

Strategies in the RUHR-Region for the Cultural Creative Industries

Bernd Fesel

european centre for creative economy, Dortmund

Expert Network Kreativwirtschaft, 8. November 2011, Brüssel



OR
**What does „glo-cal“
mean in practice
in shrinking cities?**

Topics

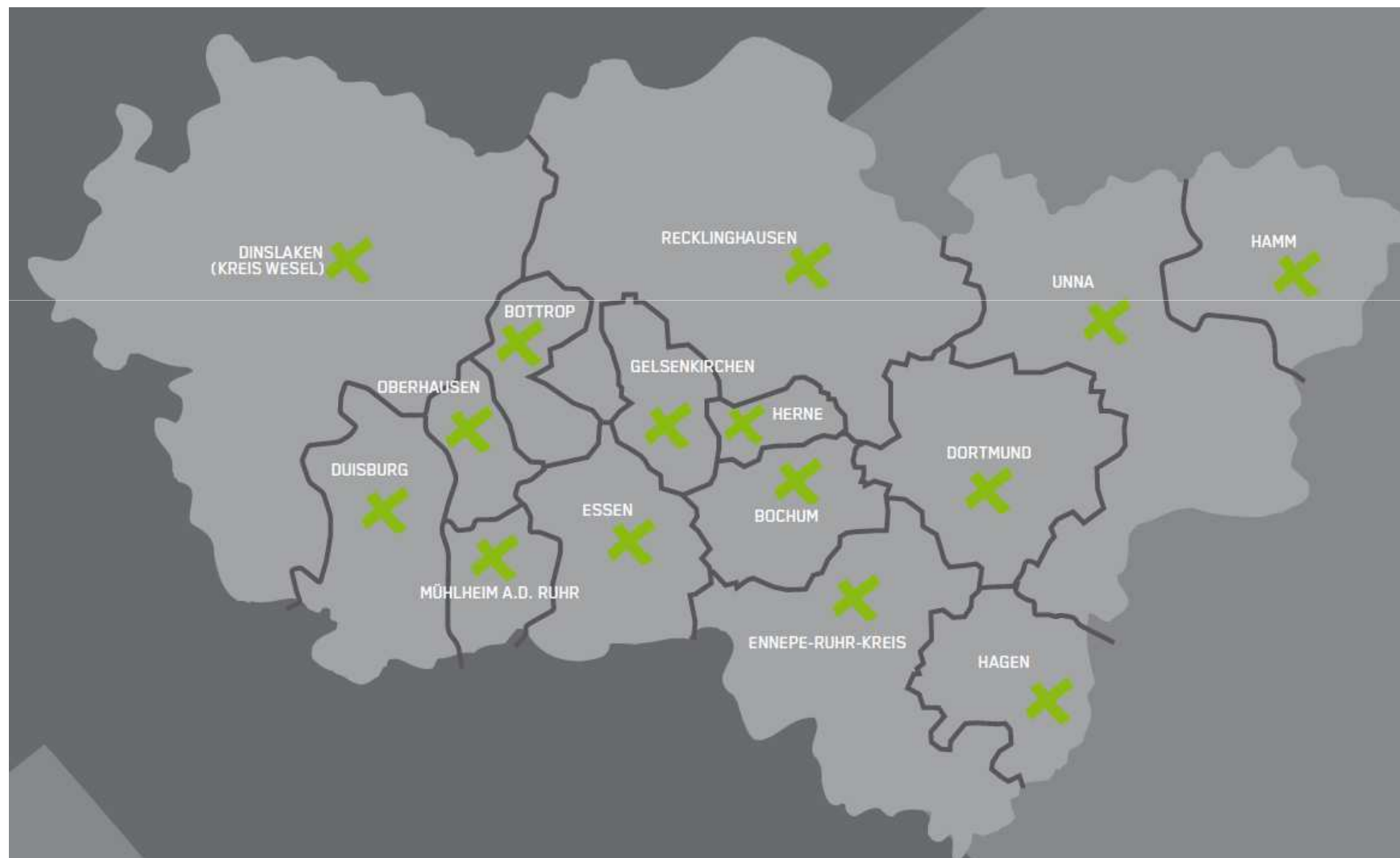
The Set up

- I. Value of Industrial and Creative Goods
- II. Ruhr Metropolis as Case-Study
- III. Key-Findings on Governance



The Set up

Ruhr-Region in Change since 1980





The IBA – Modell

**Zollverein Essen
Jahrhunderthalle
Bochum**

**The Hardware-
Strategy**

Ruhr-Region 2010

- I. HQ of many German Stock-Market Companies
 - II. High Density of Culture Institutions
100 Museums – Theatres – Festivals
 - III. Still shrinking and getting older – quicker than the rest of Germany
- => In need for a strategy beyond the hardware facing budget-constraints in all cities.





The European Capital of Culture was also about promoting regional policies and structures to provide new action options to cities. In a global world a city can not make its future alone as in the closed-world of the 80ies.

Value of Goods

What is a good?

Private Goods

Inspection Goods
Experience Goods

Industrial Goods

Public Goods

Club Goods

Trust Goods

Experience Goods Traditional Production Markets

- Private, no Public Goods
- Markets with Perfect Foresight
- Production Chain

Economies of Scale => Mass Production
Rational Markets

Trust Goods: Markets with Imperfect Rationality

- Non Private, but Public Goods
- Markets with out Foresight
- Markets with no or less Experience Goods
- Production Circle: 360 Degree - Prosumer

Contribution Economy

Communication Economy

New Analysis of Creative Economies

- Markets for Trust Goods have other Laws than Experience Goods:
 - for Quality (temporary)
 - for Pricing (after the event)
 - for Production (team / open)
 - for Promotion of CCI
- Creativity and Innovation means Fragmentation in Principle

This means

- New Role of Collaboration
- New Infra-Structural Role for Policy

Facts and Numbers

National and State Figures

EU Single Market of cultural and creative economy 2003–2004

ca. 1.6m. companies
ca. 5.8m. workers, 3.1% of all workers in the EU
ca. 654bn EUR business volume p.a. (production of cars: 271bn EUR)
(Source: The Economy of Culture, KEA/EU Commission, Brussels, 2007)

