

Cultural and Creative Industries – Intergroup (CCI-IG) meeting, 27.01.2016
EP, ASP 5E3

"The spillover effects of cultural and creative industries in Europe: drivers for innovation"

Report – EU Büro der WKÖ in Brüssel

1. Welcome by MEP Ehler, who introduces the IG-CCI and its aims.

- The ITRE Committee of the EP will draft a report on "*industry policy*" → to be adopted before the summer break;
- Aim: position this report in the run-up to the upcoming Multiannual Financial Framework-review;
- The CCIs are a sector of great heterogeneity (varying definitions) with a high economic contribution to EU-MS GDP;
- ITRE & CULT will soon start to work on a report entitled „a coherent research strategy for innovation in the C.I.“ (working title);

2. B. Fesel & Dawn Ashman

Keynote: C&C Spillovers in Europe: Research and Initiatives in 2015

- Present the (qualitative) study on spillovers, which is based on over 100 case studies.
- Aim: identify, whether there exists a common understanding of the methodology for measuring spillovers as there is a need for a consistent methodology and language.
- 98 projects across 17 EU countries were assessed; majority of data from the UK; only few from CEE-countries;
- The study includes a classification of spillover types: knowledge- , industry- and network spillovers.
- conclusion: further research needed in the future.

Policy recommendations, amongst others (s. p. 9 of the executive summary attached):

- request for a holistic research agenda;
- dedicate a proportion (e.g. five per cent) of all Creative Europe (CE)- and Horizon 2020-funded projects in the cultural and creative sectors for holistic evaluation that balances qualitative and quantitative evidence.
- ...
- Timeline:

- December 2016: finalize and spread the report;
- 2017: start long-term research project;

3. Presentation of best practices

a) Peter Arts - „Best-Cases of Design in Europe Network Netherlands”

- Presents 3 cases of Dutch design;
 - SnappCar (car sharing platform);
 - Philipp’s healing environment;
 - App for boat traffic on Amsterdam’s canals;
- „What design can do“-Festival 2016 to focus on contribution to refugee crisis.

b) Jürgen Bertling, Fraunhofer Gesellschaft - „Innovative Citizen”

- Reports inter alia about:
 - crowd fabrication – 3D Hubs: provides thousands of people access to 3D printing; nature of spillover effects: enables people to become entrepreneurs themselves; has the potential to relocate the manufacturing towards Europe.
 - role of the designers: intermediate persons between industry/science and consumers/innovative citizen;
 - „maker movement“: rebalance relationship between consumers/citizens and industry for a better and sustainable future;
 - A creative industry-cluster is to be set up on Friday, 29th of January in CZ (around 100 founding members);

c) Bisera Savoska, Savion Ray Brussels - „Smarter Than You Think“

- Idea uses a creative solution in order to tackle a social problem: inability of society to recognize specific challenges that face people suffering from dyslexia;
- Social experiment conducted: made people read from an electronic device that simulated a dyslexic reading experiment (probandes were left ignorant about it);
- Viewers & participants of the experiment were made aware of people’s struggles with dyslexia; → awareness raising and outreach tool;
- „dyslexia international“ set up crowdfunding platform in order to spread the use of this tool;

d) Ivor William – “Healthcare Innovation Centre (HELIX)”

- Set up world's first design studio inside a hospital; underlying problem: patient's bad ambiance in hospitals.
- Research question: what happens when designers are established inside/integrated into a hospital; they were investigating how design can help to improve the environment in which healthcare exists.
- Case studies presented prove the potential added value when design-driven solutions are embedded in hospitals' environments.

e) Kasia Molga, World Wider Lab, Rotterdam - "PlanET"

- Launched pilot project on making data on the visual appearance of plants to people more transparent; complex research followed on how to analyze and interpret this data.
- Won Chelsea School of Art award in order to go on with their research and develop a prototype.
- App „PlanET“ was published as open source software in order to enlarge the user network.

4. Concluding remarks: MEP Pervenche Berès

- Having a proper definition of „innovation in CCIs“, which is difficult to frame, might help to better defend CCI's interests in the political arena, incl. the EP.
- R&D in SSH is a field that was particular difficult to reserve money for in the past; the best-practice examples present show clearly that this sectors deserves the resources allocated to it.
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