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How to support creative industries? – European cities sharing the best practices

How to support creative industries? – A portfolio of good practices from 11 European metropolises - members of the *Creative Metropolises* project co-financed by the European Regional Development Fund and Norwegian funding through the INTERREG IVC programme, are now compiled and available to download at www.creativemetropoles.eu. Each of the Creative Metropolises project member cities has selected up to 5 different practices from different kinds of creative industries spheres and support models.

The portfolio of good practices contains altogether 50 examples of support policies for creative industries from 11 European cities: Amsterdam, Barcelona, Berlin, Birmingham, Helsinki, Oslo, Riga, Stockholm, Vilnius, Tallinn and Warsaw.

The examples demonstrate the diverse possibilities for developing creative industries encompassing topics from access to finance, increasing business capacity and internationalisation, enhancing demand for creative industries and developing creative spaces and city districts.

Külliki Tafel-Viia, representing the Research team and Estonian Institute for Futures Studies, says: *"These good practices are not only interesting examples of the kind of support creative industries need, but much more these cases speak about the capacity of creative industries in terms of supporting economic renewal, spatial regeneration and citizens' involvement in urban development and content generation"*.

In compiling the portfolio the cities were asked to pick out those practices where the city had a considerable role in initiating, financing or in other kinds of actions which supported the emergence and development of the good practice. Each of the Creative Metropolises project member cities has selected up to 5 different practices from different kinds of creative industries spheres and support models.

Professor, Dr. Dieter Haselbach - member of the project Research team, **underlines:** *"The variety of good practices indicates that there is no single pathway for supporting creative industries. On the contrary,*

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there are plenty of development possibilities. The practice examples offer good opportunities for knowledge exchange between the cities and provide a learning arena for creators, business and public sector representatives”.

*“Based on the multiplicity of practices as well as the overall results of the study, we may conclude that one of the strengths of creative industries policies in European cities is their heterogeneity”, says **Robert Marijnissen from the University of Amsterdam**, “thus, the key to success is developing creative industries policies which start with an understanding of the specific characteristics of the creative industries in your city and finding the best mix of approaches and practices to exploit all the opportunities that the creative industries offer”.*

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