Market Germany 2009

Business volume: 131.4bn EUR, growth rate of 3.5% in comparison to 2008.
(In the same period, the business volume of Germany's national economy as a whole shrank 8.5%)
Companies: plus 237,000, growth rate of 1.7%
SVP workers: plus 787,000, growth rate of 1.8%
(Source: BMWI, June 2010, Press Conference Berlin)

Market North Rhine-Westphalia 2009

Business volume: 37bn EUR
Companies: 51,000
SVP workers: 187,000

(Source: RVR Studie, Kultur- und Kreativwirtschaft in Mittelstädten und Metropolen, June 2010)



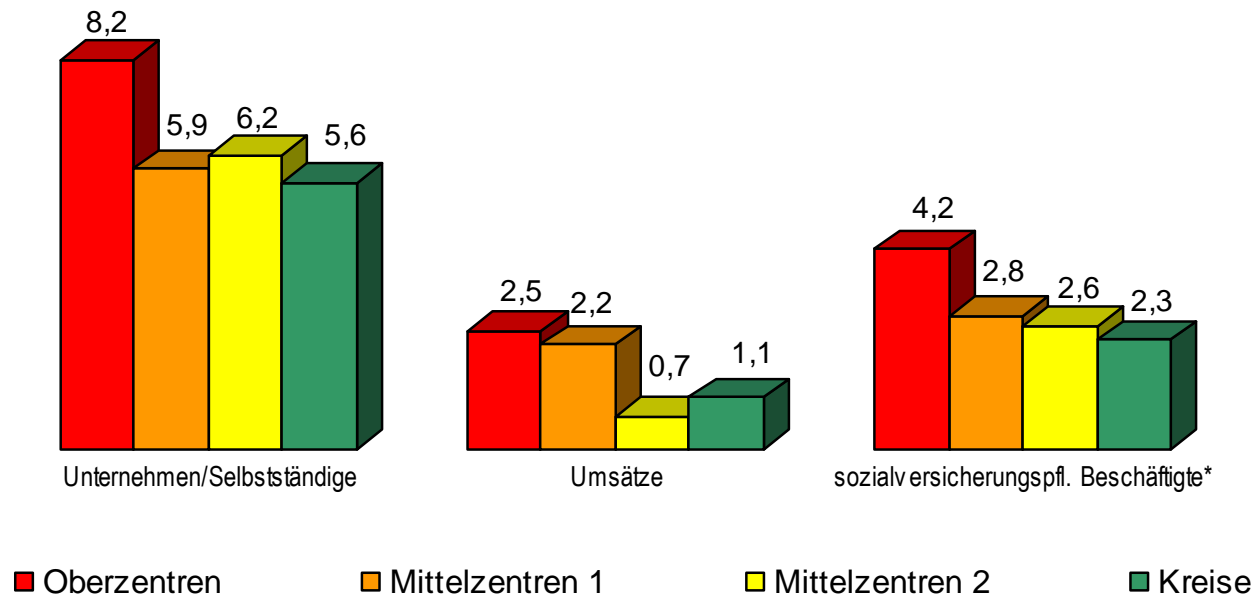
Ruhr Figures

Culture- and Creative Industries Metropole Ruhr 2007

- Company: ca. 13.200
- Employees: ca. 50.000
- Turn over: ca. 8.1 Mrd. €

Cities in the Ruhr

**Share of Culture- and Creative Industries
at over all economy by city types in the Ruhr
(in %)**



Quelle: STADTart 2009, nach Daten des IT.NRW

Larger Cities in the Ruhr

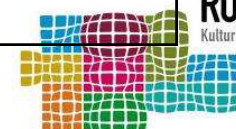
Turn over and Employes of Cultue- and Creative Industries in selected cities

Städte Einwohner/innen	Unternehmen/ Selbst- ständige je 1.000 Einwohner/innen	Umsatz je Einwohner/in In EUR	Beschäftigte je 1.000 Einwohner/innen
	Rangfolge in Klammern		
Dortmund 588.000	2,7 (4)	1.361 (4)	8,4 (4)
Düsseldorf 575.000	7,7* (2)	11.635 ¹ (1)	31,6 (1)
Duisburg 502.000	1,5 (5)	414 (5)	5,1 (5)
Essen 585.000	3,4 (3)	5.145 (3)	14,4 (3)
Köln 983.000	8,0 ² (1)	7.933 ² (2)	30,9 (2)
Land NRW 18.058.000	3,0	2.424	10,2

¹ ohne Herstellung von Lederbekleidung

² ohne Museen und Kunstaussstellungen und ohne Verlegen von bespielten Tonträgern

