

GREEN PAPER - Unlocking the potential of cultural and creative industries

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Name of organisation	Sport Institute of Finland
Area of activity	Other
Other area of activity	Sport and leisure
Country of origin	European Union
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Putting in place the right enablers

<p>New spaces for experimentation, innovation and entrepreneurship in the cultural and creative sector - How to create more spaces and better support for experimentation, innovation and entrepreneurship in the Cultural and Creative Industries (CCIs)?</p> <p>- More particularly, how to increase access to ICT services in/for cultural and creative activities and improve the use of their cultural content?</p> <p>- How could ICTs become a driver of new business models for some Cultural and Creative Industries?</p>	<p>First of all a definition of Cultural and Creative Industries CCI should be defined with the same criterions in both EU and national levels. In Finland CCI includes also sport and leisure branches.</p> <p>Sport Institute of Finland represents sport and leisure in fields like education, training, coaching, research and business. There are about 800 students on campus area of the Institute. The Institute carries out also many kind of sport journalist education and it is a part of CCI defined by EU. The Sport Institute of Finland is the official training centre of the Finnish Olympic Committee.</p> <p>Sport Institute of Finland is running an EU funded project named Sportpolis - Science and Business Park. The task of the Sportpolis is to create more entrepreneurship and manage R&D projects in the field of sport. Sportpolis is like a business advisor and helps the students who are interested to be entrepreneurs.</p> <p>A main tool to entrepreneurship is model of the Junior Achievement - Young Enterprise and Enterprise without Borders, which is launched in 15 countries. On next autumn this will launch the first time in sport business in Finland. More information: http://www.nuoriyrittajyys.fi/index.php?</p> <p>-Sportpolis will manage and help the research projects for example matching partners (companies, students, another research institutes, sport associations, public financiers, etc.). The Sport Institute of Finland offers facilities to test equipments, services, etc. A main target of R&D is to create new business ideas in sport sector. All the next comments are only based on the view of sport and leisure. This view does not include art.</p>
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<p>Better matching the skills needs of Cultural and Creative Industries</p> <p>- How to foster art and design schools/business partnerships as a way to promote incubation, start-ups and entrepreneurship, as well as e-skills development?</p>	<p>It is necessary to develop co-operation models so that the companies can offer the practice for all students. The companies should have a possibility to recruit students also for short periods, without difficult bureaucracy.</p>
<p>Better matching the skills needs of Cultural and Creative Industries</p> <p>- How could peer-coaching in the Cultural and Creative Industries be encouraged at the level of the European Union?</p>	<p>Role of the companies is to be also a coach for the students. It is important to develop models which allow the students practicing and working another EU country.</p>
<p>Access to funding - How to stimulate private investment and improve Cultural and Creative Industries access to finance?</p> <p>- Is there added value for financial instruments at the EU level to support and complement efforts made at national and regional levels?</p> <p>- If yes, how?</p>	<p>The companies in sport and leisure business are mainly small, average 2.8 employees (Finnish statistics). There are need for special financing and business advising for small start-up companies. Because companies are small that is reason why they should networking with each others. This is because they could accomplish each other's business. There is a system in Finland that start-up entrepreneur can get small subsidy for the first 10 months. It guarantees livelihood for the first months when the business is not booming yet.</p>
<p>Access to funding - How to improve the investment readiness of CCI companies?</p> <p>- Which specific measures could be taken and at which level (regional, national, European)?</p>	<p>It should develop the business incubator system. In the incubator an entrepreneur gets support from public business advisors and peer support from other entrepreneurs. A start-up company gets low cost office facilities for maximum two years.</p>
<p>Local and regional development as a launchpad for global success</p>	
<p>Local and regional dimension - How to strengthen the integration of Cultural and Creative Industries into strategic regional/local development?</p> <p>- Which tools and which partnerships are needed for an integrated approach?</p>	<p>When the regional authorities make new strategies they should listen also the companies. It is necessary to commit the companies to these projects.</p> <p>National and regional public developing companies are in the crucial role when supporting new businesses and networks. Their task is to be as a generator of new business models. The municipalities are in important role as the client of well being services. Nowadays municipalities outsource services to the private sector.</p>

<p>Cultural exchanges and international trade</p> <p>- Which tools should be foreseen or reinforced at EU level to promote cooperation, exchanges and trade between the EU Cultural and Creative Industries and third countries?</p>	<p>EU should launch programs which enables co-operation and professional exchange between institutes like the Sport Institute of Finland. Small organizations are not willing to manage the huge projects, especially if they don't know candidates of the project partner previously.</p>
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Towards a creative economy: the spillovers of Cultural and Creative Industries

<p>- How to accelerate the spill-over effects of Cultural and Creative Industries on other industries and society at large?</p> <p>- How can effective mechanisms for such knowledge diffusion be developed and implemented?</p>	<p>The client groups of the Sport Institute of Finland are:</p> <ul style="list-style-type: none"> • Top athletics e.g. in Olympic level - training, testing, camps • About 800 students of the Sport Institute of Finland • The personnel of the companies - e.g. well being days/weeks • Individual active people - e.g. three golf courses • Camps for children and adolescents • The players and audience in tournaments - e.g. golf, tennis, skiing, football, ice-hockey. <p>All the facilities of Institute are for these groups. Top athletes are the best role model for every target groups especially for children and adolescents. Now these facilities are used efficiently among every client groups that is mentioned above.</p>
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<p>- How can "creative partnerships" be promoted between Cultural and Creative Industries and education institutions / businesses / administrations?</p>	<p>The Sport Institute of Finland has lot of experience about co-operation with companies, sport associations, another research institutes and authorities. Institute has arranged seminars and matching meetings for the students and companies.</p>
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<p>- How to support the better use of existing intermediaries and the development of a variety of intermediaries acting as an interface between artistic and creative communities and Cultural and Creative Industries on the one hand, and education institutions / businesses and administrations, on the other hand?</p>	<p>It is important to support public business advising organizations and institutes. Their role is to develop new models, generate new business and apply for funding to private and public sector co-projects. Public development companies working as an umbrella organizations are very important. The private and especially small company don't have time, resources and experience to apply financing for development work and projects.</p>
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