



European Creative Business Network

Vienna Declaration

Cross-Innovation for an Inclusive and Creative Society

In regard of the current negotiations about the next Research and Innovation Programme of the European Union 2021-2027 the „Vienna Declaration on Innovation for an Inclusive and Creative Society“ presents the conclusions of the 60 members of the European Creative Business Network following the European Creative Industries Summit on Oct 3/4, 2018 in Vienna.

Stressing the global challenges for the future of Europe in climate change, mobility, energy, health, migration, (youth) unemployment, growth and wellbeing,

Given that Cultural and Creative Industries, one of the dominating business sectors in Europe with some 509 billion Euro in GDP value added, are vital partners to address the above challenges with disruptive innovations,

Recognizing that the successful growth in turnover and jobs driven by Cultural and Creative Industries leads to income and investments in innovation that should not remain unused or disregarded given the epic size of the European challenges ahead,

Regarding the driving role of Cultural and Creative industries for soft and most of all disruptive innovations,

Taking into account the structural development of the cultural creative sectors to join efforts and act together as an industry and a partner for policy since the first European report on the economy of culture in 2006,

the 60 members of the European Creative Business Network adopt the following recommendations for the next generation of innovation



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Definition

Innovation activities have developed over the last decades from technological product innovation and technological process innovation (OECD Oslo Manual, 1st edition) to a broader range of equally important form of innovations, including service, business model and organisational innovation. (OECD Oslo Manual, 2nd edition). This epic shift from hard to soft innovation – as defined and proven by the OECD – has become more and more visible and influential as disruptive innovation driven by the digital revolution has become the new normal. In the unfolding 21st century we are currently witnessing the development and success of this next generation of innovation: soft innovation companies – like software, advertising, branding businesses – are today among the most valuable stock-market listed companies.

The rise of soft innovation propelled content production to a new role: it became a general driver for innovation in all sectors of society. It is no accident that creativity and creative industries were recognized as a new source of productivity in 2000 (besides land, capital and labour). The European Union created „The Innovation Union“ and „Smart Specialisation Platform“, in 2014, took into regard cultural and creative crossover-innovation driven by the disruptions of the Cultural and Creative industries in 2015, and focused on cultural heritage as a driver of our future in the digital society and economy in 2018.

The ECIS 2018 concludes

- that Europe can only lead the global competition in growth and wellbeing by embracing the disruptive power of soft innovation – without neglecting or underestimating the benefits of technological innovations.
- that the European Union must therefore unlock these innovation potentials by unleashing innovations of the cultural creative industries that remained largely untapped in FP 8.
- that the European Union must therefore develop its innovation policies and programmes as a whole
 - with Horizon Europe acknowledging and framing soft innovations that are customer driven and not technology driven,
 - with Horizon Europe encompassing the key factor of the creative European potential,
 - with a new system of innovation support needed, not technological or R&D driven but with a non-technological innovation focus open to cultural creative industries,
 - with open EU programmes focusing on the process of innovation instead of a pre-defined result - taking into account the increasing speed of innovation no projection for 2025 can seriously be made in 2018,
 - with a new holistic priority for an inclusive and creative society in Horizon Europe, and



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- with leveraging cross-innovations from cultural creative industries to all sectors and policies, such as Creative Europe, Europeana, Erasmus for Young Entrepreneurs, Structural Funds and the European Qualifications Framework.

Programmes

The Cultural and Creative Industries (CCI) have proven to be a vehicle to stimulate disruptive innovations, especially at the cross-roads of sectors, so called cross-innovations. Since 2006 several studies in regard to the cross-sectorial impact of CCI have been commissioned by the European Union leading to the

Communication „Promoting cultural and creative sectors for growth and jobs in the EU“
COM(2012) 537 final
and

the Council conclusions of 27 May 2015 on cultural and creative crossovers to stimulate innovation, economic sustainability and social inclusion, and subsequent projects and research, such as the Culture Creative Cities Monitor

Especially at the interface of cultural heritage and technology as well as cultural and creative industries and digital technologies, both break-through and incremental innovations can effectively be supported. The range of possible applications is manifold, for instance in health & wellbeing, mobility, green energy, climate change and cultural heritage.

The NICE Award, the European Innovation Award of the Cultural Creative Industries, funded by the Economic Ministry of North-Rhine Westphalia, showcases some 100 best practices of such spillover innovations since 2014.

The Digital R&D Fund for the Arts by NESTA and the Arts Council England is a role model for funding instruments to mainstream innovation at crossover of the cultural creative sectors and digital technology.