Quelle: STADTart 2007, nach Daten des LDS NRW

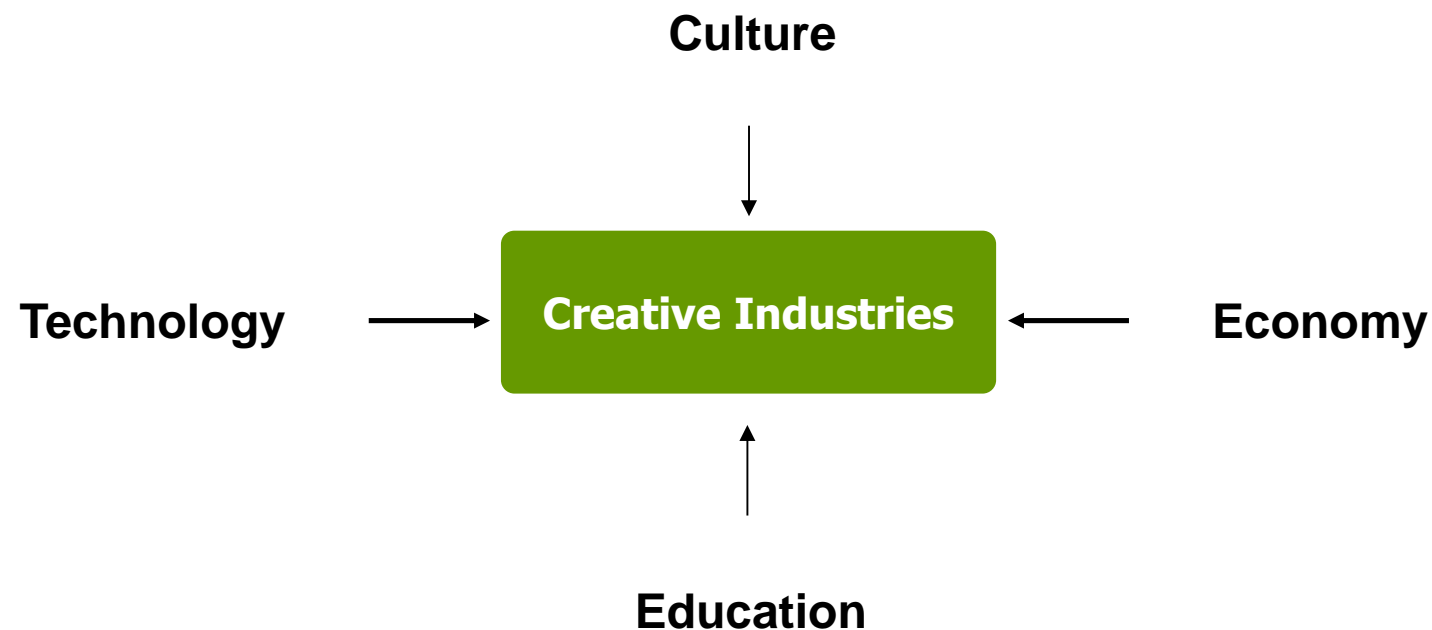


RUHR.2010
Kulturhauptstadt Europas

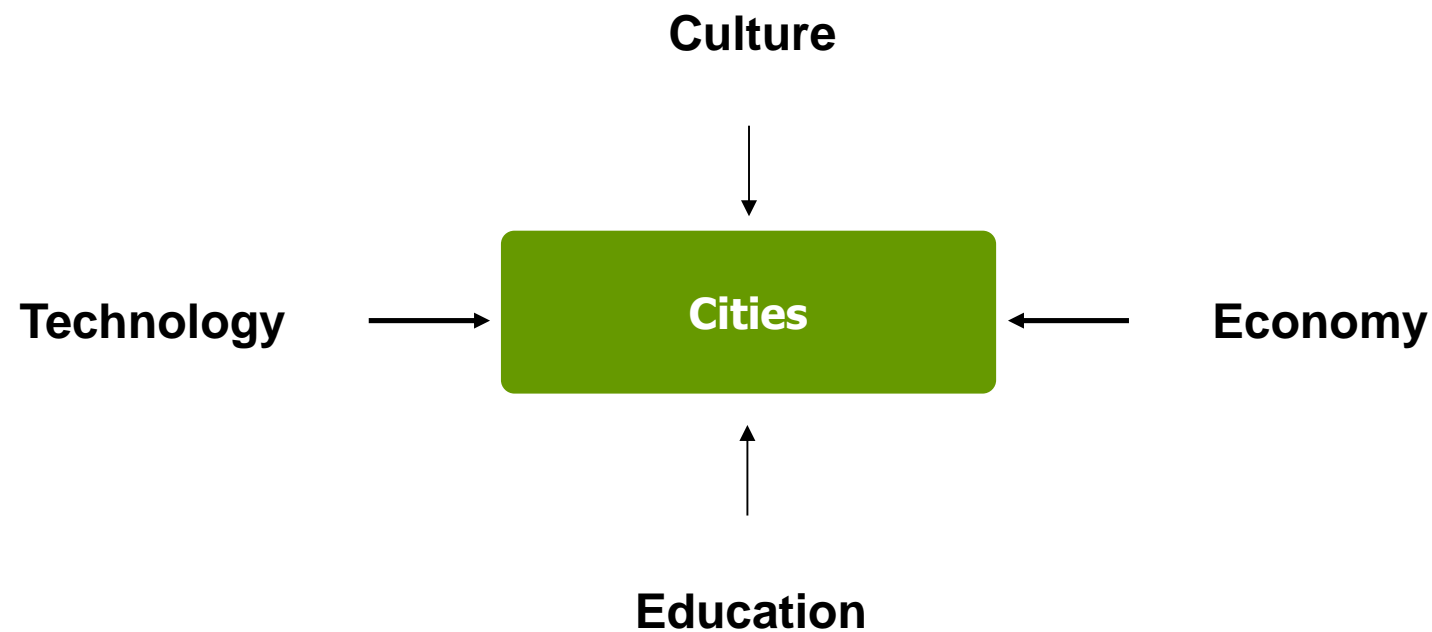
Ruhr Metropolis as Case-Study



Creative.Quarters Starting Situation



Creative.Quarters Starting Situation



long-term development

NETWORKING



intensify and structure exchange

LOCALISATION



develop existing locations further and to create new spaces

CONSOLIDATION



promote events with an international reach

COMMUNICATION



create attractive communication platforms

Two ways of supporting the creative industries



specific support
of protagonists



Strategic planning
of market frameworks



NETWORKING Commissions

ecce established 5 branch commissions:

- central points of contact for local creative people
- pass on their interests and ideas to the right addressees



Ruhr Music Commission



Ruhr Games Commission



CommCommission Ruhr



Design Commission Ruhr



Film Commission Ruhr



Commissions

Music - Games

The Ruhr Music Commission:

association of experienced
music managers and promoters
supports the music industry ongoingly
with new ideas and specific measures.



