

Appendix A: Official documents mapping or exploring (the impact of) creative industries

United Kingdom:

Department for Culture, Media and Sport:

Creative Industries. Mapping Document 1998 + 2001 + Creative Britain. New talents for the new economy, 2008

Denmark:

The Ministry of Trade and Industry and The Ministry of Culture:

Denmark's Creative Potential. Culture and Business Policy Report 2000

Germany - North Rhine-Westphalia:

Ministry of Economic Affairs and Energy of the State of North Rhine-Westphalia:

4th Culture Industries Report 2002

Australia:

Australian Government Department of Communications, Information Technology and the Arts and the National Office for the Information Economy:

The Creative Industries Cluster Study 2002-2003

New Zealand

New Zealand Institute of Economic Research:

Creative industries in New Zealand. Economic contribution 2002

Spain/Catalonia:

Catalan Institute of Cultural Industries:

Handbook on the Cultural Industries of Catalonia 2002

Austria:

Mandl, I. *et al.* for Federal Chancellery, Federal Ministry of Economics and Labour of the Republic of Austria, Austrian Federal Economic Chamber:

First Austrian Report on Creative Industries (Erster Österreichischer Kreativwirtschaftsbericht) 2003 + Second Austrian Report on Creative Industries (Zweiter Österreichischer Kreativwirtschaftsbericht) 2006

Austria – City of Vienna:

Ratzenböck, V. *et al.* for City of Vienna (MA 27)/Chamber of Commerce Vienna/Filmfonds Wien:

Untersuchung des ökonomischen Potenzials der Creative Industries in Wien (Survey of the economic potential of Creative Industries in Vienna) 2004

Singapore:

Ministry of Trade & Industry:

Economic contributions of Singapore's Creative Industries 2003

The Netherlands:

Dutch Ministry of Economic Affairs and the Ministry of Education, Culture and Science:

Culture & Economy. Our Creative potential 2005 Creatieve Industrie in Vlaanderen 2006

Appendix B: A Creative Policy Map for the Nordic Region

Research (Data and Intelligence) Under-developed, under-connected, localised and/or sub-sectoral			
Entrepreneurialism and Creativity	Growing Creative Businesses	Building Creative Clusters	Building Creative Places
<p>Local</p> <p>Multiple policies & initiatives:</p> <ul style="list-style-type: none"> • Incubation & knowledge transfer initiatives in universities • Creativity in education – as a core part of the syllabus • Targeted business support, such as business advice and inter-firm networks to build confidence and business knowledge • Connecting creative businesses with other industries • Seed investment and support for R&D in creative businesses 	<p>Local</p> <p>Multiple policies & initiatives:</p> <ul style="list-style-type: none"> • Targeted Creative Industries funds – e.g. Danish Regional Film Funds • IPR support programmes – underdeveloped • Market development initiatives, such as place-marketing: e.g. Wonderful Copenhagen’s promotion of the city’s creative assets 	<p>Multiple – most major towns & cities:</p> <ul style="list-style-type: none"> • Education at the centre: e.g. Turku Science Park & Roskilde • Sub-sector-specific – e.g. Aarhus Film City or Oresund Entrepreneurship Academy • Focusing on convergence – e.g. Lillehammer Kunnskapspark • Small business –centred – e.g. Naeringsshage in Oslo • Transforming industrial landscapes – e.g. Cable Factory & Arabianranta, Helsinki 	<p>Multiple – most major towns and cities and many smaller places. Themes 1-3 are often central. In addition:</p> <p>Culture and creativity sit at the heart of many strategic plans and are being used as the main driver for talent and inward investment strategies – from Malmo to Kristiansand; Vejle to Tampere. Initiatives range from holistic ‘cultural and creativity planning’ to strategic approaches to public art, place-marketing, and maximising the increasing diversity of the local population.</p>
<p>National</p> <p>Few national initiatives outside education & cultural policy:</p> <ul style="list-style-type: none"> • National campaigns & specialist support – e.g. Swedish Design Office, the Finnish Design for All network, Finnish Strategy for Craft Entrepreneurship & Danish Design Centre • Linking innovation & creativity, e.g. FI in Denmark; Innovation Norway • Research – e.g. Finnish Strategy for Entrepreneurship in CIs 	<p>National</p> <p>Much on Innovation; less on Creativity:</p> <ul style="list-style-type: none"> • Targeted funds – e.g. Icelandic Software Fund and Norwegian software fund • Business support – e.g. Sile in Finland • Tax – e.g. VAT exemption for literature in Norway • Market development: multiple initiatives, e.g. Design for All Network, Finland & the Finnish Programme for Cultural Export Promotion 2007 – 2011; Creative Nation (Denmark) • Continuous learning: e.g. LearningLab Denmark • Multiple innovation & technology initiatives – e.g. Innovation Norway 	<p style="text-align: center;">Nordic</p> <p>Low level connectivity and very few pan-Nordic policies and interventions other than pilot or short-term projects: Initiatives include:</p> <ul style="list-style-type: none"> - Jenka network – connecting creative businesses, building knowledge and confidence - VirIncCreate Virtual Incubator Project - Nordic Innovation Centre (NICE) initiatives – leading the way in establishing pan-Nordic cooperation and partnership. <p style="text-align: center;">LOW LEVEL CONNECTIVITY</p>	

