

THE LINKS BETWEEN CULTURAL INDUSTRIES AND INNOVATION

RAVELLO LAB '09
JAN RUNGE



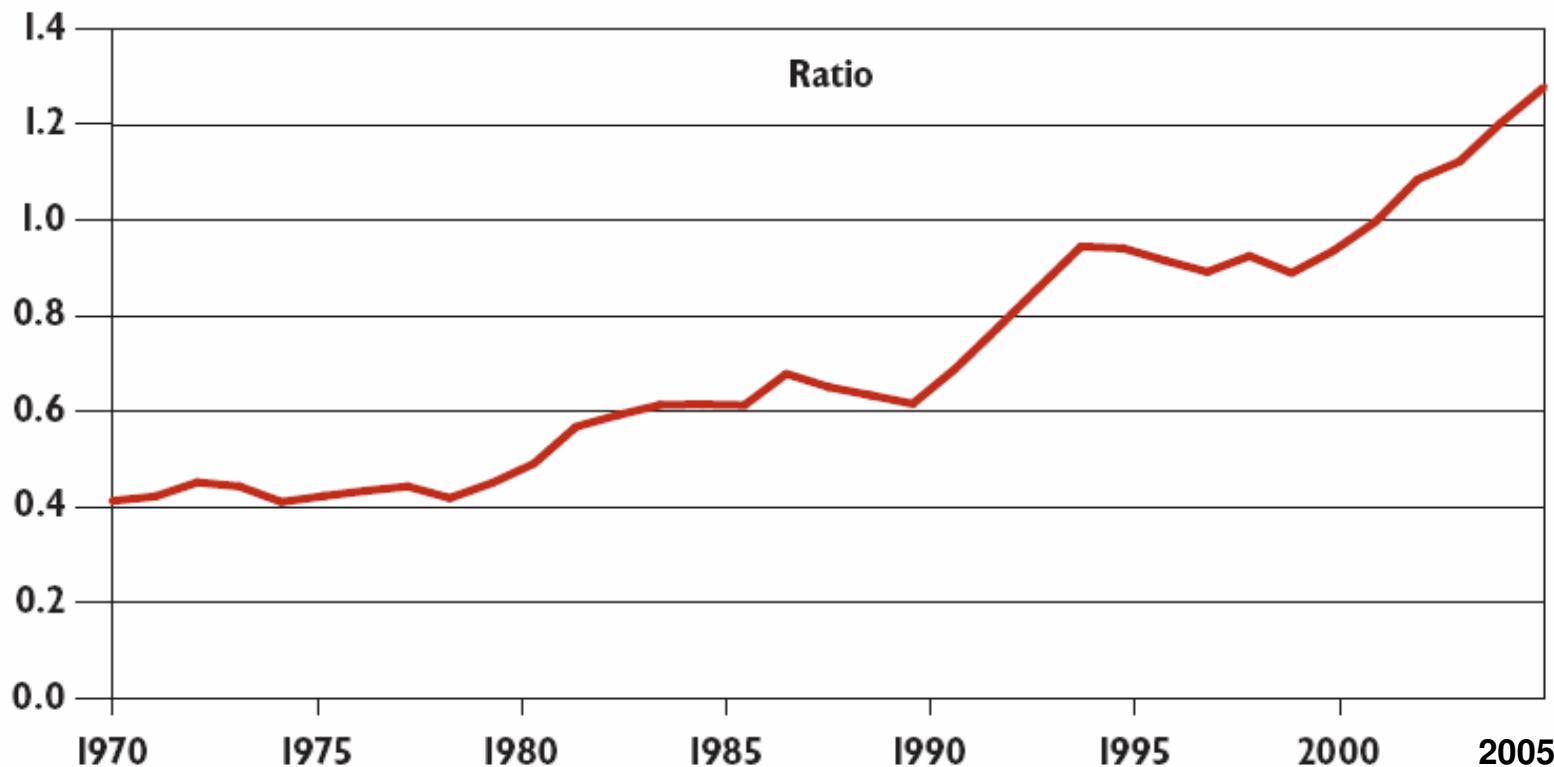
SOME FOOD FOR THOUGHT...

"Businesses that spend twice as much as the average firm on creative services are 25% more likely to introduce product innovations."

NESTA, *Creating Innovation*, 2008

THE RISE OF THE EUROPEAN KNOWLEDGE SOCIETY

Ratio of intangible to tangible investment



Source: HMS Treasury Working Papers Series 2007, UK

TOWARDS A MORE CREATIVE EUROPEAN UNION?

