

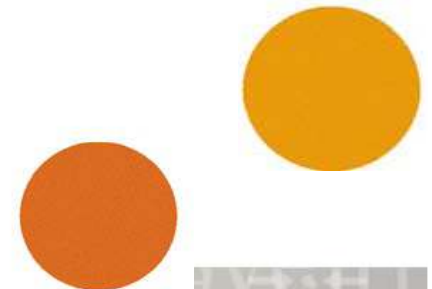
Creative Industries in Norden

Culture Creative Industries in Europe

Berlin, 3 May, 2007

Petra Nilsson-Andersen

NICe



Nordic Innovation Centre

Enhancing Nordic innovation capabilities

NICe initiates and finances activities that promote innovation and enhance trade between the business actors in the Nordic countries.

<http://www.nordicinnovation.net/>



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Nordisk InnovationsCenter

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Mission

NiCe is the Nordic Council of Ministers' instrument
for promoting an
innovative, competitive and knowledge-intensive
Nordic business sector



Nordic Innovation Centre, NICe

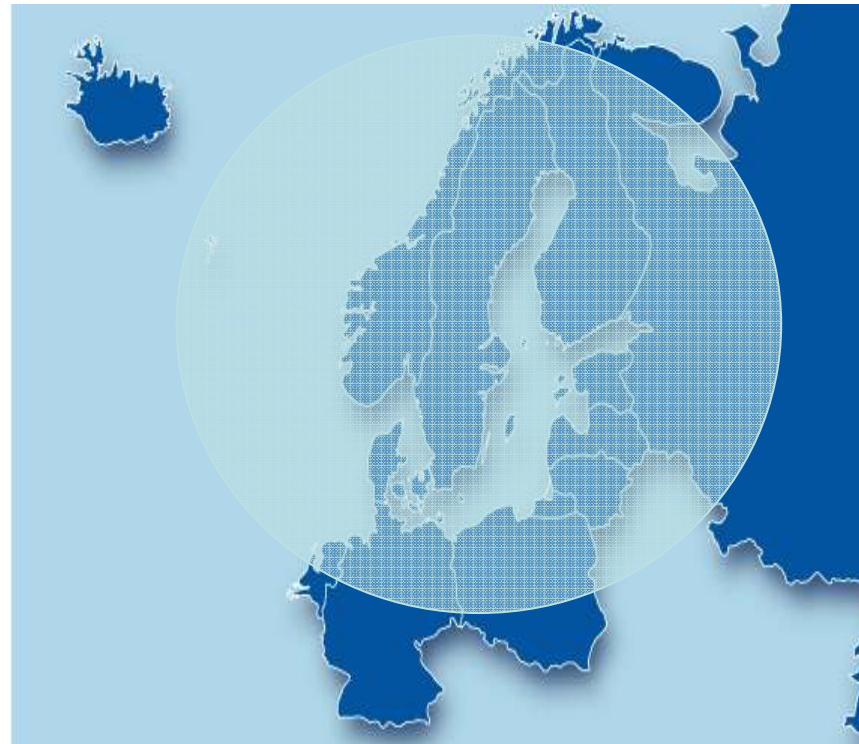
Office

In Oslo, Norway

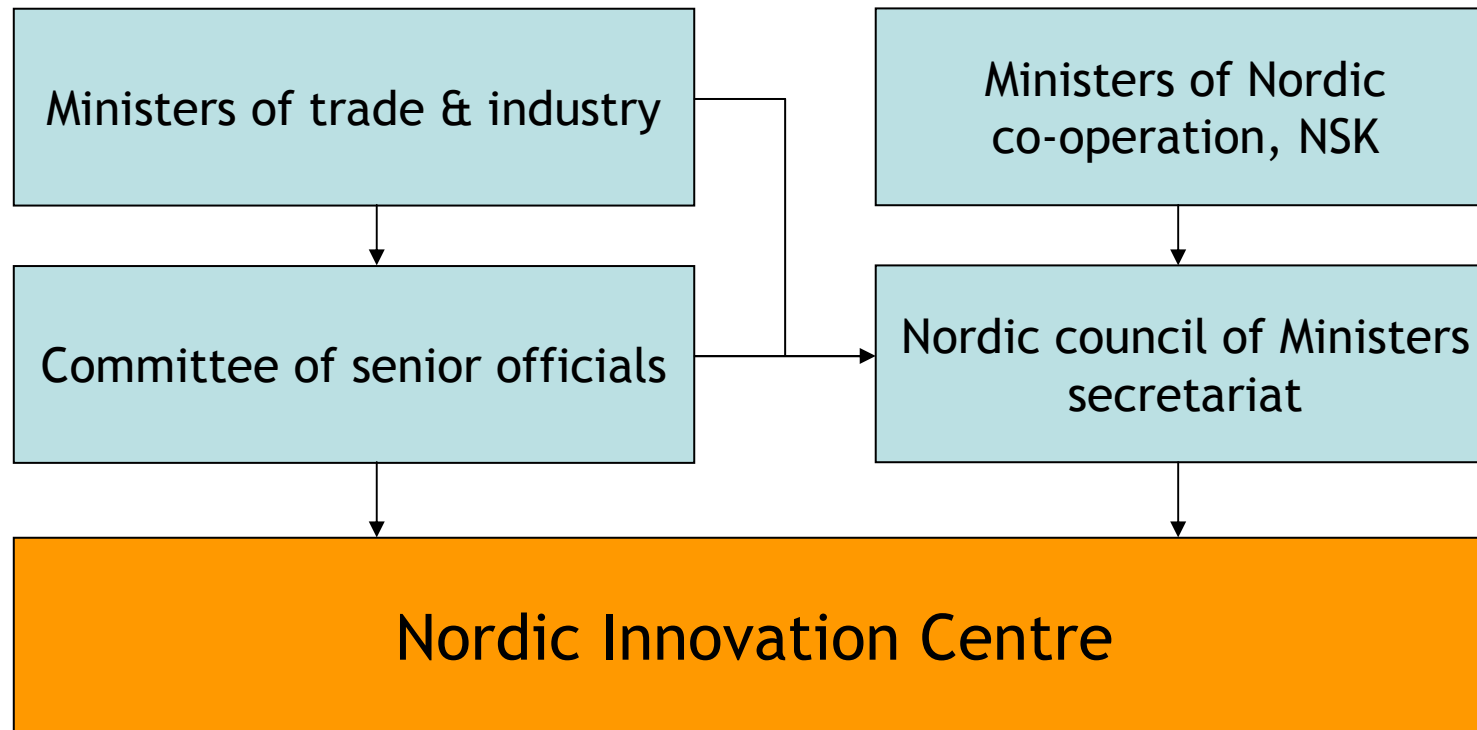
Geography

The Nordic region

The Baltic Sea region



Nordic co-operation





Holistic view on Innovation

Innovation is

- A new product
 - A new process
 - A new organisational structure
- That creates **success** in the market

