



The Industrial Future of Creative Industries
- The 5th European Creative Industries Summit 2016 -
in collaboration
with the Creative Industries Dialogue NRW

23. June 2016

Representation of the State of NorthRhine- Westphalia

An Introduction „2016 - 2020: The next level in promoting creative industries“

In 2016 the **European Commission** will present new knowledge and new policies to promote creative industries in Europe: First a study on the evolution of value chains in the creative industries driven by the digital shift will be published and continuing the 2007 report „the economy of culture“: The edge of digital shift and creative industries is all about digital industrial developments. Then the rules for the Digital Single Market are emerging and finalized in a communication. More over first investments from the Juncker Investment Plan for Europe might flow into creative industries. Last but no least EU-funded projects like ACE Creative are promoting creative start-ups digitally since 2015: first investor pitches happened at the Creative Business Cup Finals in Copenhagen.

Also in 2016 the **European Parliament, driven by the Intergroup for Creative Industries**, will initiate a report on the industrial future of creative industries. This is a key turn in the policy focus in creative industries. While in 90ies in Europe the SMEs and single entrepreneurs were focused because they represented approx 90% of the existing companies, the overall development of national economies lead to agglomerations and mergers of national SME companies to global groups - not only in the production industries, but especially in the knowledge based economy. However the value added with SMEs in the creative industries did not develop sufficiently, while at the same time global industrial players in the creative industries – from music over film and TV to book markets – came under pressure in the digital globalization. Since 2010 analysis shows a double squeeze in the creative industries on SMEs and Global Players at the same time. It is time to review the sole policy focus on SMEs and find a new balance between non-industrial and industrial market and value models in the creative industries.

In Februar 2016 **Elżbieta Bieńkowska, EU-Commissioner** for Internal Market, Industry, Entrepreneurship and SMEs, called to strengthen intellectual property rights regime and at the same time to „boost significant industry investments, pool demand and promote an innovation culture“.



The search for new balances in policy strategies are also at hand in the **member states in Europe - an exemplary lead is undertaken by the Economic Ministry of North Rhine Westphalia** by commissioning a research on the digital creative industries, focusing especially the local frameworks for global companies. Also in Austria, Italy and the United Kingdom the national governments blend creative industries into the frameworks for the digital industry. Given these regional and national Kick-Offs, the ECIS 2016 takes place in collaboration with the Creative Industries Dialogue North-Rhine Westphalia.

Given these parallel, but independent developments on European, national and regional strategies for the industry within creative industries, a **new trend, a next level for promoting creative industries is unmistakably under way.**

The Topic of ECIS 2016: Structural Policies for the Industrial Future of the Creative Industries

The ECIS wants to initiate and facilitate a collaboration of the leading drivers for industrial strategies within creative industries on European, national and regional levels. For the first time these leading, yet diverse drivers are invited to exchange know-how and coordinate their policy strategies, which could lead to a major leap in the industrial capacities: Already an European coordination of national funding policies, f.e. for design or games, could open markets transnationally, extend value chains and increase income for the given sectors - without any additional funding. Thus in times of increasing global challenges the ECIS is focusing on the industrial and global dimension, the scaling skill within the cultural and creative industries.

The Aims of ECIS 2016: Make Inclusive and All-Level Policies Happen

The ECIS aims to establish for the first time a holistic agenda for promoting the cultural and creative sectors - with no ideological bias about the benefits of the small scale or the big scale business models. The ECIS will therefore conclude with a policy manifesto.

The ECIS also aims to establish a knowhow basis about the current national agendas and disseminate it public to foster an empirically based debate about the future of creative industries. The ECIS will therefore publish a documentation.

The ECIS aims to establish a more attention and regular debates about the future of culture and creative sectors. However the so far mainly historical empirical data is not a complete and holistic basis to do so. At the ECIS a barometer on Cultural and Creative Industries will be launched - measuring future developments as it is standard in many industrial sectors in Europe.



The ECIS wants to bring together experiences, know-how and ideas from the leading creative funding agencies on national, regional and local levels to support the European Commission and European Parliament alike in the key turn in policies for creative industries.

In these policy collaborations the Creative Industries Dialogue NRW takes an exemplary lead in Europe. With this NRW kick-off, ECIS 2016 provides a platform for such cooperations of the all interested institutions to take the industry within the creative industries forward.

The Audience of ECIS 2016

The ECIS is expected to be attract some 100 participants for 20 European nations.

In accordance with its topic the ECIS addresses funding agencies and intermediaries for creative industries as much as the European policy makers and administrations in DG Education and Culture, Digital Economy and Society as well as Internal Market and Industries. Also leading representatives of the industrial creative industries as well as SMEs are to meet and debate the delicate balance of policies.



Agenda

- 12.00 - 13.00 Networking Lunch
ECBN, Bernd Fesel
cwa, Gerin Trautenberg
- 13.00 Welcome
Caroline Norbury, Chair ECBN, CEO Creative England
- 13.10 **The Industrial Agenda for Creative Industries**
- Key Notes -

Martine Reicherts, Director-General, DG Education and Culture

Garrelt Duin, Minister for Economic Affairs, Energy and Industries of
North Rhine-Westphalia, Düsseldorf.

Christian Ehler, MEP, Co-Chair of Intergroup for Cultural and Creative
Industries in the EU-Parlament, Brussels

Prof. Dieter Gorny, advisor for creative and digital economy of the
Federal Ministry for Economics Affairs and Energy, Berlin
- 14.15 **Building Industrial Capacity**
- Statements & panel debate with the audience -

Scaling Business: The Skill / Design Thinking for all Creatives
Pieter Aarts, Director, Design Management Network Rotterdam

Going international
Caroline Bos, CEO and Founder UNStudio

International Creative Industries: Challenges Ahead
Geert Christiaansen, Design Innovation at Philipps
- 15.15 - 15.45 Break



15.45 **National Agendas 2016 for Cultural and Creative Industries**
- Statements & panel debate with the audience -

Austria: Gerin Trautenberger, cwa, Vienna

Italy: Ugo Bacchella, Fitzcarraldo Foundation, Milano

Netherlands: Frits Grotenhuis, Amsterdam

Polen: Marcin Poprawski, Cultural Observatory

Scotland: Clive Gillmann, Creative Scotland

France: Boris Meggiorin, SAMOA Nantes

17.15 **Understanding Trends in the Cultural and Creative Industries:**
- Presentations and debate -

Spillover Effects – Measuring the Unmeasurable
NN, European Research Partners

The Next Big Thing: Social Entrepreneurship
Leo van Loon, Rotterdam

Launching the Cultural and Creative Economy Barometer
Dr. Arndt, Prognos AG, Bremen

17.45 Closing Words
Bernd Fesel, ECBN
Gerin Trautenberger, cwa