Source: *A creative economy green paper for the Nordic region, 2007*

Appendix C: Selected policies directed at creative workers and artists (scan of 20 countries)¹

Education and training

Programmes for younger adults

- Cultural Leadership Programme 2006-2008: multifaceted educational programme directed at emerging artists and creative labourers in the UK to develop entrepreneurial skills: two year programme with a six-strand approach: work placements, creative knowledge lab online, leadership development, black and ethnic minority development, governance development, developing entrepreneurs as leaders (source: www.culturalleadership.org.uk, jointly led by the Arts Council England, Creative & Cultural Skills and the Museums and Libraries and Archives Council)
- Denmark's Roskilde University offers a new 2-year Master of Experience Management and Performance Design (emphasis on managerial skills + own practice) (source: www.ruk.dk)
- The Copenhagen Business School (Denmark) offers a Master programme in Management of Creative Business Processes (source: www.cbs.dk/imagine)
- Creation of the Innovation University in Finland (a merger of the Helsinki University of Technology, Helsinki School of Economics, and the University of Arts & Design, Helsinki) (source: www.innovaatioyliopisto.info)
- Helsinki School of Creative Entrepreneurship: students can take courses in entrepreneurship that are credited at their home university, entrepreneurs can take courses to develop creative thinking as a tool to solve business solutions (www.hsce.fi)
- Manchester Metropolitan University first in UK to teach arts students how to draft business plans and assess the market (source: *The economy of culture in Europe*, 2006, p.31)
- Popakademie in Germany: First academic institution in Germany teaching pop music and music business combined (lecturers from industry: Sony, MTV, AOL) (source: Quick scan, p.31, and www.popakademie.de, 2008)
- Flanders District of Creativity programme offers scholarships for creative workers for attending a Management School Master class in innovation & entrepreneurship (source: *The economy of culture in Europe*, 2006, p.34)
- Initiative of the Danish government to include business orientation in arts studies to help candidates adjust to the reality of the labour market and a life as freelancer or self-employed worker (source: *The economy of culture in Europe*, 2006, p.34)

Workshops

- Workshops on script-writing and funding for half-hour documentaries for film makers aged 35 and under to be then shown on ABC (source: Australian Film Commission Annual Report 2005-2006, can be found at www.afc.gov.au)
- iP ImpulsProgramm of the creative wirtschafft Austria (www.impulsprogramm.at, an initiative of the chamber of commerce of Austria; offers workshops on raising management skills of creative entrepreneurs)
- Programme "Insight out" by UK National Endowment for Science, Technology and the Arts, offered in every region in the UK, it is "specifically designed for creative individuals who want to set up a business within the creative industries" (source: http://www.nesta.org.uk/programmes/insight_out/insight_out_learning.aspx)

¹ Examples from the UK, Canada, Germany, Singapore, Sweden, Denmark, New Zealand, Australia, Austria, Norway, Korea, Finland, Turkey, Belgium, Spain, France, Switzerland, Ireland, the Netherlands, Estonia

Arts education for children (fosters creativity in the young *and* provides income for creative workers)

- Integration of creativity in schools: UK links designers with schools (source: *The economy of culture in Europe, 2006*)
- Turkey introduced a three-year “Technology and design” component in the public education curriculum (source: *Quick scan of national policies, 2007*)
- The governmental agency KulturKontakt in Austria provides advice on how to conduct arts and culture projects in Austrian schools (source: www.kulturkontakt.or.at)
- Singapore’s Ministry of the Arts has an initiative within it’s the Creative Industries Development strategy 2003 that aims at building “creative capabilities through embedding arts, design and media within all levels of education
- “Five hours of quality arts and culture for every child every week – in and out of school”, new initiative by UK government, February 2008, funding secured, in the process of finding partners to develop and implement (www.creative-partnerships.com/offer)