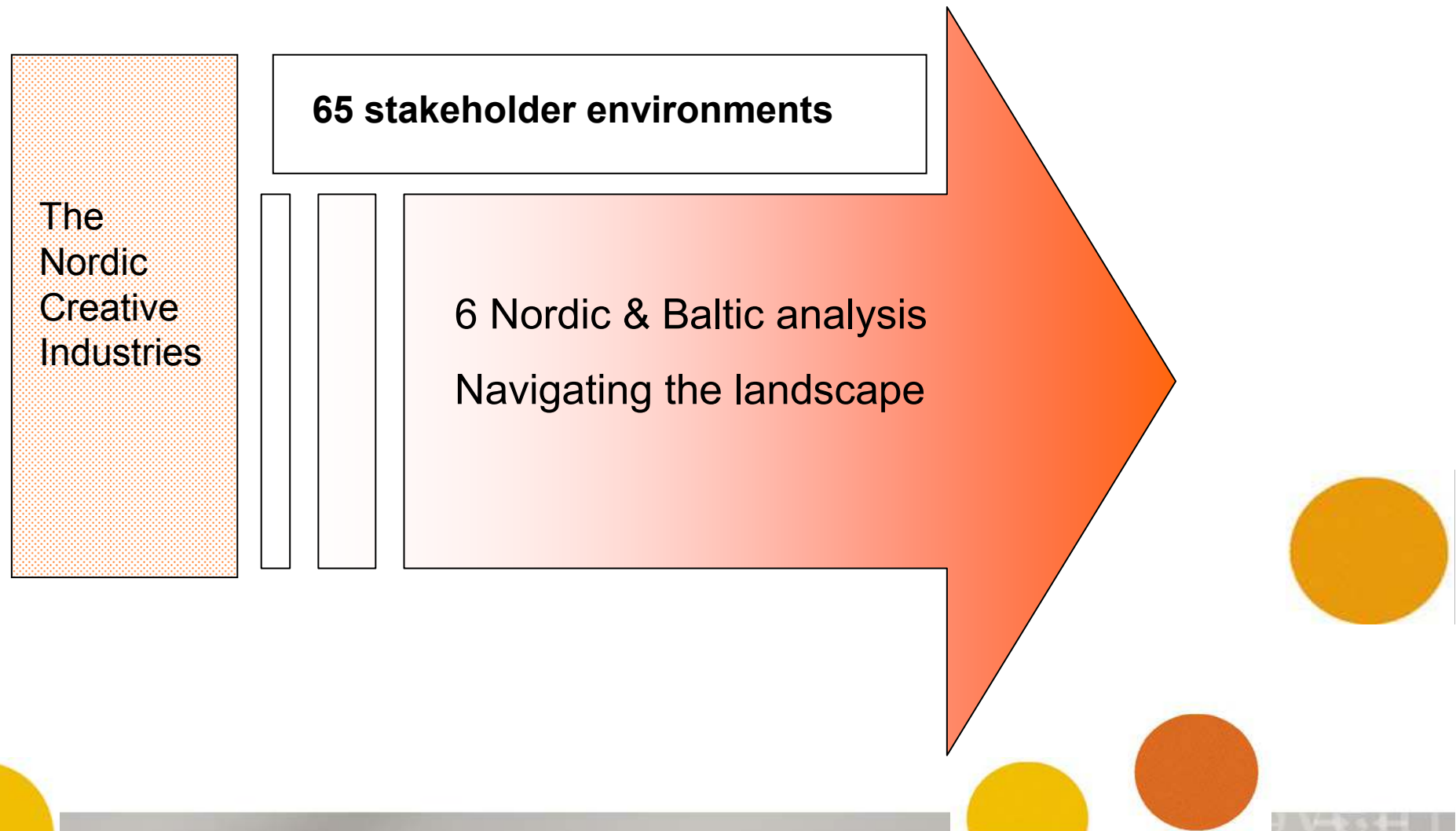
Research or inventions can only become innovations through interaction with commercial interests

Economic growth!

Already the creative industries represent a leading sector in the OECD economies, showing annual growth rates of 5 to 20 per cent.

In the United Kingdom the creative industries generate revenues of over £110 billion and employ 1.3 million people

Nordic Creative Industries I – 2005-2006



Facts

Norden has the capacity for strong global CI competitiveness

BUT: the potential was not yet sufficiently recognised, neither within nor outside the sector

IPR is the goods of the new economy

BUT: the actors need more knowledge and experience about economical premises in order to capitalise on intellectual capital

Culture is driving the economy

BUT: Ignorance, lack of understanding and insecurity lead to underinvestment in the sector

- *the growth potential is not fully exploited*



Professionalizing the Creative Industries

- The creative entrepreneur in focus! Same needs as other business actors
- Development of tools supporting entrepreneurship products and services
- Models for commercialisation of "ideas"

Creative Industries II

Second Call for Proposal

UNLOCKING THE ENTREPRENEURIAL POTENTIAL Norden – A Creative Powerhouse

Results from
phase 1



Concrete activities

- Access to capital/investments
- Intellectual Property Rights (IPR)
- Design – Competitive advantage
- Digital Interactive Industry

- Growth potential!