Europeana can be seen as a role model for such a cross-sectoral innovation platform: 4000 museums, libraries and archives have joined forces in a networked infrastructure and shared their data in standardized formats. This allows educators, creatives and researchers to tap into this infrastructure and develop new insights, formats and products.

Funding cross-innovation in its social, not just technological, dimension is also paramount to an open society in Europe: cultural stakeholders in Europe have extensive practice and knowledge of social innovations, but they are too often limited to local boundaries. Mainstreaming local innovations trans-nationally and trans-culturally would support quick and concrete problem-solving in Europe, especially for the unemployed youth. It would also support an open and diverse Europe politically. The National Alliance for Arts, Health and Wellbeing is such an example.



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One capacity of CCI - beyond all sectors - is their crucial role in helping the SME sector in digital transformation, such as agile methods of work, open innovation methods, scrum and co-creation processes.

The ECIS 2018 recommends

- that the Cultural and Creative Industries must be a new priority in the next Research and Innovation Programme of the European Union 2021-2027;
- to create a cluster dedicated to research and innovation in the field of Cultural and Creative Industries within the Horizon Europe Programme and to provide this cluster with a **budget of 3 billion euros**;
- to scale up the full value of **cross-innovation by establishing a European Knowledge and Innovation Community (Creative KIC)** : This is of key importance to ensure global competitiveness of the creative industries in the future and to foster at the same time its local value added to cope with the structural industrial changes due to the digital revolution;
- to take the findings of the **OMC report** „The role of public policies in developing entrepreneurial and innovation potential of the cultural and creative sectors“ into account;
- that new cross-sectorial, mission-driven networks for innovations are needed throughout Europe to share not only the successes, but also the failures;
- to provide access to knowledge and mentoring - which is equally important as funding;
- to provide state of the art frameworks for disruptive innovations, that is for not pre-defined results ("regulatory sandboxes"/ open test beds);
- to provide innovative locations to enable CCI-driven innovations, such as creative digital hubs;
- to use the **European Year of Culture Heritage 2018** as starting base to implement parts of the above conclusions for cross-innovation of CCI & Cultural Heritage;
- that political action is needed now, otherwise Horizon Europe will be as research driven as Horizon 2020 and the innovation potential will not be unleashed to stop the loss of global competitiveness in/across Europe.



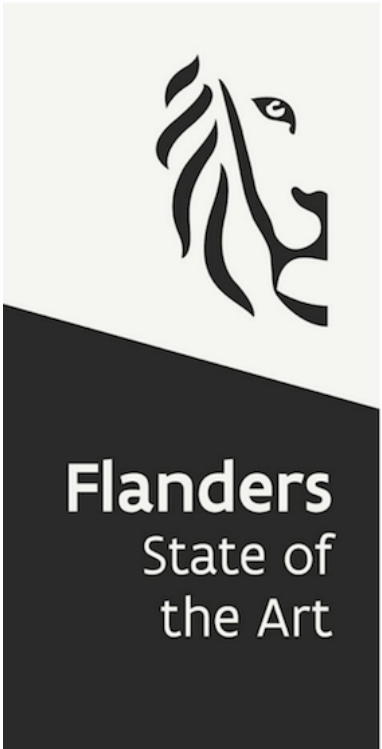






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The European Creative Business Network (ECBN) is a unique not for profit foundation to improve the social and economic ecologies as well as the legal frameworks of the cultural creative industries in Europe.

Its 60 industry defining members, currently stemming from 23 EU countries, are leading agencies, funders and intermediaries promoting the Cultural and Creative Industries on local, regional and/or national level. Together, they account for approximately 80% of the workforce in Cultural and Creative Industries in Europe, some "12 million full-time jobs, which amounts to 7.5 % of the EU's work force, creating approximately EUR 509 billion in value added to GDP

This Vienna declaration is widely supported by 61 leading stakeholders from 23 nations:

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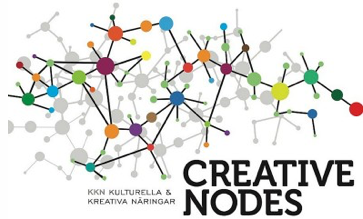


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partners:		
		

„The Cultural and Creative Industries in Europe are thriving, growing and proud sectors. In 2018 they rally together - for the first time since the agenda on the economy of culture in 2008 - to leverage the full potentials of their innovations for the challenges laying ahead for Europe. This is a new strong structure of the Cultural and Creative Industries and a first time opportunity for the European Union to win support for its high aims 2021-2027.“

Bernd Fesl, Director ECBN