The Ruhr Games Commission:

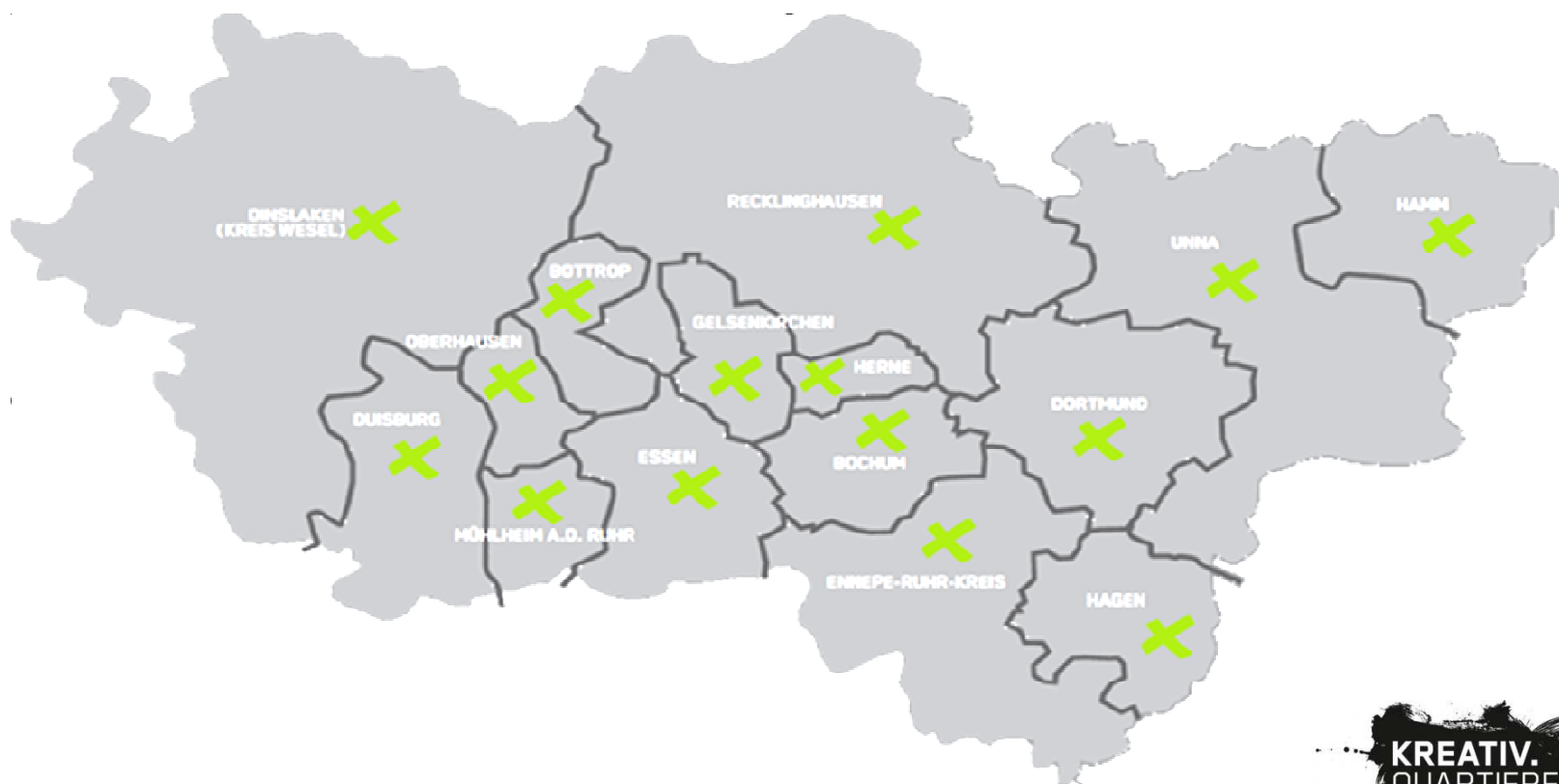
Links the computer games industry
regionally
supports the settlement of new firms
in the Ruhr metropolis