UNLOCKING THE ENTREPRENEURIAL POTENTIAL

Norden – A Creative Powerhouse

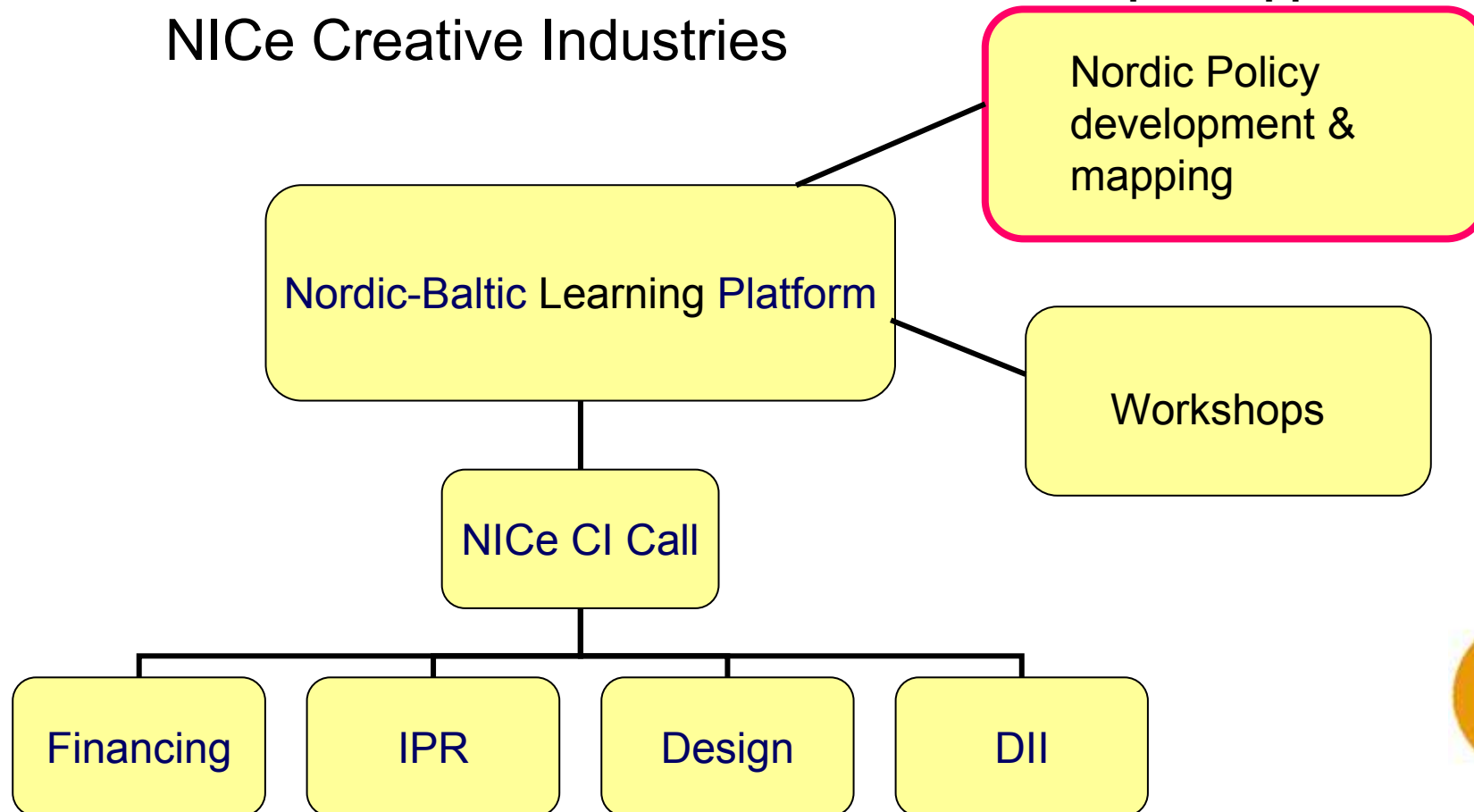
7 new projects - Nordic Creative Industries 2007-2008

