

CULTURAL AND CREATIVE INDUSTRIES IN SLOVENIA



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for the Regional Creative Economy Centre (RCKE)

September 2020



#COCO4CCI

The Regional Centre of Creative Economy (RCKE) places cultural and creative industries (CCI) in a broad context within the creative economy. Creative economy creates economic value by introducing creativity into various segments of society and links art, culture, entrepreneurship and technology with the aim to foster intellectual and economic development.

Centre for Creativity (CzK) defines the following areas as central areas of CCI: architecture, advertising, design and visual arts, cultural heritage, archiving, library activity, book, cultural and artistic education, music arts, performing and intermedia arts, media, programming equipment and video games, film and audio visual activity, cultural tourism and other artistic creations.

According the programme Creative Europe the following areas are listed as CCI: development, creation, production, dissemination and preservation of goods and services, which contain cultural, artistic or other creative expressions, and relative activities such as education or management.

Revenue of CCI in Slovenia

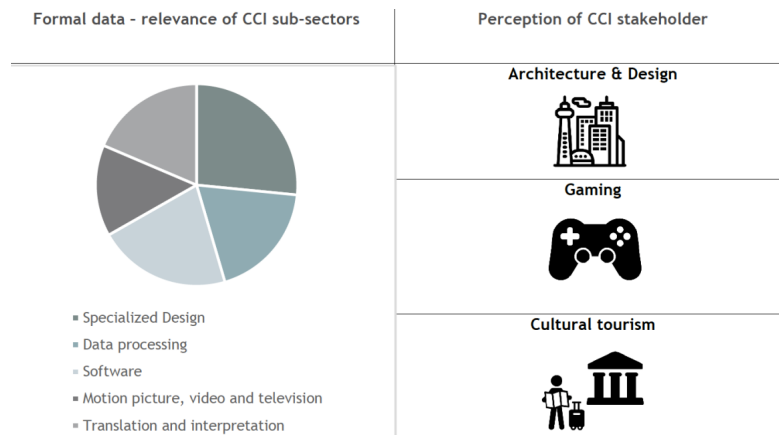
A research made by the Institute for Economic Research in cooperation with CzK showed that CCI's revenue in 2017 was in total almost 3 billion euro, which is 2,7% of the revenue generated by the entire Slovenian economy. Looking from this point CCI was more successful than the chemical industry. At the same time, this share is comparable to the revenues generated by the industry of electrical device manufacturing in 2017.

A research also revealed that companies, working within the CCI sectors, contributed 3,5% to the total gross value added (GDV) in Slovenia. GDV per employee in CCI amounted to EUR 45.527 and was higher than the economy average (EUR 43.210).



Strategic areas in Slovenia

The *Transnational mapping report - positioning of the regions in Central Europe (COCO4CCI)* also brought to light elements about the specificity of CCI strategical areas. Italy, Slovenia, Germany and Austria agree in propose respectively (industrial) design and architecture as relevant area within the specific context. Design is a big value in Slovenia and in Italy. Software and Video Games industries have the most important value in Austria, Germania and Slovakia and it is the second most important in Italy and Slovenia. The analysis also identified main skills, processes, cha and main national CCI programmes:



Skills. CCI own unique and proper skills which are more and more required by companies, especially through a transversal approach - soft skills, creative skills, social skills. Main outcomes are:

- In CCI technical competences are combined with creative competences.
- CCI own attitudinal-relational skills and skills related to the processes of co-production and cross-fertilization, which represent transversal thinking and multidisciplinary.
- CCI represent the ability to create something new from what already exists in an artistic and meaningful dimension.
- Multiple driven outputs: the combination of technical and functional issues about products and processes and the cultural, social, moral, human inspiration.

Cultural or creative processes identified in AVM in Slovenia. The effort to understand how cooperation between CCI and AVM could work is facilitated from suggestion made by the interviewees and also other recent studies. Virtuous practices of innovation are revealing some pioneering process of collaboration, already firmly hired by big and multinational companies.



Cultural or creative processes identified in AVM in Slovenia according to the COCO4CCI study are:

- Design Thinking
- User Centered design
- Social and Digital Innovation

Main Slovenian CCI programmes

- Centre for Creativity (2017-2022) - interdisciplinary platform that connects and develop Slovenia's cultural and creative activities, forging stronger ties between the CCI and the business, science, education.
- Competence Centre for Design Management potentials and benefits of design management to Slovene companies initiated in 2012.
- MCRUK - National networks of research centres for creative arts - 2019/22. Co-creation, participation and networking by several existing research centres in the fields of science, art, technology and economy.

How to start working with CCI?

It is necessary to start aligning interest between cultural and creative industries and advanced manufacturing industries. Most of stakeholders of the project partner's countries indicated clearly as the biggest challenge for CCI to be understood as generator of great economic value. But everything in today market is pointing to a change of that paradigm. Additional key findings are:

CCI is a value, not a cost. The vertical trend asks manufacturing companies to rethink their traditional focus on products and services, and to innovate them by giving them new creative values, uses, functions, symbols. Achieving this objective does not mean developing aesthetic, secondary stratagems, but reviewing the substance of the value chain to increase competitiveness, market presence, turnover. Culture and creativity become means to create symbolic and monetary value.

The innovation goal as common interest. If CCI use creativity and culture as input, process or output of its economic activity, and AVM use functional, technological and technical aspects to produce goods in a core business model oriented to profit, innovation requires all these elements. They are complementary, mutual and interrelated aspects for the same goal: the success of business.



The complementarity of skills is an advantage. Creating new transversal skills or new interdisciplinary teamwork lead to the opportunity to think and build in a practical framework the new mindsets required by the cooperation collider conceptualization. New mindsets are intended as new ways people think, interpret, react, cope, expect, process, interact and communicate.

To align language, creating new mindsets. New mindsets require the effort to sharing knowledges and to find all the potential of tacit knowledges which every professional could offer. It also needs to experiment creative workflows or interactions, by accepting the error and the risk as normal element to reach innovative outputs.

Create opportunities to meet and understand each other. CCI and AVM need to meet and know each other by comparing themselves and work together to an aligned interest, very concrete and practical.

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