

CULTURAL AND CREATIVE INDUSTRIES



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#COCO4CCI

CCI: A framework

Creative and Cultural Industries is a fluid sector that must fit very well with the needs of the moment, of the territories, of the entities with which it relates.

There is no univocal, clear, and concise definition of CCI. Instead, CCI is an open concept and a transformational meaning that strongly addressed all scenarios of global change - markets, technologies, ecosystem, internationalization, and global vs. local.^{[1][2]}

The term “creative industries” was used for the first time in 1998 in the report *The Creative Industries Mapping Document* of the British Governmental Department of culture, media, and sport (DCMS) to extend the definition of the cultural sector and follow the structural changes due to the new technologies development.

The DCMS report showed that the creative industries sector was an important growing component in the British economy as it employed millions of people. And further more according to the document, creative industries represented the future of the British economy. The same document defined creative industries as “those activities that have their origin from individual creativity, skills, and talent, and have potential to create wealth and employment through the development and exploitation of “intellectual property”.

CCI: Value generator

In more recent time, the cultural and creative industries have become objects of great attention from different areas like economy, politics, and public management. The study *Io sono cultura*, analysed the cultural and creative productive system as the set of productive activities. The study showed that CCI contribute to generating economic value and employment. By applying activities that use cultural and creative content and skills companies can increase the value of their products.

Similarly, the recent study* which included analysis from Slovenia, Italy, Slovakia, Poland, Austria and Germany and was summarized and coded by the research team from Università Ca' Foscari Venezia, revealed the dynamic and transformative trends that cultural and creative industries are facing. It included the following categories:

- **Input and skills determining CCI**
In the current socio-economic context, culture, knowledge, and cognitive skills have become the main value generators not only to improve the productivity of an increasingly complex and competitive economic system but above all as sources of creative energies for finding sustainable growth solutions.
- **The economic value of CCI**
CCI are able to develop cultural innovative processes and then productive/organizational processes with added value.



- **Digital innovation**
It is getting clear that digitalization is not a matter of technicalities, but instead a matter of new meanings, stories and ways to think, do and communicate things. All closely connected to CCI.
- **Social innovation**
CCIs are both socially aware and profit conscious. Sustainable thinking and circularity are cross-cutting themes in CCI.

* The document Transnational mapping report - positioning of the regions in Central Europe was prepared in the COCO4CCI project, Interreg Central Europe. Slovenian partners of the project are the Regional Creative Economy Centre (RCKE) that operates under auspices of Regional Development Agency of the Ljubljana urban Region (RRA LUR) and Chamber of Commerce and Industry Slovenia (CCIS).

CCI: Innovation catalysts

The primary output of cultural and creative activities is the development and implementation of new ideas and the design of products and services. The actors in CCI also catalyse meaningful and social-driven innovation processes.

The most important innovation process has always concerned the ability to understand the human side of change: giving new meanings, symbols, stories and values, answering also to question as - what innovation means for humans? How humans can build positive and good changes for societies? What is the potential of human creativity to build new imaginaries for the future of humankind? In 21st century the conceptualizations of innovation are identified by two big contemporary issues, more and more interrelated:

SOCIAL INOVATION



DIGITAL INOVATION



It is important to understand that innovation is an economic and social phenomenon. It involves the community, calls for investments, infrastructures, and dedicated policies. It has a very strong design component that can be planned and it is the result of a specific business strategy.

Patterns of innovation are related to the ability of businesses in understanding and positioning themselves in the market, in implement digital tools, in changing the production process by green and circular economy logic or by focusing in social needs.

In this sense CCI, working by producing cultural and creative products or using cultural and creative processes, contain within them all the skills, competences, methodologies, and techniques to build innovation processes of meanings that automatically affect products, processes, market positioning, relationships with consumers, territories, and the environment.

CCI and AVM: Technology as the open door

Virtuous practices of innovation are revealing some pioneering process of collaboration between CCI and AVM. The first of them is design as re-thinking practice of business strategies to create value. The second one is the definition of servitization as defined in an article “Servitization: revisiting the state-of-the-art and research priorities”. Servitization is “a process of building revenue streams for manufacturers from services”. The last one is in business communication area, intended as rebranding or construction of narratives and value proposition to the market. These are recognized as three method or practices which represent perfectly a worthy area for cooperation collider concept.

All three methods can also be helpful with the biggest concern for every advanced manufacturing company or any company which is developing a digitalization path: the need to avoid the trivialization of technological tools. The big danger in introducing technologies not included in an overall strategy, is their transformation into useless gadgets unable to provide any added value or experience. The digital strategy of organizations is a matter of economic resources but also and maybe overall of new mindsets, skills and abilities to manage change in order to create new values. In this sense, cultural and creative professionals are more and more required because of their predisposition to understand changes, to build emotional experiences and to drive design processes into real value creation. All of the above is also a clear demonstration of the potentials and the strengths of CCI and the reason why it is a sector in a process of transformational meaning.



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