- Experience Design in City Tourism 62 representatives
- Nordic Serious Games 56 organisations
- Icons of Innovation 9 countries (Est, Lat, Lit 1, Ryss 1)
- CSR-design for innovation & growth
- A penny for your thoughts! Using and understanding investment in the Creative Industries
- Nordic Model for Creative Industries Development
- Mobile Learning Environment



NICE Creative Industries

European approach



Nordic Creative Industries Green Paper

- Opportunities and challenge on regional and national levels
- Policy benchmarking and coordination between the countries
- Analysis of existing public policy regimes of the Nordic Creative Industries required if co-operation on a Nordic governmental
- Co-ordination of support mechanisms to the sectors
- Strategic overview of Nordic clusters, sub-sectors and key national stakeholders
- The main aim is to develop the Nordic region as a Global stronghold for the Creative Industries

To be presented autumn 2007

THE CULTURAL/CREATIVE INDUSTRIES IN SWEDEN

CONSUMER FOCUS = THE DEFINITION "EXPERIENCE" INDUSTRIES
TRADITIONAL CREATIVE INDUSTRIES + TOURISM, GASTRONOMY

TOTAL ANNUAL TURNOVER IN SWEDEN 2006 (EST): 43 BILLION EURO

SOME SPECIFIC STRENGTHS:

- **LARGE PUBLIC-FINANCED CULTURAL SECTOR** THAT HELPS CREATE CROSS-CULTURAL MEETINGS AND FOSTER NEW TALENTS (SUCH AS MUNICIPAL MUSIC CLASSES FOR ALL SCHOOL CHILDREN)
- **STRONG TRADITION FOR POPULAR EDUCATION**, ALSO WITHIN THE ARTS
- SMALL DOMESTIC MARKET = **EXPORT FOCUS**
- **STRONG INTERNATIONAL COMPANIES** WITHIN MOST EXPERIENCE INDUSTRIES, WHERE MANY **ENTREPRENEURS BUILD COMPETENCE** BEFORE START-UP (H&M, IKEA, SONYERICSSON ETC)

CREATING GROWTH WITHIN THE EXPERIENCE INDUSTRIES IN SWEDEN

- **THE NETWORK** FOR THE EXPERIENCE INDUSTRIES, STARTED 2002 BY THE KNOWLEDGE FOUNDATION
- CURRENTLY **EIGHT HUBS** THAT FOSTER THE EXPERIENCE INDUSTRIES **REGIONALLY** AND ACT AS A **NATIONAL “COMPETENCE NODE” WITHIN ONE INDUSTRY** (STOCKHOLM>FASHION, GOTHENBURG>DESIGN, MALMÖ>MOVING MEDIA, ETC)
- EACH HUB BUILDS DEVELOPMENT THROUGH A GROWTH PROCESS, **“FUNK”**, THAT BRINGS TOGETHER KEY PLAYERS FROM **RESEARCH, EDUCATION, BUSINESS AND CULTURE** TO CREATE GROWTH STRATEGIES AND FORM COLLABORATIONS
- THE NETWORK ACTS BOTH AS A HANDS-ON **PROJECT** MANAGER (ENTREPRENEURIAL TRAINING ETC) AND AS A **LOBBYING** FORCE TO INCREASE FOCUS ON THE EXPERIENCE INDUSTRY- RECENTLY LAUNCHED NATIONAL GROWTH PROGRAMME (“NYBYGGARNA”) TO INFLUENCE POLITICS, MEDIA ETC



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THE NETWORK FOR THE EXPERIENCE INDUSTRIES

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Norway

- Action Plan for Creative Industries (Kreativa Näringar) to be released in June.
- Ministry for Trade and Industry in co-operation Ministries; for regional development and for culture.
- 26 concrete actions for regional and national level!

Nordic recommendations for European CI-Boost!

- Policy learning at the European level
- Policy analysis
- Policy development & transfer of best practice
- European Cluster Mapping - platform
- Networks for growth as of Swedish model
- Identify Regional drivers
- Cultural policy and industry policy in cooperation
- Support structures for innovative Creative SMEs
- Education and exchange of knowledge on entrepreneurship
- Cross sectoral approaches



European Creative Industries develops