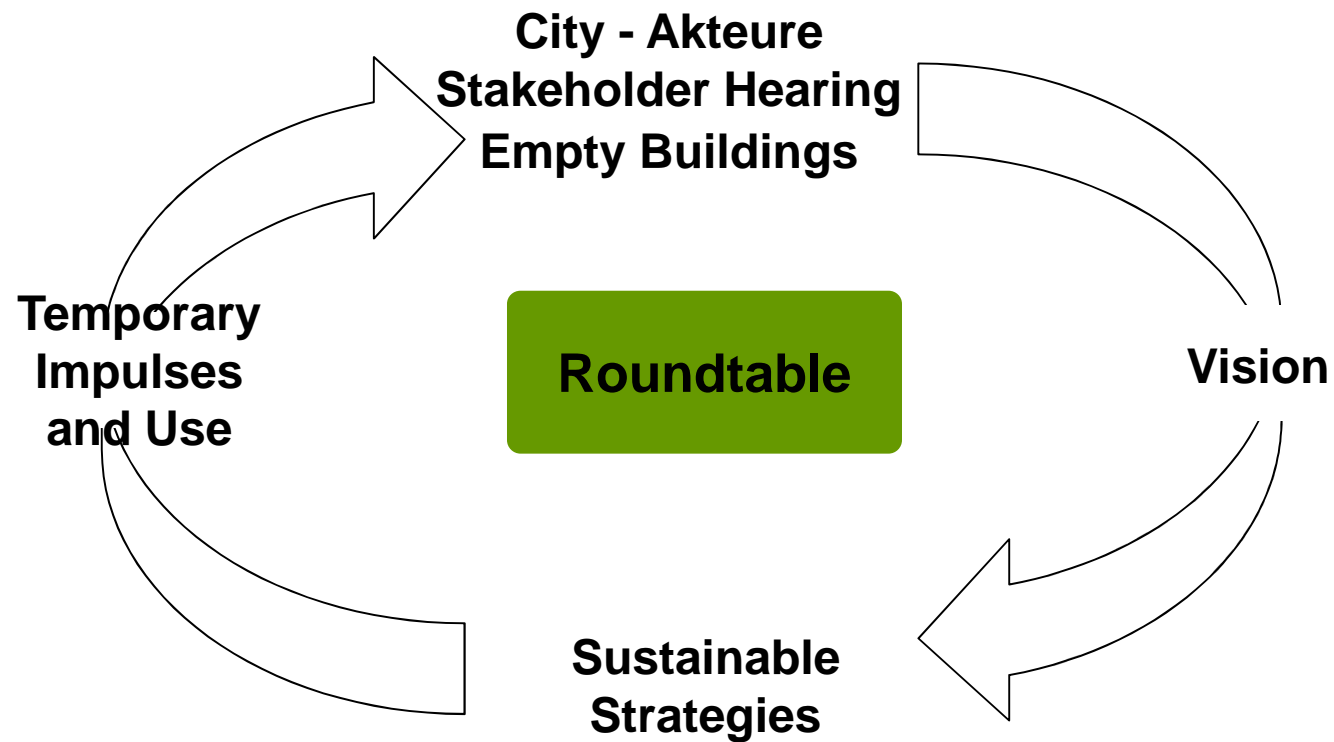
LOCALISATION

CREATIVE.QUARTERS

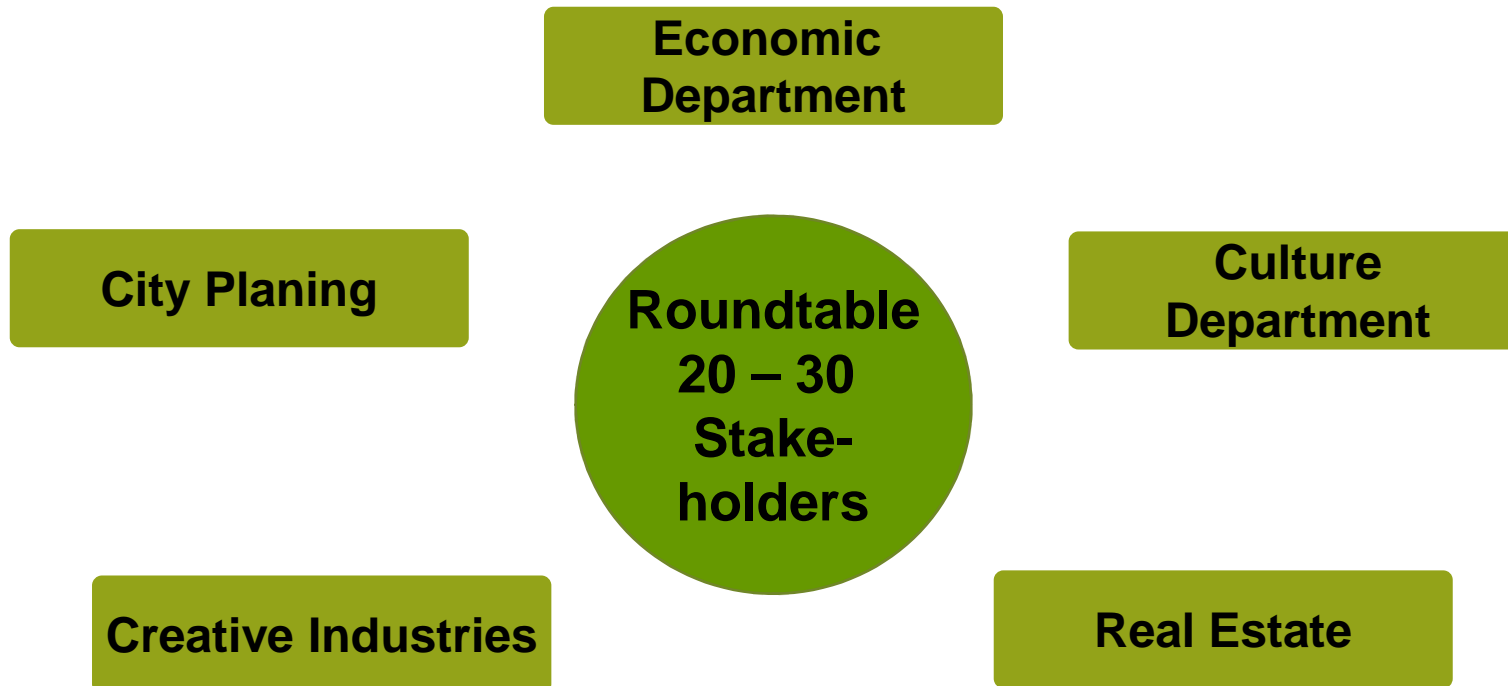
**Integrated urban development policy secures
the attractiveness of the metropolis**



