



Green Paper Recommendations

By

Dutch Creative Residency Network

For:

European Commission
DG Education and Culture
Green Paper on cultural and creative industries
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INTRODUCTION

This document provides the EU with the Dutch Creative Residency Network's recommendations on the Green Paper "Unlocking the potential of cultural and creative industries". We addressed the following topics:

- 3 - Putting in place the right enablers
 - 3.1 New spaces for experiment, innovation and entrepreneurship
- 4 - Local and regional development as a launch pad for global success
 - 4.1 Local and regional dimension
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 - 4.3 Cultural exchanges and international trade
- 5 - Towards a creative economy: the spillovers of CCIs

The Dutch Creative Residency Network (DCR Network) is a cooperation between the oldest and largest Creative Residencies in the Netherlands. Our goal is to improve conditions for creative entrepreneurship.

The DCR Network provides a clear point of entry for creative industry and Creative Residencies in the Netherlands. Presently, we are looking for partners and support. Both on a European and national level, we aim to connect to more cities and residencies.

The following residencies founded the DCR Network:

- Bink 36, Den Haag
- Creative Factory, Rotterdam
- De Puddingfabriek, Groningen
- Strijp-S, Eindhoven
- Westergasfabriek, Amsterdam

The DCR Network circulates its chair among its members. Mr Leo van Loon presently performs this function.

We are happy to answer any questions and comments that you might have. You can contact the DCR Network through:

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OUR RECOMMENDATIONS

3 - Putting in place the right enablers

3.1 New spaces for experiment, innovation and entrepreneurship

- How to create more spaces and better support for experimentation, innovation and entrepreneurship in the CCIs?

(Temporary) workspace and housing

Professionalization of cluster development stretches beyond providing and clustering workspace. The next step in providing value to creative entrepreneurs is to make it easy for them to find (temporary) workspace and housing in other regions and countries. Physical presence in the heart of a marketplace is vital to develop and sustain new relationships with potential clients, partners and suppliers. The EU could assist in improving this value by creating an overview of physical exchange opportunities. Another possibility is to bring physical exchange within financial feasibility for the entrepreneurs.

Skills development

From an educational perspective, entrepreneurs could be taught marketing and sales skills through peer-to-peer coaching. Experience and success stories could be shared to motivate. Mentoring and placement could be used to guide and speed up personal development. On an EU level, finding and praising examples of successful entrepreneurs could stimulate this process. Placement could also be facilitated. Residencies, universities and business schools could be stimulated to work together and provide accessible programmes.

Financial services

Access to finance could be improved. Undercapitalization is a major theme for most creative businesses since they are small and have limited means to access capital. Traditional investors and banks could be actively involved in the creative industry and given incentives to increase and support creative entrepreneurs. Successful entrepreneurs could be stimulated to operate as business angels and finance a whole new generation of entrepreneurs. Funding could also be smarter: from funding R&D to funding marketing and sales.

Partnerships between CCI & Education

Innovation and experiment are fostered by bringing young talent with new and innovative ideas into creative companies. Students could do market research into new product and market opportunities and make business out of the latest (digital) trends amongst their fellows. This will also lower the barrier for students to start up their own creative company. Since most creative companies are not the most organized businesses, easy access to interns and research assignments for CCIs are crucial.

Procurement

Furthermore, beneficial cooperative procurement of services could be stimulated by aiding the setup of creative collectives.

4 - Local and regional development as a launch pad for global success

4.1 Local and regional dimension

- How to strengthen the integration of CCIs into strategic regional/local development? Which tools and which partnerships are needed for an integrated approach?

Clustering and platforms

CCIs are usually small and greatly diversified. This makes them difficult to find and grasp for governmental and regional development bodies. The creation of platforms for creative sectors can do wonders for mutual understanding as well as using creative residencies as an entrance to a wide variety of creative entrepreneurs. The average residency houses around 50 to 100 companies, some even over 250.

Neighbourhood related workspace

Most creative companies are quite autonomous or free market oriented and have a natural distance to governments. They dislike being 'used' in city development and other policy priorities. What they are always interested in, are customers and space. Providing space can regenerate neighbourhoods at great speeds. Examples of this are seen all around Europe.

Cross sector networking

Customers are usually found in other economic sectors to which the distance is usually big. This is a problem not just for the CCIs, but also for potential customers, because more than providing food or means, the CCIs can transform a product and create innovations, that spur the growth in other sectors. New ways to network between the CCIs and other economic sectors have to be found. The governmental and development bodies play a crucial role in bringing together these different parties and in communicating the success stories.

4.2 Mobility and the circulation of cultural and creative works

- What new instruments should be mobilised to promote cultural diversity through the mobility of cultural and creative works, artists and cultural practitioners within the European Union and beyond? To which extent could virtual mobility and online access contribute to these objectives?

Events and programmes

Network events, such as fashion weeks and film festivals, can be great accelerators of mobility. They attract many people and create a buzz in town. The perfect moment for a city to promote itself to cultural and creative entrepreneurs. More could be done by cities to organize multiple day programmes for entrepreneurs to get to know possible clients, possible business partners and local chambers of commerce and other governmental parties. This way they are tempted to test the water for expansion. Within the DCR Network, a lot of these events are organized. The Dutch Design Week¹ and the STRP Festival² are two of the most important events.

