

# **Spill-overs of Creative Industries: Effective strategies for smart cities and regions**

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# Agenda

- 1** Potential of Creative Industries
- 2** Elements of effective strategies
- 3** Experience from Estonia

# 1 Potential of Creative Industries

- CCIs foster growth and jobs
- CCIs nurture innovation in other sectors
- CCIs raise the attractiveness of the regions
- CCIs empower local communities
- CCIs support sustainable growth
- CCIs introduce new trends and interdisciplinary practices

# Cultural and Creative Industries in Estonia (2009)

**9,4%** of all the companies are CCIs

**4,3%** of all employed are in CCIs

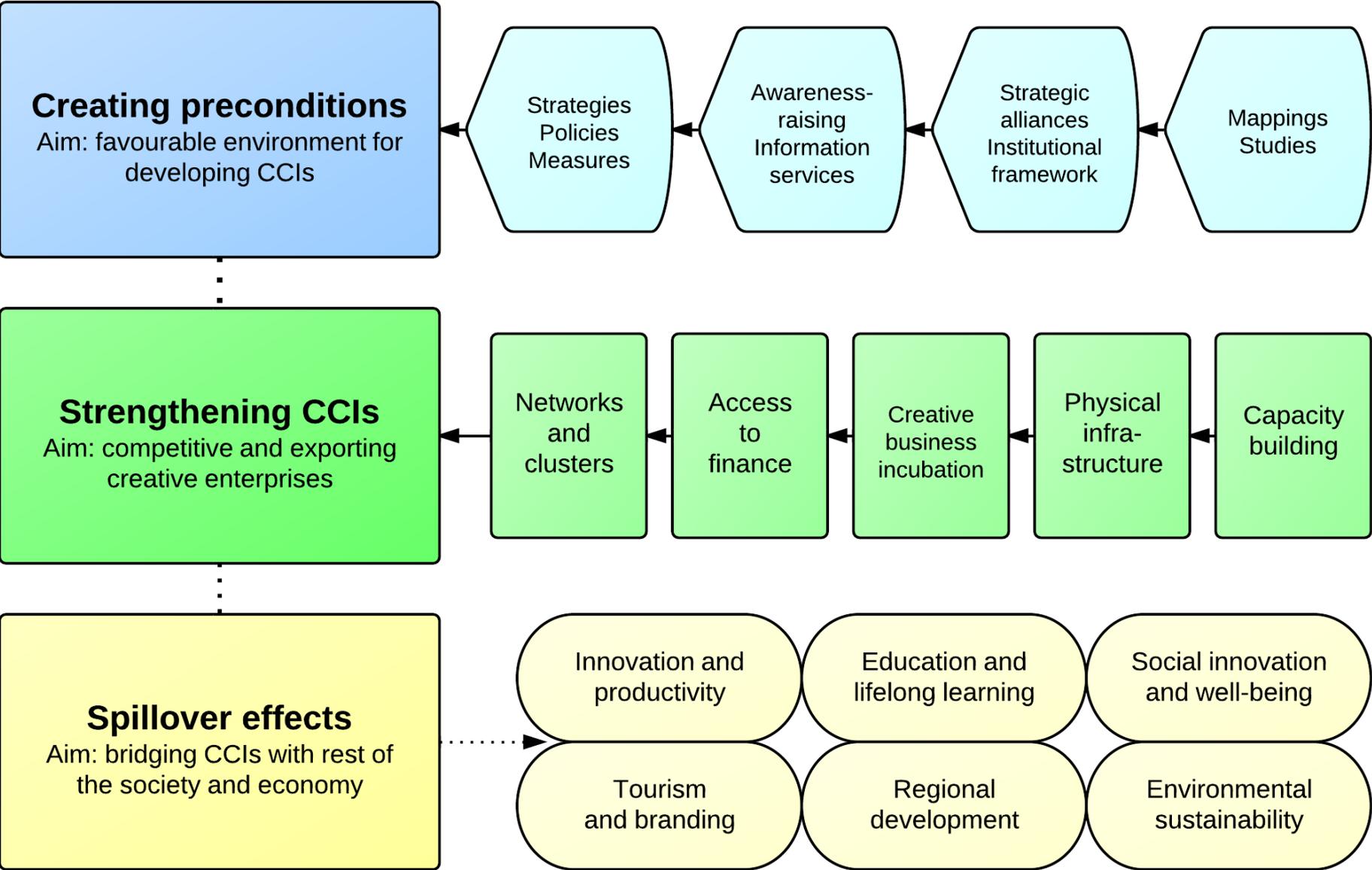
**3%** of the GDP

# Characteristics of the sector

- Faster growth, but vulnerable to crisis
- Micro-enterprises
- “Atypical” employment - “Tomorrow’s jobs”
  - Project-led, flexible
  - Mobile
  - High-qualification, interdisciplinary