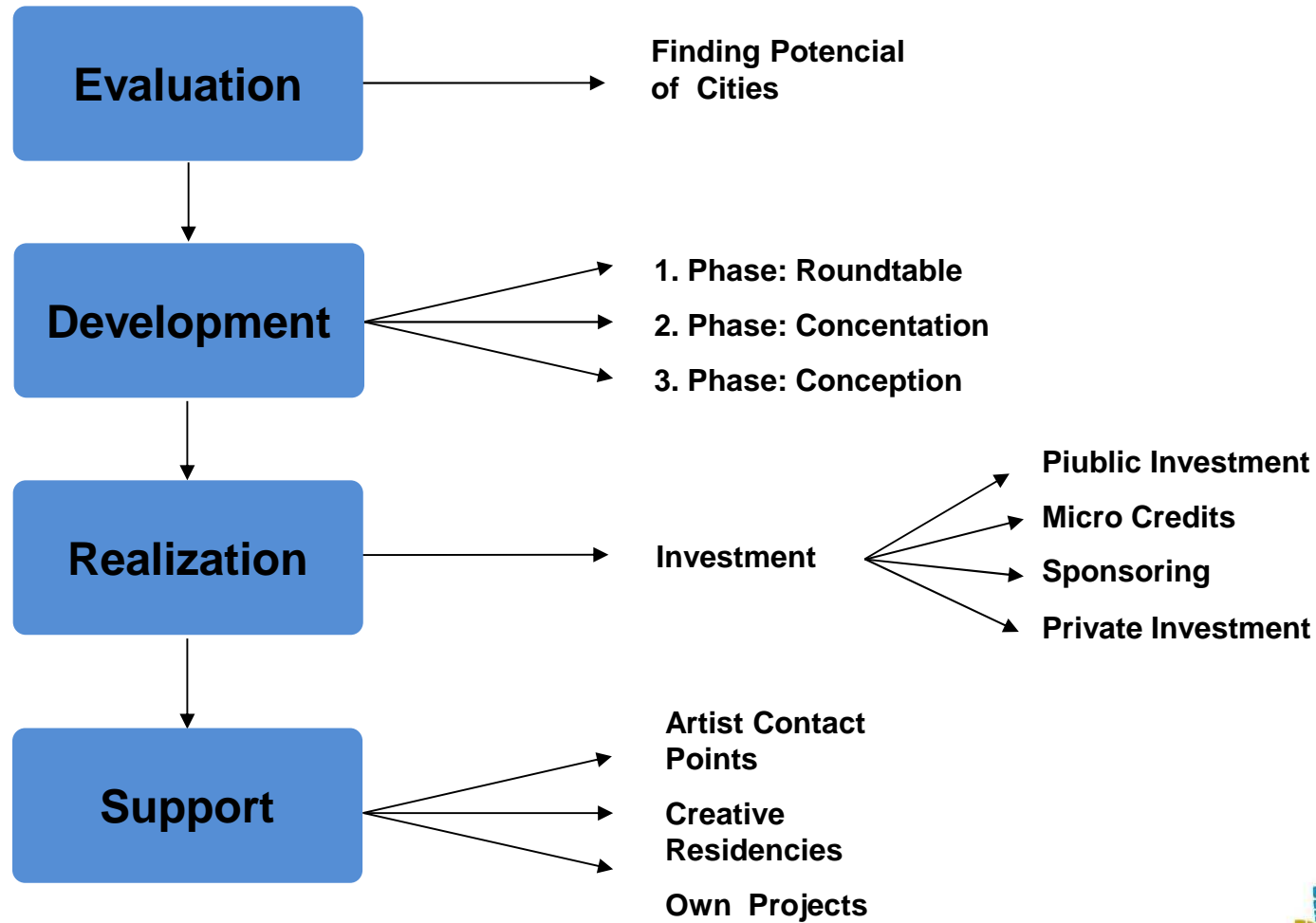
Integrated Development Process



Hybrid-Structure



Concept

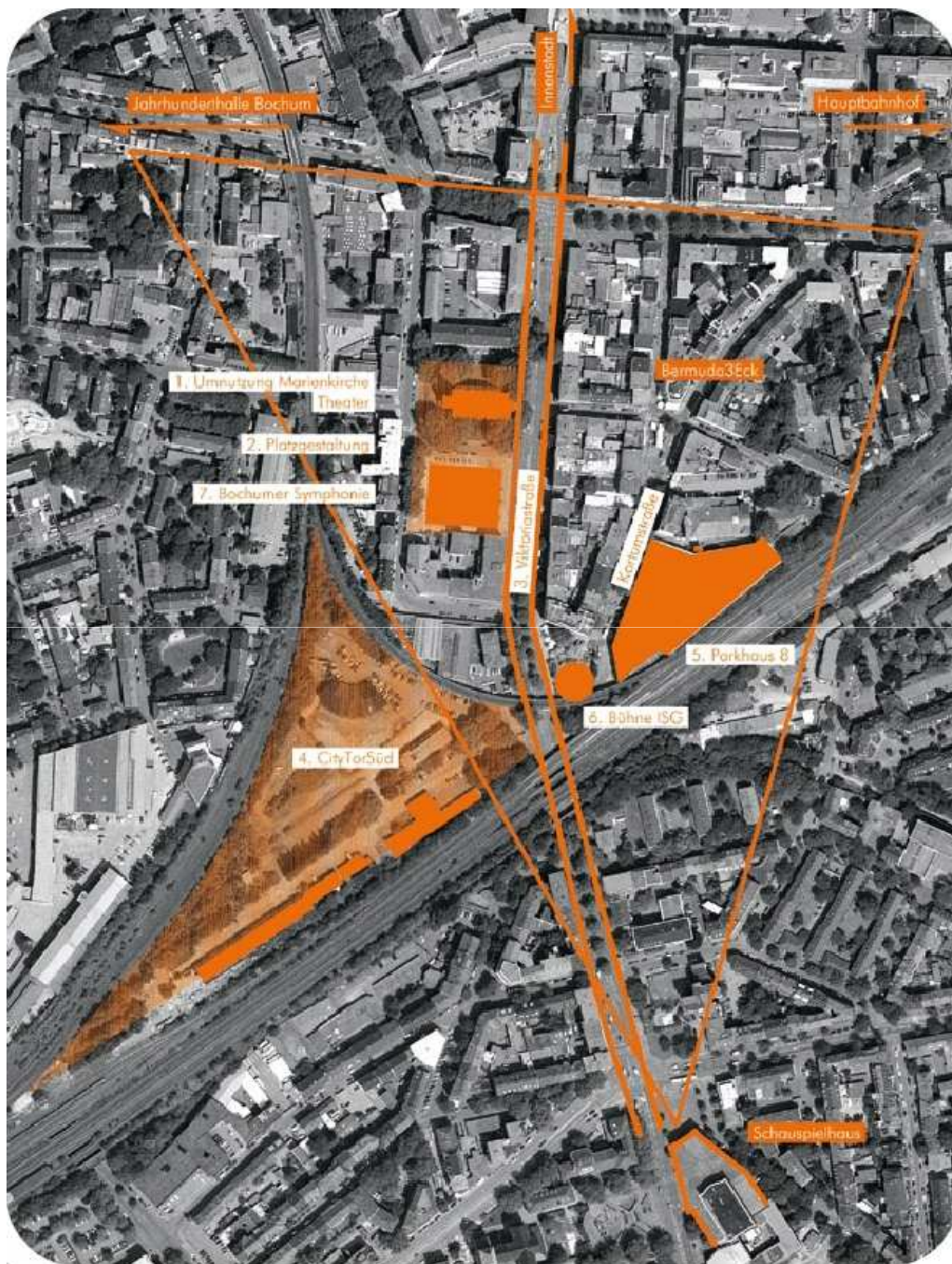


Dinslaken: Coal mine Lohberg



Dortmund U-Tower





Viktoria Quartier

COMMUNICATION

2010**LAB.TV**

**The first WebTV for the
Creative Economy and
Creative Cities of Europe**

**1.320 Blogs
500 Videos
125 Podcasts
6 City Channels
in Europe**



2010LAB.tv - Cultural Diversity

SUBCHANNELS KUNST

!SING - DAY OF SONG



» zum Subchannel
**DMAN'S TAGEBUCH - EIN
BLOGGER IM EINSATZ**

**100 LICHTER, 100
GESICHTER**



» zum Subchannel
EMSCHERKUNST.2010

**AUFGENOMMEN UND
ABGEMISCHT**



» zum Subchannel
**FEEL THE NOIZE -
URBANE
KLANGLANDSCHAFTEN**

**DIE KULTURTECHNIKER -
MINUTENGESCHICHTEN**



» zum Subchannel
**IST ES KUNST ODER
KANN DAS WECH?**



» zum Subchannel
JAZZATLAS RUHR



» zum Subchannel
KREATIVE KÖPFE



» zum Subchannel
OLIVER USCHMANN



» zum Subchannel
**SPRACHMALOCHER -
RAP IM RUHRGEBIET**



» zum Subchannel
THEATER WAGEN



» zum Subchannel
**WHY ARE YOU
CREATIVE?**



» zum Subchannel



» zum Subchannel



2010LAB.tv – The Top of the Market



Interviews on video:

Bobby McFerrin, Richard Florida, José Barroso, Nina Hagen, Danny Boyle, Bernard Stiegler, Charles Landry, Peter Sloterdijk...



