematic area of creative industries has been further addressed by 166 regional and local public authorities through 14 INTERREG IVC CCI projects.

From the 14 CCI projects, a total of 272 good practices have been collected, a third of which address the important creation of spill-over effects. The majority of practices aim at strengthening CCI companies (e.g. coaching, clustering). 27% of the good practices address the pre-conditions to establishing a CCI policy including stakeholder processes and CCI mapping, as illustrated in figure 1 below.

A selection of some of the most inspiring CCI practices from INTERREG IVC is presented here. These practices, explored in greater detail by the full report, provide valuable input for regional and local policymakers to overcome several current challenges for CCI policy-making.

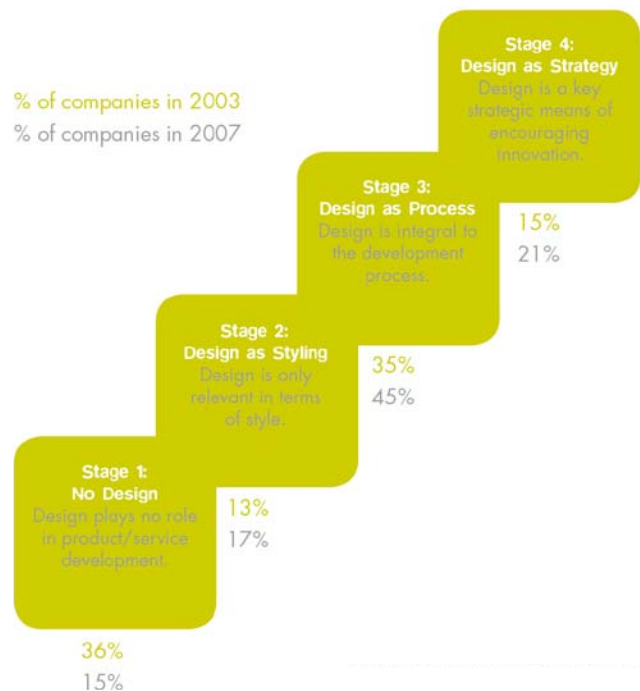
**Figure 1: Thematic Grouping of INTERREG IVC Good Practices**



## Evidence-based policy

The Danish Design Centre (DDC), SEE project (figure 2), has developed the concept of the ‘Design Ladder’. By assessing the number of companies reaching a higher level on the *Design Ladder*, the Danish government now has a tangible indicator to measure the design impact and commercial success in companies. The methodology has already been transferred to several other European countries.

**Figure 2: Danish Design Ladder**



Source: *The Economic Effects of Design*, National Agency for Enterprise, Copenhagen, September 2003 & *Design Creates Value*, National Agency for Enterprise, Copenhagen, September 2007.



## New place-based policies, creative hubs

The project Creative Growth identified *LYNfabrikken* as a good practice example. The initiative was founded by three creative entrepreneurs in an old factory in the centre of Aarhus (Denmark). The underlying concept is much more a philosophy and an attitude than an operating principle of an old factory. *LYNfabrikken* combines incubator space for creative people, an exhibition area for the presentation of ideas and concepts at the intersection of design and art, and it is a platform for process innovation and business opportunities combined with a consultancy and agency.

## Internationalisation of local CCI SMEs

The project CREATIVE METROPOLES set up the interregional exchange platforms '*BLENDER!*' for creative entrepreneurs. Creative companies from different sectors – representing the 11 project partner cities – joined forces to network, to improve their pitching skills, and to investigate new business opportunities and the internationalisation of their local creative SMEs.

## Broaden and intensify the spill-over effects from creative industries

'*Territoires en Résidence*' (France) is a social innovation initiative, part of the project SEE, aimed at co-designing with local stakeholders to encourage capacity building and 'rapid prototyping' within public services. Teams of mixed competences – architects, sociologists, designers, researchers – develop scenarios and projects, which, at the end of each programme, are designed to be integrated into strategic and regional levels.

## Intensification of CCI good practice transfer and mainstreaming

The ORGANZA project was one of the most active in successfully transferring a CCI good practice between partner regions and cities. In several pilot actions, partners worked together in different fields including coaching entrepreneurship: the project partner from Bremen (Germany) received support for the transfer and adaptation of the related UK CCI good practice '*Confetti*' and has successfully transferred some of the most inspiring elements of the already existing incubators and scholarship programmes for students.



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## Discover more about current creative industries policy

The full report aims at transferring know-how between the INTERREG IVC community and regional and local policymakers looking to address the potential of CCI. It provides invaluable insight into recent CCI policy trends, potential joint activities between INTERREG IVC and EU CCI stakeholders and addresses a number of crucial CCI policy questions such as:

- What are the necessary pre-conditions to successfully developing CCIs?
- What are the spill-over effects generated by CCIs and which spill-overs are currently not yet being sufficiently utilised in regional development?
- How can CCI good practices be transferred from one European region to another and how can related EU regional funds be better used?

Finally, it makes a whole set of policy recommendations targeted at regional, national and European level relating to important aspects of CCI policy, such as social-cultural hubs, open Innovation and culture and identity policies.



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Download the full report from: [www.interreg4c.eu/capitalisation](http://www.interreg4c.eu/capitalisation)

# INTERREG IVC Thematic Capitalisation



Innovation systems



Innovation capacity of SMEs



Eco-innovation



Creative industries



Entrepreneurship



E-government services



Demographic change



Rural development



Climate change



Energy efficiency



Renewable energy



Sustainable transport

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.

In their presentation of the wide range of innovative good practices and policies improved by the projects, the reports offer a timely inventory of up-to-date evidence and experience to help regional authorities and interested stakeholders introduce or develop their regional policies. Policymakers and practitioners at all levels – regional, national and European – will find theme-specific recommendations tailored to them.

This brochure is a preview of the full-length report in the field of creative industries.

The Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. EUR 302 million was granted for project funding but, more than that, a wealth of knowledge and potential solutions are also on hand for regional policy makers.



[www.interreg4c.eu](http://www.interreg4c.eu)