

European Creative Industries Policies

Trends and strategies in view of future cross-border and transnational cooperation



Why Creative Industries?



A more quantitative view:

- 11.2 % of EU enterprises
- 4.0 – 6.9% share of EU GDP
- 3.8 – 7.5% of EU workforce
- > 50 Smart Specialisation Strategies in Culture and Creative Industries



©Sylvia AMANN

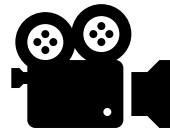
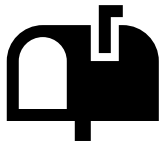
A more qualitative view - CCI

- generate well-being and cohesion;
- shape the public space used by millions of Europeans;
- modernise industries and business sectors with new creative input / methods;
- provide meaning and a feeling of belonging;
- upgrade urban and rural areas;
- design our products and services;
- produce and digitise content;
- enrich our visual experiences;
- provide content for debates.



A day without Creative Industries?





...

What are the Creative Industries?



A wide range of definitions in
Europe, EU regions and cities –
depending on the standpoint



A common objective – to „use“
culture, arts, creativity for
[something]



- Economic development
- Urban and rural development
- Social and societal objectives
- Ecological questions
- ...



A change of perception ...
Culture from a cost factor
becomes an opportunity to shape
positively the future



New challenges for the Creative Industries?



- Innovation & skills
- Markets & finance
- CSR & ownership & impact
- ...



Innovation is the DNA of the Creative Industries:

Content, (responsible-digital) business models, cross-sectoral innovation, attractive cities and regions, attractive ecosystems, access to and attraction of (global) talent, creative skills, ...



Internationalisation of the Creative Industries:

Market access (neighbouring countries and beyond), networks, digital dimension, standards, visa ...



The social / societal dimension of the Creative Industries:

Fair pay, female power, free lancers, creative hubs and labs, participative processes, access to creative production, generate social impact, ...



Ecological transformation of the Creative Industries:

„Green“ supply, energy consumption, mobility, training, role models, green events, ...



New challenges for the Creative Industries Policy Makers?



- Complexer regulatory frames
- Transitions from pilot actions
- Innovation in procedures, rules
- Overcome policy making silos
- Access to funding for all CCS
- ...



EU policies for the Creative Industries?



- New EU-Funding programme proposals 2021-2027
- New European Agenda for Culture
- ...



Ex. New Creative Europe Programme 2021-2027:

Economic, social and international dimension, sectoral programmes (e. g. music), creative labs, ...



Ex. Horizon Europe new EIT KIC on CCI:

Reduce fragmentation, next generation of innovators,
transform ideas for change, synergies with other
programmes, strengthen EU as global player



Ex. New European Agenda for Culture – CCI:

Growth, jobs, favourable framework conditions, access to finance, internationalisation, supply of specific skills



Cross-border and transnational perspectives for the Creative Industries?



- CB and international markets and related (hub-)networks
- Access to talent and work force
- Ecological, social, historical, ... impact questions
- Peer learning & personal contacts
- ...



... and a potential role for future
INTERREG programmes?



- Small strands to involve the largest number
- Big strands to show the potential
- Out of the box to join forces with other programmes
- ...



Mag. Sylvia Amann
office@inforelais.org
+43-676-602 74 68

