



17/12/09/ RIGA

Large scale research on creative industries conducted in 11 European metropolises

European cities see supporting creative industries (CI) as encompassing economic, social as well as spatial dimensions, however the economic aspirations tend to dominate. 11 European metropolises see the opportunities of enhancing business capacity, supporting development of urban space and creative city districts, support of events to enliven the cultural or creative scene of the city, providing multifunctional spaces for artists as main tasks for policy makers. These key policy areas can be drawn from the research carried out as one of the central activities for the EU funded project CREATIVE METROPOLES: Public Policies and Instruments in Support of Creative Industries.

A comparative analysis of the urban policies needed to strengthen the development of the creative economy has been undertaken during the year 2009 in the 11 cities involved in the project. The results of the research will form a basis for partner-to-partner study visits to be carried out in 2010 by the cities involved in the project. The research report will also be publically available and distributed to policy makers and other stakeholders to help developing CI strategies in the cities.

The research was carried out in Amsterdam, Barcelona, Berlin, Birmingham, Helsinki, Oslo, Riga, Stockholm, Tallinn, Vilnius, and Warsaw. It was structured according to the five themes addressed in the whole CREATIVE METROPOLES project:

General architecture of public support for creative industries; Enhancing business capacity and internationalization of creative industries; Developing urban space and creative city districts; Financing of creative Industries; Demand for CI products and services.

Taking into account the rather different history of CI support in the cities, as well as the diverse economic situations and the development stages of CI policies – drawing general conclusions for all eleven cities is challenging.

The research team of the project has pointed out that although the majority of cities see their aim of supporting CI being multidimensional encompassing economic, social as well as spatial dimensions, still the economic aspirations tends to dominate.

In most cases the cities tend to support the CI sector as a whole with certain measures targeted to selected priority sectors or clusters. Three reasons tend to dominate for defining certain prioritized sectors or clusters: (a) the priority sectors/clusters could increase the competitiveness of the city in the future; (b) the priority is based on advanced universities and R&D centers on these fields, (c) the priority sectors/clusters are historically strong.

The most common type of measures for supporting creative industries in the project partner cities are those enhancing business capacity of CI and those supporting development of urban space and creative city districts.

Co-financed by the European Regional Development Fund and the Norwegian funding through the INTERREG IVC programme

Developed in the framework of



European Union
European Regional
Development Fund





Regarding business enhancement for CI, the majority of measures (out of 10 most relevant measures in the cities) deal with building infrastructure and capacities, i.e., supporting in the main the supply side of creative industries. There is also available in all the cities support measures for starting up companies, start-up grants and venture capital funds for CI, as well as training and consultation services and support for networking activities.

In order to support development of urban space and creative city districts the cities actively use such measures as waterfront revitalization programmes and renovation of the historical built environment, support of events to enliven the cultural or creative scene of the city and the provision of multifunctional spaces for artists. The regeneration of old industrial or suburban areas towards creative urban districts is the most popular means of support and is a key feature in many best practice examples from the cities.

Although the range of measures for enhancing demand for CI in use in the cities is very diverse, still cities tend not to consider them among the most relevant measures for supporting CI. The measures in use can be grouped into three based on the target groups they address: (a) stimulating public sector demand; (b) stimulating private sector (business sector and individual consumers) demand; and (c) trans-sectoral measures for stimulating demand.

Grants and annual public funding are the most widespread financial models for support. Most of the funding schemes are targeted towards CI individuals and companies and their networks. Very often all three are target groups within the same scheme.

The interim research results have already been presented by Prof. Dieter Haselbach (Berlin) on the dissemination event at the international conference Creative Economy and Beyond in Helsinki, as well as in other dissemination events in Brussels, Stockholm, Birmingham, Riga and other cities presented by the project representatives. Detailed presentations and discussion on three out of five project themes has been carried out at the first experience exchange event which took place in Warsaw. Along with the research results presented by research team, cities brought with them creative entrepreneurs and policy makers to present some of the best practice cases.

In 18 and 19 March 2010 the second experience exchange event will be organized in Stockholm and will cover the last two themes from the research.

The Research Report is being finalised and it will be available publically from the beginning of the year 2010 as a download Pdf file from the CREATIVE METROPOLES website: www.creativemetropolises.eu

THE RESEARCH APPROACH

In order to analyze the existent situation with the public support for creative industries, each partner city had to fill in a special template that consisted of a qualitative, structured and semi-open questionnaire. In the template, the cities had to describe: (A) the general architecture of public support and concrete measures of supporting CI; (B) 5 best practices in supporting CI; (C) the approach behind the strategic choices (sectors, clusters, etc.) in their city.

The research team for CREATIVE METROPOLES project is composed of 8 team members



from 3 different cities – Robert Marijnissen from Amsterdam, Creative Cities Amsterdam Area; Dieter Haselbach from Berlin, Infora Consulting Group Culturplan; Silja Lassur, Külliki Tafel-Viia and Erik Terk from Tallinn University, Estonian Institute for Futures Studies; Tarmo Pikner from Tallinn University, Estonian Institute of Humanities, Aili Vahtrapuu from Tallinn University, Institute for Fine Arts, and Indrek Ibrus from Tallinn University Baltic Film and Media School.

BACKGROUND TO THE CREATIVE METROPOLES PROJECT

Eleven capital and metropolitan cities of Europe have joined forces to further foster the development of their creative sectors in a project "CREATIVE METROPOLES: Public Policies in Support of Creative Industries" that has received 2.44 MEUR funding from the INTERREG IVC programme and Norwegian funding in an effort to make public support systems and instruments more focused, effective and better tailored to the actual needs of the creative industries. The project started in 2008 and will run until September 2011.

The project is spearheaded by the culture and business development professionals of local governments of Amsterdam, Barcelona, Berlin, Birmingham/Wolverhampton Helsinki, Oslo, Riga, Stockholm, Tallinn, Vilnius and Warsaw – cities that play a central role in the economies of their countries. The City of Riga is the project initiator and lead partner of the consortium. This is currently one of the widest pan-European projects addressing this field.

The project was initiated in 2007 by the Baltic Metropolises Network representing 11 Baltic Sea Region metropolitan cities and also strongly supports the direction taken by the newly launched EU Strategy for the Baltic Sea Region that puts fostering of innovation support at its heart. The launch of the CREATIVE METROPOLES project also links in with the European Year of Creativity and Innovation 2009 that aims to raise awareness of the importance of creativity and innovation for personal, social and economic development.

All latest information about project activities and partner profiles can be found on the project website: www.creativemetropoles.eu.

For further information do not hesitate to contact the PR Coordinator of the CREATIVE METROPOLES project Ms Zane Bojāre:
Tel: + 371 29706733
E-mail: zane@creativemetropoles.eu