Bestselling author:

Oliver Uschmann on his own channel



Film series:

Palme d'Or Winner Hermann Vaske: "Why are you creative?" Steven Spielberg, David Bowie, Franz Beckenbauer, ...



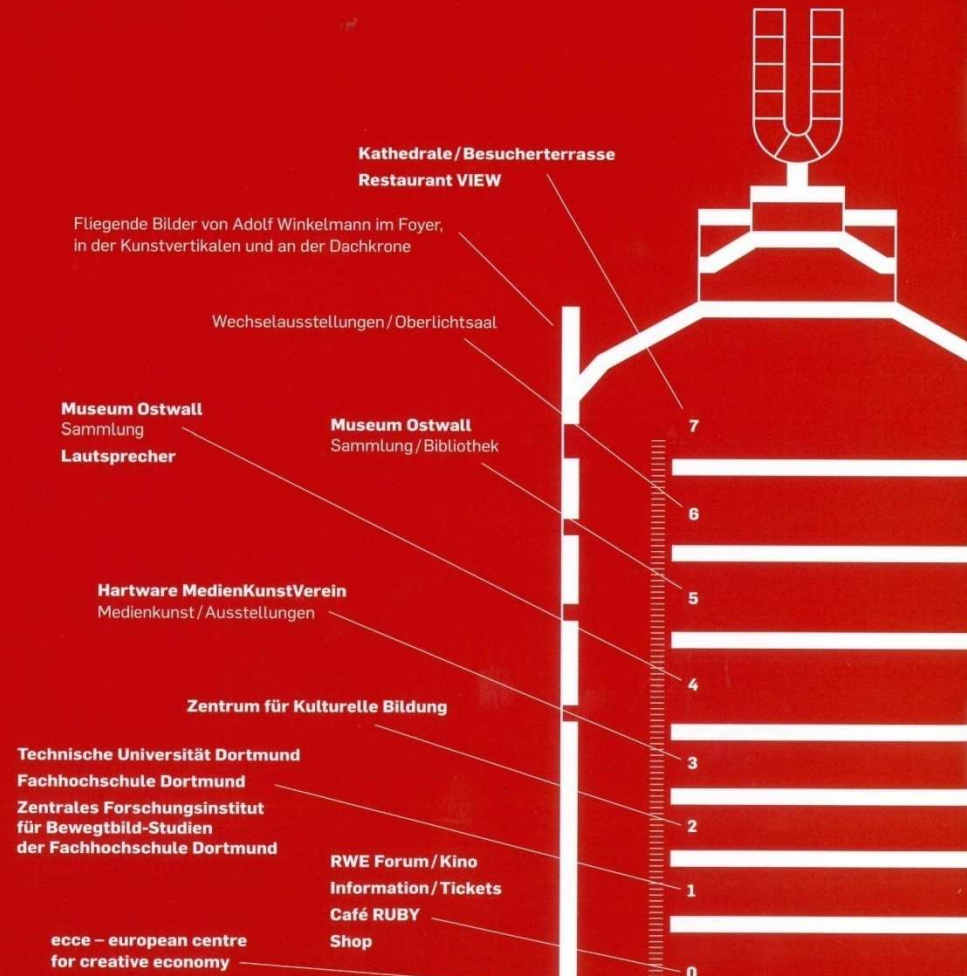
„recorded and remixed“:

Music in the Ruhr Area with The Killians, Helge Schneider, ...

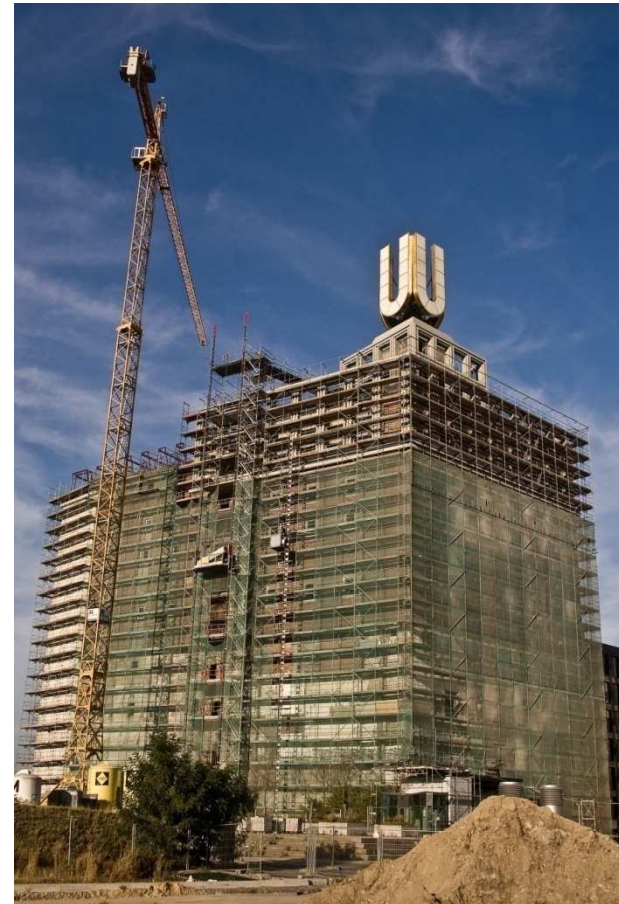
**european centre for creative economy
ecce – institute Dortmund**



