

# *Bridging the Investment Gap*

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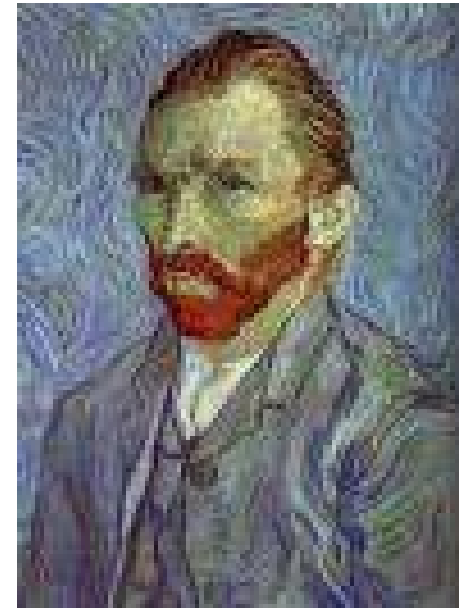
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# ECCE Progress

- 15 months of research examining investment into the creative industries
- Emphasis – the current situation in the UK
- Develop a programme which can be used across the various EU member states
- Framework to be adopted by ECCE partners

# A plentiful Supply



# The Big Decisions

For profit or commercial growth

**Versus**

Social or Community Benefit

**OR** a mix

# What are the challenges?

- **Perceptions** – creative practitioners and investors need to understand each other better
- **Choice** – investment sources are many and varied in style, leading to confusion on behalf of creative entrepreneurs
- **Changing Culture** – Social/Community Growth Versus Economic/Commercial

# What are the challenges?

- **Awareness** – to investors of the value which lies cultural or creative capital
- **Creative's Valuing** – and recognising their own intellectual capital
- **Understanding** – their business model (SWOT)

# What are the challenges?

- **Assessing** – the implications of new investment
- **Developing** – hybrid organisations which are able to respond to new forms of investment

# Sharpening the creative pencil



# Sharpening the creative pencil

- **Professionalising** – the commercial and business practices of creative organisations and enterprises
- **Relaxing** – on issues surrounding intellectual property (sharing, swapping, collaborating)
- **Futurology** – thinking more long term

# Sharpening the creative pencil

- **Planning** – more long term actions, strategies
- **Customer** – focus, accepting they have needs and that looking after

# Thank You

## Questions & Answers



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