

BETTER INTERACTION BETWEEN CREATIVE INDUSTRIES, BUSINESSES AND POLICY MAKERS



SUMMARY

New framework for cultural cooperation: an opportunity for positive impact on society.

Although each individual EU Member State is responsible for their own policies for the cultural sector, there are some clear common challenges in need of addressing. Among these is the better understanding of the needs and also of the potentials of the creative industries. Harnessing the power of the creative industries guarantees an important contribution for the economy and for the wellbeing of every society.

A change in the cultural governance model is needed by innovating this important public private partnership. It is only by inclusion in the dialogue between the different sectors and the nurturing of a meaningful interaction, that the creative industries will be empowered and thus bring more opportunities for leading positive transformation in society.

The policy brief tries to provide a framework for cooperation on culture at municipal level through better knowledge, enhanced interaction through various programs for assistance and greater visibility for the creative industries.

Modelling for change: the existing policies in support of the cultural sector on a state and municipal level have to be redesigned in order to fit the current needs and meet the new challenges



The agenda of the brief seeks to:

- better understand the needs of the creative industries so that they are adequately met by local authorities in order to offer more financial tools and incentives;
- foster the cultural capability of regional representatives by making available an adequate range of opportunities for them to participate actively through municipal programs and other stimuli;
- sustain favourable ecosystems for the creative industries, promoting access to finance, innovation capacity, and crosssectoral cooperation;
- protect and promote the work of the creative industries sector as a shared resource and reinforce a sense of common identity by raising awareness and easy access to information;
- promote the work of the creative industries as a prerequisite for effective dialogue and good community relations;
- support culture as an engine

POLICY RECOMMENDATIONS

In order to implement the new framework for cultural cooperation, we propose the following steps:

Conduct a survey to get more information about the needs of the creative industries and map the possibilities for interaction with policymakers and businesses.

Independently or in cooperation with other branches, creative industries can be the driver of the development of both the local and national economy. Although there are various institutional initiatives, the creative industries sector lacks a strong presence and recognition. The reasons may vary - from lack of information to inadequate programs. Institutions function the way they used to for years, and the creative industries sector is specific and innovative. The best way to see where the link is broken is to understand the needs of the sector and measure them against the already set policies for cultural development.

The evaluation of the needs of the creative industries sector and the accumulation of knowledge on all existing governmental cultural programs, are two different researches that have to be conducted. The results can set the grounds for bridging the gap between the needs of the creative industries and the existing possibilities to answer them in a "tailored" manner. Preparing a package of measures, which will satisfy both the needs of the creative sector and are possible to execute on a municipal or state level is the desired end-result of this process.

The survey is the first step to better understand the needs of the creative industries and the potential within institutional boundaries. The results may indicate the need to set up a cultural program or the reformation of an existing one, following the European policy priorities (like the Green Deal, Smart Digitalisation, Social Fairness) in order to boost local competitiveness on a pan-European level.



Set up a municipal cultural program or reform an existing one.

On a local level, it is very important that municipalities offer various incentives to foster the participation and growth of the creative sector. Reviewing the survey results will help set up new programs within bureaucratic limits or reform existing ones in order to offer a long-term support for the creative scene and guarantee its participation for a better socio-economic impact. Similar programs are a prerequisite for active participation of the creative industries. They enrich the cultural portfolio of the city and give opportunities for the development of the national and local cultural entrepreneur scene.

The proposed steps are:

- review the results of the already conducted survey and meet the needs of the creative industries sector, with having in mind the possibilities of the institutions;
- open the program to national participants (cultural organisations, producers and creatives from the country, not only from the region);
- facilitate the application process through digitalisation and minimisation of bureaucratic steps;
- popularise the opportunities for cooperation on cultural content with local institutions and businesses through strong and well thought communication and PR strategy
- different campaigns, attractive visual identity, giving background on various success stories from the sector;
- conduct various information sessions online for the application process incl. a dedicated website and FAQ section;
- increase the budget through partnerships of the public sector with various stakeholders or through the establishment of a program for stimulating civil and business participation in cultural policy;
- synchronise priorities with the European one (like Green Deal, Digitalisation, Social Inclusion, International Dimension) in order to attract international collaborators.

What are the »creative industries«?

The „creative industries“ (creative industries) also referred to as the „creative and cultural industries“ or the „creative and digital industries“ are “comprised of all sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions.” (EU Commission)

On EU level, the creative industries is divided into nine industry fields: architecture, books & publishing, design, advertising, film, music, radio & TV, software & games, performing arts (EU Creative Industries Technology Strategy 2009-2012).

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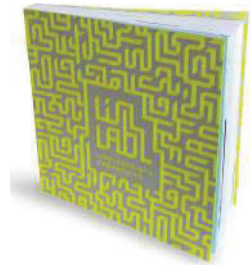


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Municipalities have a key role to play in the transition from traditional financing models and culture-dedicated funding to new public management for culture, managing cultural landscapes, cross-sectoral links, and evaluating impact. This process requires all stakeholders to be more creative and accountable, and involves policy learning, to increase the centrality of culture in local development.

Create awareness by spreading the news about the creative industries in an attractive and clear way (e.g. with a Guide dedicated to the local creative industries - print and digital formats).

Raising awareness across the institutions and sectors about the potential of the creative sector is an important step to foster the interaction between creative industries, businesses and policy makers. It is necessary to support the creation of guidance and resources for professionalisation of such initiatives, like city guides. Increasing the visibility and accessibility of local creative industries by drawing people's attention to the creative industries, generates desire and interest through the guide book and ultimately leads to purchases (action).



It is important to create higher visibility and accessibility for the creative industries and its services and products in and around inner cities in order to include them in various initiatives. By executing a creative industries guide for the city in print and digital format, both professionals, businesses and the general public will be informed about them. The printed guides will be available in each creative industries business location and in partnering locations (e.g., municipality building, tourist offices, etc.). Therefore, it is expected that there will be a higher customer flow in the creative industries, which ultimately can revitalize the city center and its local businesses.

At the same time, policymakers will also be better informed about which creative industries are there in and around city centers. This will enable the policymakers to include businesses that were until now unknown in activities, such as cooperation and events proposed in the action plan of this project. As a result, a sense of community ("we" instead of "me") and engagement will be created.

This policy brief has been prepared by the partners of the CINEMA project in November 2022.



RRA LUR

National Development Service of Bulgaria in the region



Schön, hier zu leben.



Agenția de Dezvoltare Regională Nord



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