DAS DORTMUNDER U IM ÜBERBLICK



european centre for creative economy



Concept

european centre for creative economy

- ✗ Institute of RUHR.2010 GmbH
- ✗ based in the Dortmunder U - Centre for Art and Creativity
- ✗ strengthens and develops the CI on a local, national and international level
- ✗ promotes cross-disciplinary interaction – CIPA Award
- ✗ develops sustainable supporting structures: ECB Network
- ✗ helps the sectors of culture, business, art, technology, urban development and education develop strategically



Dortmunder U

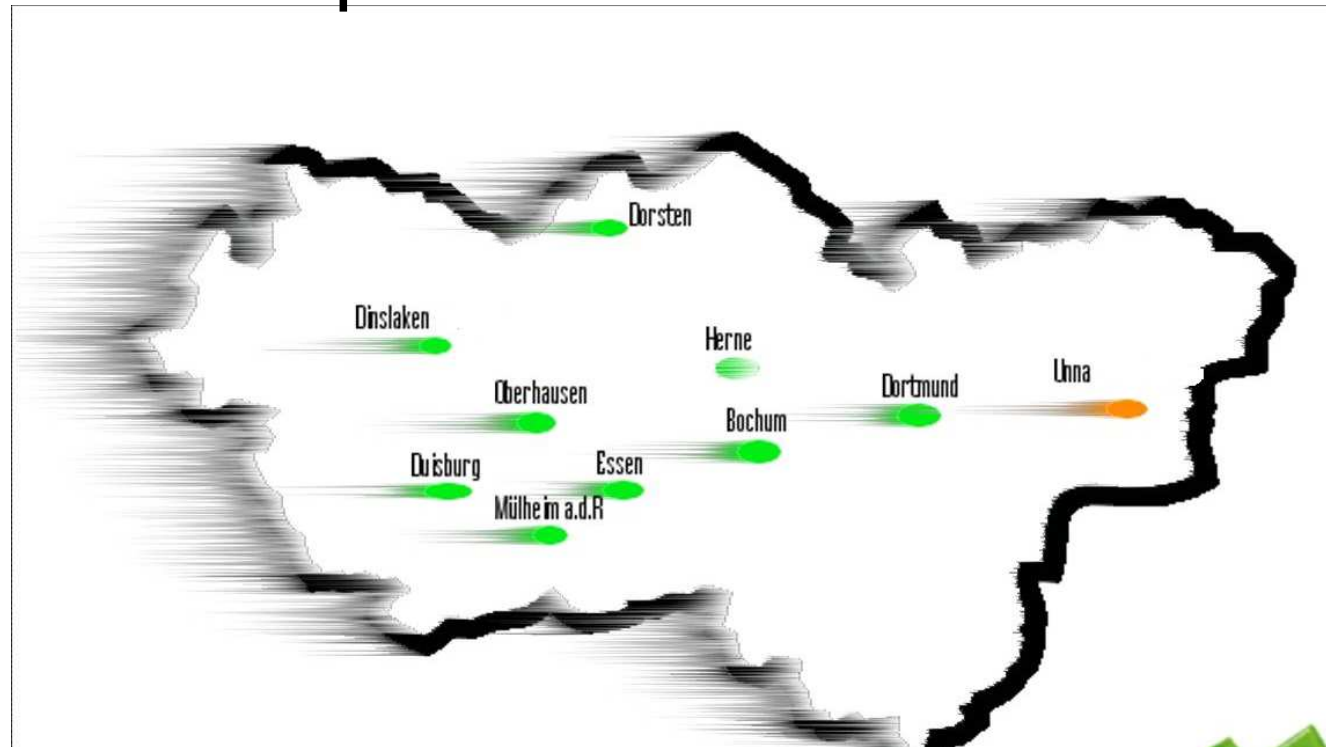
18. December 2010



Two Key Findings

1

From Competitive Quantities to Cooperative Uniqueness

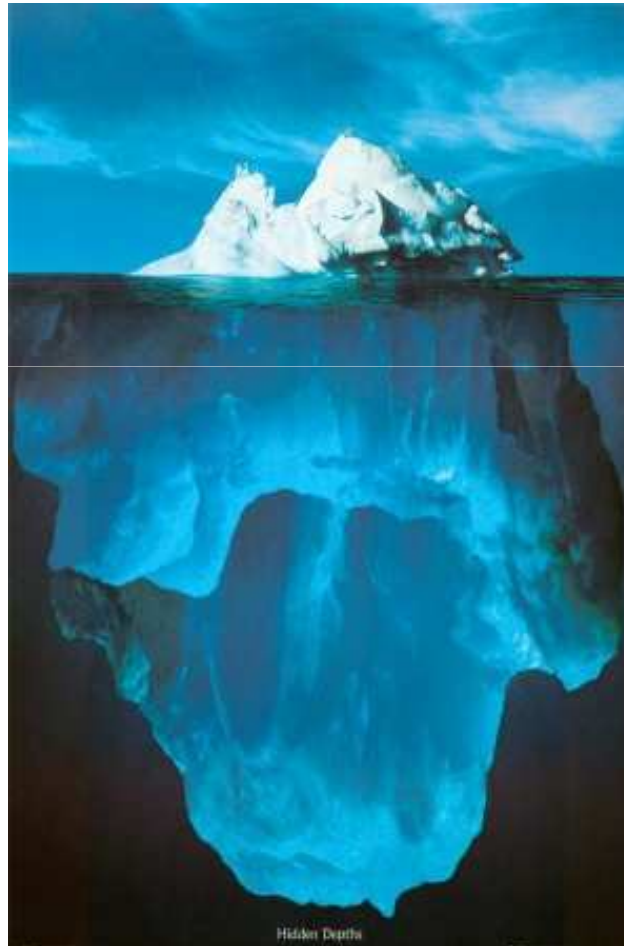


2

Managing

New Skills
and

Time
Differences



Contact

Bernd Fesel

ecce | european centre for creative economy
| Emil-Moog-Platz 7 | 44137 Dortmund

Tel: +49 231 22227570

Fax: +49 231 22227501

fesel@e--c--c-e.com

<http://www.e-c-c-e.com/>

<http://www.2010LAB.tv>