- Immaterial capital – difficulties in accessing the financing
- In the grey area between culture and business

# Framework for developing Cultural and Creative Industries (CCIs)

EU OMC Working Group on CCIs, 2012



## 2 Elements of effective strategies

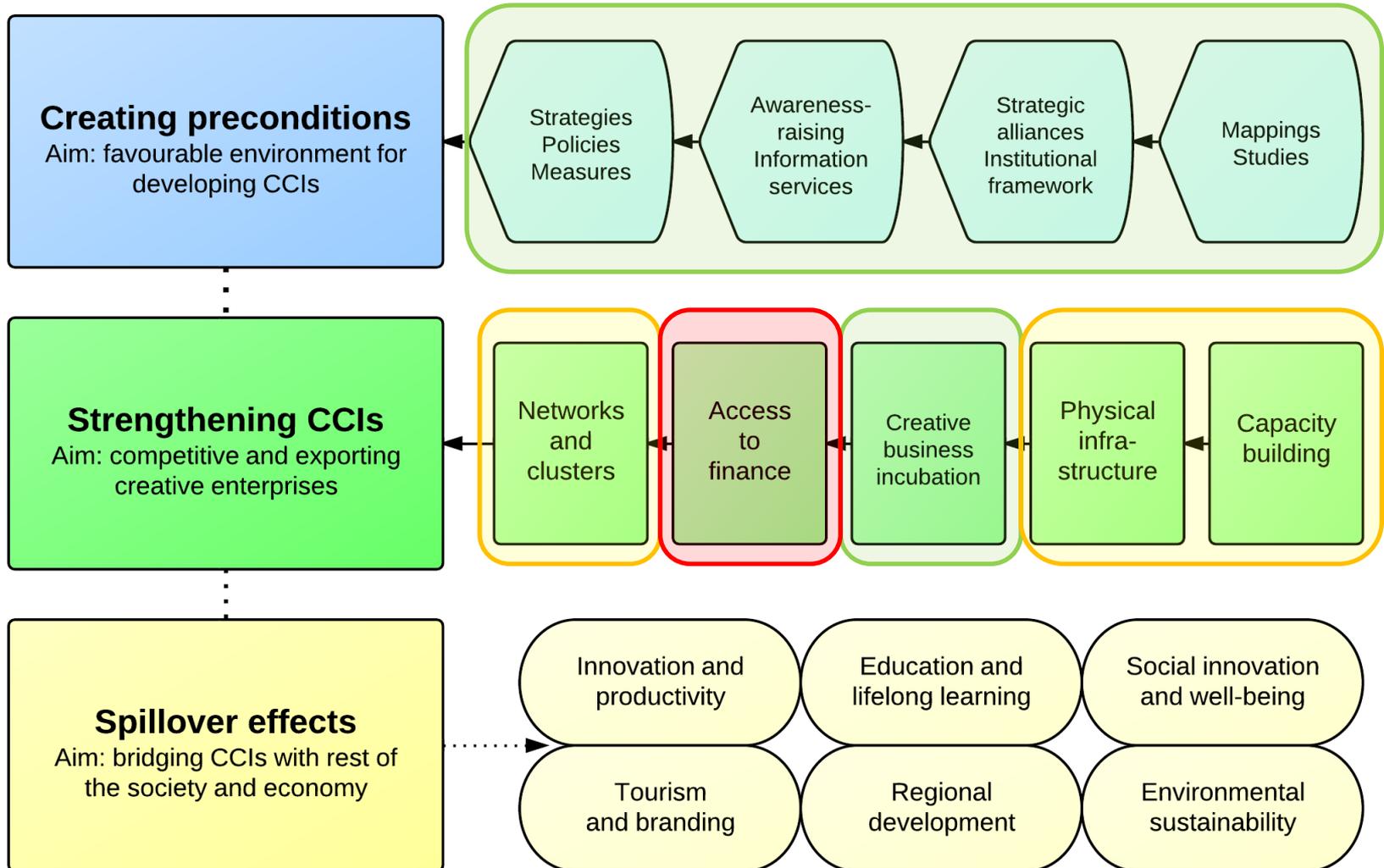
- **Evidence-based** policy-making
- Strong **coalitions** between departments and **partners** from the sector
- **Mainstreaming** culture and creativity into other policy areas
- Focus on **awareness** and **capacity** building in initial phases
- **Integrating** creative industries support into general business support measures (this is where most of the resources are)
- **Specific measures** to support creative business development, physical infrastructure, exports and cross-border cooperation in areas, where general measures do not cover the needs
- Facilitating **access to finance** for creative companies
- Fostering **spill-over effects** of CCIs into other sectors