- New drivers of development in the knowledge society:
 - Symbolic values
 - Relationships
 - Creativity
- Innovation is an open process involving many stakeholders
- It depends on collaboration, communication skills as well as on cultural awareness and creativity
- These are basic capacities of creative businesses and individuals

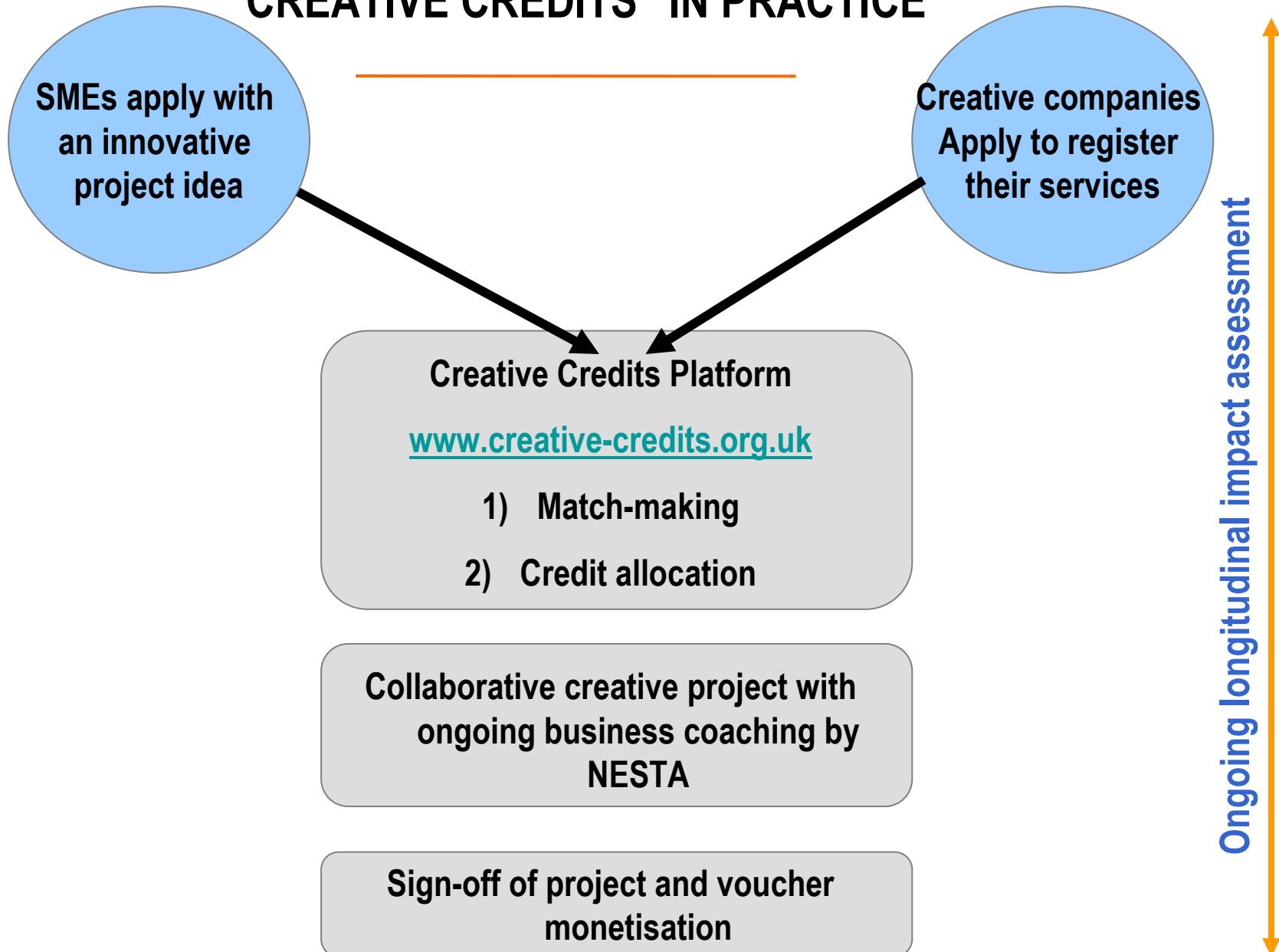
WHAT SHOULD POLICY MAKERS DO?

- Raise awareness about the cultural industries as an important resource of innovation
- Integrate creativity in different domains of policy making
- Re-direct existing financial resources or create new programmes to stimulate creative innovation
- Promote the spatial dimension of cultural industries' development and innovation processes
- Question and tailor regulatory and institutional frameworks to support creative collaborations

CREATIVITY VOUCHERS CAN HELP FACILITATE CREATIVE COLLABORATIONS

- Less focus on top-down policy/ funding to dictate how the cultural sector can help industry to innovate
- Focus on light-touch policy and provide small financial incentives to “nudge” companies to collaborate
- Vouchers can be used to buy creative services from firms in the cultural industries
- NESTA invests approx. 1 mio GBP to run a KEA-designed pilot scheme in Manchester from 2009 - 2011
- Companies can apply for “Creative Credits” worth 4000 GBP to purchase services from local firms

“CREATIVE CREDITS” IN PRACTICE



PROJECT PROPOSAL

Establish an EU funded pan-European project to test the societal and economic impacts that creativity vouchers can have in different regions and different sectors across the European Union.

Thank You

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