Online course finders

- Online training course finder of the Australian government for the cultural sector (source: www.cultureandrecreation.gov.au) with over 1000 different workshops and degree programmes
- Creative & cultural skills for professionals in the creative industries, containing course database and Learn Direct Advisor via phone (initiative of the UK Department of source: <http://www.ccskills.org.uk/>)

Awards/grants/contests/artists in residence

Promoting business capabilities:

- Grants for consultancy on entrepreneurship directed at Museums (Australia, New SW)
- Awards for improving company performance and stability (film and tv sector, Western Australia, (source: http://www.dca.wa.gov.au/about/organisation/portfolio_organisations/screenwest)

Promoting creative capabilities :

- Visual art support/new technology support: Arts Council Norway
- Cultural medallion grant/national artist award/ emerging artist Fund National Arts Council of Singapore
- Swedish Design Award
- “Games of the month” and “Korea game grand awards”: game content creation contests held by the government-founded Korea Game Industry Agency (source: www.kogia.or.kr, since 1999)
- National Scriptwriting Competition (for film, by Media Development Authority, Singapore)
- Mobility and Residential Programme for artists and cultural players offered by the Nordic culture point, a governmental cooperation among the Nordic countries, to promote professional networking (source: www.kulturkontakt.nord.org)
- Online grants and services search databases (self-updating, provided by the Australian government (source: www.cultureandrecreation.gov.au/grantsandservices/)

Business support and entrepreneurial development (for SMEs and self-employed individuals)

Business advice/consulting:

- Go! Programme supplies advice on business start-ups (business plan, registration, permits, marketing strategies, etc.), special category for creative businesses within this programme,

special *cultural* start-up centers throughout province provide advice (founded by the Province of North Rhine Westphalia in Germany, source: www.go.nrw.de)

- Kulturkontakt: Consultancy services for artists and the business community, goal: bringing the two parties together (Austria, Ministry of Culture, since 1989, source: www.kulturkontakt.or.at)
- consulting services offered (Centre of Audiovisual Development, Catalonia, source: The economy of culture, p.33) or funding for accessing such services partly provided (Departure Experts Programme Vienna, source: www.departure.at)
- Intellectual property website for creative individuals and businesses where they can find the latest information on copyright, trademarks, etc. (source: UK Department for Culture, Sport and Media, www.culture.gov.uk)

Funding programmes for creative industries:

- Funding programme for creative SME's with a commercial orientation, annual call for submission of business plans, if accepted up to 70% of project costs can come from subsidies: iP Impulsprogramm of the creativ wirtschaft Austria (www.afc.gov.au):
- Advantage creative fund: venture capital fund for creative SMEs who have problems attracting funding from banks, does not offer grants and loans, invests on strictly commercial terms (www.advantagecreativefund.co.uk, an initiative within the frame of the UK creative economy programme)
- Venture capital and project funding designated for creative businesses has been made available by the following governments (combining public + private money) have founded specific agencies to administer the capital and re-invest the profits made into less profitable cultural projects (Cultural Exportation Project 2005-2010 by Finland, source: www.minedu.fi, Cultuur Invest in Belgium, source: www.cultuurinvest.be, Repayable Contributions Programme by the Catalan Institute of Cultural industries (source: The economy of culture in Europe, 2006)
- These same programmes also offer management support and coaching for creative entrepreneurs in Catalonia, Finland, Belgium

Online funding information databases:

- "Money map – Advice on access to finance", regularly updated file (source: Department of Culture, Media and Sport, source: www.culture.gov.uk) for businesses in the music industry
- Funding Information Service for creative businesses (online search engine, offered by Creative New Zealand and the Ministry for Culture and Heritage since 2007, source: www.NZLive.com)

Tax policies and social security policies

Tax policies

- *VAT reductions on the Earnings of Self-Employed Authors and Visual Artists:* Artists pay less than half of the standard VAT in many countries, for example in Austria, France, Germany or Belgium. They are largely excluded from any VAT at all in, for instance, Switzerland, Spain and Denmark. In Canada and the UK, artists pay the standard VAT rate. (source www.culturalpolicies.net/, 2007)
- *Special Income Tax Measures for Freelance Artists* (referring here to independent creators and performing artists): income averaging in place in the following countries: UK (over 2 years), Denmark (up to 10), Austria, Netherlands, France (3), Germany, Finland (several years), no income averaging in Canada, Belgium, Italy (source www.culturalpolicies.net/, 2007)
- 2. Special allowances: no significant deductions or exemptions in place in Canada, the UK, the Netherlands and Belgium, 50% income tax deduction, 30% in Germany, total tax exemption in Ireland, 25% in Italy, 5-7% in Austria
- Tax credit for creation of games by French government (source: www.legifrance.gouv.fr.)