# 3

## Experience from Estonia

### Framework for developing Cultural and Creative Industries (CCIs)

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# 3

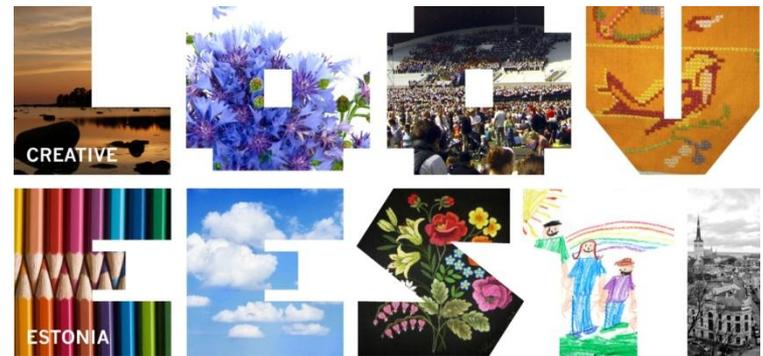
## Experience from Estonia



# 3

## Awareness-raising and capacity building initiative **Creative Estonia**

- 2600-3000 webpage visits per week
- 4208 Facebook fans
- 1600 subscribers for newsletter
- 12 marketing seminars in regions, trainings, conferences, match-making event
- 30-35 articles in media per month, PR-support
- Online-portfolio and shop for designers
- Virtual incubator for product development



3





# Creative Business **Incubators** program

- 2009-2011 separate program, from 2011 part of National Incubation program
- Creation of 3 incubators – **Tallinn, Tartu and Viljandi**
- Approx **60% of all applications** from creative industries
- Around **50 in-house companies**, more than 200 new initiatives
- **Survival rate** around 90%, contracts for 2+1(+1)
- Compared to regular business incubators: **lowest** turnover, **highest** profits and export revenues

# 3

## **Exporting and cross-border cooperation**

- Integrated approach to support export – value chain model
- Snow-ball approach to cultural exports
- Funding of sectorial export plans
- International show-cases (Tallinn Music Week, Tallinn Design Night Festival, Tallinn Fashion Week, Tallinn Black Night Film Festival)

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