

OMC | cultural and creative industries

Outline of Policy Handbook:
The role of cultural and creative industries
in local and regional development

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Chairman

MANDATE 2011

Policy handbook that identifies, compares and models good practices in this field for the attention of both managing authorities and cultural sector operators, including in particular CCIs, and also examines the spill-over effects of the CCIs on the wider economy, particularly in terms of innovation, and the potential for making better use of EU support programmes to foster these effects.

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MANDATE 2011

Reflection on a joint EU-wide awareness raising initiative by the Commission and Member States to promote the integration of culture in regional and local development policies and to support smart specialisation strategies.

KEY ELEMENTS

- Understanding the value-chains of CCI, designing appropriate measures and facilitating access to finance
- Identifying the spill-overs to rest of the economy
- Integration of cultural and creative industries in different policy frameworks, incl. innovation, tourism, local and regional strategies, education
- Cross-border cooperation, networks and cluster development

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PROCESS

- Official 1: April 12, Brussels
- Official 2: June 7, Brussels
- Subgroup 1: July 7, Brussels
- Subgroup 2: September 8-9, Turku
- Unofficial: October 21, Tallinn
- Official 3: November 29, Brussels
- Web: www.creativeindustries.ee/omc

FOCUS AREAS

- Creating pre-conditions for development of cultural and creative industries
- Strengthening the cultural and creative industries
- Spill-over effects on society and rest of economy

Need for setting the priorities, focus on limited number of areas and recommendations.

PRE-CONDITIONS FOR DEVELOPING CCIs

- Studying and mapping the potential of CCIs in particular region, identifying strengths and weaknesses
- Awareness raising
- Political recognition, strategic level
- Networking and clustering
- Training and education

DEVELOPING CCIs

- Capacity building (training, consulting services, business support, mediators etc)
- Physical infrastructure (collaborative spaces, hubs, residencies, investment into cultural infrastructure, incubators etc)
- Digital infrastructure (including digitalisation of cultural heritage and access to digital content)
- Facilitating access to finance
- Network and cluster development, cross-border cooperation between regions

SPILL-OVER EFFECTS

- Linking CCI to other industries, CCI and innovation
- Creative regions: festivals and cultural tourism, European Capitals of Culture
- CCI and environmental sustainability
- CCI and regeneration of places
- CCI and welfare, social cohesion and lifelong learning

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THE TALLINN MANIFESTO

5 themes, 26 recommendations



- Creative talent
- Creative business – driving innovation and competitiveness across the economy
- Creative infrastructure for a new age
- Creative cities and regions
- Creative leadership

link: http://www.creativeestonia.eu/materials/The_Tallinn_Manifesto.pdf

POLICY HANDBOOK

- Introduction (aim and context)
- 10 reasons for fostering the potential of cultural and creative industries in regional and local development policies
- **Policy suggestions (in three strands) illustrated with good practices and examples**
- Regional strategies for developing cultural and creative industries (summaries of 2-3 relevant studies)
- Annexes

EU-WIDE AWARENESS RAISING CAMPAIGN

- No “one-model-fits-all” approach
- Integrated into national awareness raising strategies
- In cooperation with key national actors
- Cooperation between different DGs
- Joint political acknowledgement (bringing together Ministers for Culture and Economic Affairs)
- Supporting cross-border networks of awareness raising and knowledge exchange.

SUGGESTIONS FOR FUTURE WORK

- Clear mandate for the next period 2012-2013
- Call for national experts with clear criteria and expectations
- Reasonable resources (time, meetings), starting early 2012 with next phase
- Building on existing material (“Living handbook”)

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