Digital networking tools

A European wide network is needed to assist entrepreneurs, creative quarters and cities in attracting the right new entrepreneurs and guests with their specific strength. The network should have a wiki style database in which all existing knowledge about international business, best practices, finance, subsidies and an international agenda of network events go hand in hand. The development of new tools or applications around existing tools such as LinkedIn and Facebook as a matchmaker for creative entrepreneurs could do wonders for the mobility of work, innovations and their creators.

4.3 Cultural exchanges and international trade

- Which tools should be foreseen or reinforced at EU level to promote cooperation, exchanges and trade between the EU CCIs and third countries?

Points of entry

Networking within creative industries can be upgraded and professionalised. Exchange of people, ideas, business and culture is acknowledged as a core driver of creative industry. Industry growth requires faster innovation and improved procurement and therefore, enlargement of market scope is a necessity.

¹ <http://www.dutchdesignweek.nl/index.php?lang=en&id=0>

² <http://www.strp.nl/strp/index>

Basically, growth requires new, bigger and more professional clients, more attractive assignments, more chain integration, partnerships and cheaper supportive services and finance. To aid growth, the formation of clear points of (digital) entry for specific regional and national creative industries is a foremost opportunity. They could help in finding and connecting these points of entry in cities, residencies, regions and countries.

The DCR Network functions as this clear point of entry in the Netherlands, connecting creative residencies and their businesses. A European network could connect those initiatives and provide a single platform for Europe's CCIs.

For EU policymakers, such functionality is beneficial in multiple ways. Public professionals gain first hand information on market behaviour, players, needs and constraints. They also have quick access to successful examples and specific knowhow on creative industry development strategies.

Clear points of market entry also work for the private sector. The continuous renewal of clients, partners and suppliers is fundamental to sustainable creative business. Think of providing a low cost solution that empowers creative companies to enter new markets, networks, branches and sectors.

Market overview

Next to an active market approach by entrepreneurs, enlargement and diversification of their operating range can also occur more passively. The EU can stimulate industry visibility by providing potential clients and suppliers a clear overview of the players in the market. Also information on market performance, parties involved and other essential economical indicators could be organised and made more accessible for review. Preferably available 24/7 for everyone, through the internet. Both local as continental, the EU can help in professionalising this industry and make sure that creative entrepreneurs can find and be found more easily.

Industry calendar and events

Through the formation of representative networks within the industry, coherent and widely known event calendars can be stimulated. In addition, continental collaboration enables big gatherings to attract global business partners. Think of a European annual trade event complete with industry awards, global symposia, matchmaking and national innovation agenda's. There is a lot of value in sharing efforts to realise these industry features. And collaboration also helps to prevent overlapping efforts.

Collective representation and trade missions

With help from the EU, the industry can produce greater awareness of its creative power. Both on a continental and global level, collective marketing, trade missions and high profile events provide good means to do so. In the end, creative business revolves largely around managed network and brokerage activities

5 - Towards a creative economy: the spillovers of CCIs

- How to accelerate the spill-over effects of CCIs on other industries and society at large? How can effective mechanisms for such knowledge diffusion be developed and implemented?

Research, innovation and placement

One way to practically increase spill-over is to improve the CCIs' connections to education. The connection from creative businesses to local schools and universities can be valuable in multiple ways. Creative industries provide loads of innovation and case study opportunities. Schools and universities provide capacity and facilities to undertake and support research. Students gain practical (international) experience through placements and entrepreneurs gain new potent ideas and valuable relationships to talent. And on the long term, 'educating' the market implies a more sophisticated demand for creative solutions.

Urban development and branding

Cities in general could make far more use of the available creative power. For instance in territorial development, community engagement in urban scale planning processes involves a large amount of culturally sensitive communication and design. In another way, this cultural sensitivity could be even more beneficial to cities, since competitiveness in the end must root back to competences and existing cultural and social conditions.

All member residencies in the DCR Network play an important role in urban development, as they are all located in old (factory) buildings. Member residencies converted a grain silo, multiple factories and a telecom building to successful business venues. All residencies aim to regenerate their neighbourhoods and support its talent and entrepreneurship.

- How can "creative partnerships" be promoted between CCIs and education institutions / businesses / administrations?

Bundling services and partnering efforts

The costs of partnerships are high because the CCI sector consists of many small scale companies. Creative residencies bundle many companies and supply general services to all companies inside their building. To start up a partnership with a creative residency as an educational institution, administration or business provides more long term impact and stability. The companies will change but the residency remains.

The DCR Network supports creative partnerships by actively linking important Dutch educational entities to its member residencies. Member residencies already have partnerships with universities, higher professional education and lower professional education to ensure the flow of interns and new creative professionals on all educational levels. Partnerships with banks, real estate agencies and consultancy firms lead to benefits for both the residencies as their entrepreneurs.

- 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 CCIIs on the one hand, and education institutions / businesses and administrations, on the other hand?

Best and worst practices

There is abundant knowledge and experience available on development of creative industries. Make it easy and cheaper for policymakers, developers and residencies to share best and worst practises on service strategies, local integration, real estate management and funding. An industry wide effort could be made to promote best practices, stimulate experiments, innovation and partnerships between creative residencies, educational institutions, (big) businesses and governments. This will open new doors for all participants.

The EU could facilitate one contact point to creative entrepreneurs across Europe. With one email thousands of creative entrepreneurs on the continent can be invited to a network event or share their opinion. Bringing together creative entrepreneurs from different countries will also attract more interest from potential clients.