- Tax credit for interactive digital media and for computer animation and special effects (Canada, Ontario, source: www.omdc.on.ca)
- Tax deductions: cost for owning and maintaining a musical, instruments and annual employment expenses up to \$1.000 can be deducted, artistic work can be donated for a tax credit of its market value source: CCA backgrounder – taxation of artists and the arts, 2008)

Creative/Social Security policies

- Social Security Laws and Measures to Support Self-Employed Artists: quantitative overview of 38 Eastern and Western European countries plus Canada and Russia, the majority (22) do not have any law for self-employed artists in place (among them: UK, Italy, Norway, Sweden Portugal). For those countries that have such laws, the extent and nature of measures differ widely from country to country. Examples of countries which have laws for self-employed artists:
 - Austria *Law on Social Security for Artists* (2001)
 - Estonia: *Act on Creative Artists and Creative Artists' Unions* (2004)
 - Finland: *Act on the Pensions of Artists and Some Particular Groups of Short -Time Workers* (1985)
 - France *Social Security Scheme for Self-Employed Artists* (1977)

The following are examples of countries which supply:

1. Pension supplements: Canada, Austria, France, Germany (22 out of 38)
 2. Unemployment insurance: Estonia, Ireland, Netherlands, Norway, Switzerland (5 out of 38)
 3. Both: 4 out of 38 (source www.culturalpolicies.net/, 2007)
- Website for artists where they can calculate the pension they can expect plus UK-wide free seminars on “Pensions for artists” which provide advice **pension planning** (source: www.pensionsforartists.org, 2008)

- Germany: Artists Social Fund (source: www.kuenstlersozialkasse.de), unique in Europe, offers statutory **social insurance for self-employed artists** /creative labourers. The artist only has to pay the employee part (in contrast to other self-employed workers who have to pay both employer *and* employee part) since industry users of the creative products together with the state pay the employer part, founded in 1982, revised in 2007)

- **Status of the Artist legislation** (addresses labour relations for self-employed professional artists, would make collective bargaining possible for self-employed artists, is a UNESCO initiative, adoption at different levels in different countries (example: Canada, source: Canadian Conference of the Arts (source: <http://www.ccarts.ca/en/advocacy/bulletins/2007/1707.htm>, 2007)

Appendix D:

A Social Economy Logic Model

Vision:
An expanded social economy able to make its full contribution to building resilient communities offering a good quality of life to all members.

Societal Objectives

Greater Social Inclusion	Enhanced Self-Sufficiency	Greater Equity of Outcome	Improved Human Health	Wealth Generation through Social Ownership
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Inputs

Financial Capital	Knowledge/ Research	Opportunities for Learning	Enabling Policies	Infrastructure and Partnerships
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Activities and Structures

Community Organizing and Planning	Development of Community Infrastructure	Human Capital Development	Social Enterprise Development	Organizational and Community Learning
Social Economy Enterprises	CED Organizations		Sector Support Organizations and Networks	Private and Public Sector Partners

Results – Four Levels

1.. Economic and Social Benefits for House-Holds	<i>Examples:</i> Employability and employment; earned income; knowledge and skills; enterprise development; affordable housing; child care; participation in civic affairs.
2. Organizational Capacity Building and Enterprise Development	<i>Examples:</i> Creation, expansion and modernization of social economy enterprises; revenue generation for reinvestment; management capacity of boards especially for enterprise development; community organizing, planning and learning; recruitment and retention of development organization boards and staff.
3. Community and Systemic Changes	<i>Examples:</i> Citizen participation in community building; partnerships and networks; community visions and strategic plans; integration of programs/ services; new structures and institutional capacities; community resilience.
4. Measures for Building the Social Economy Sector	<i>Examples:</i> Enhanced capacity for communication and organizing within the sector; identification of priority issues for sector development; opportunities for peer learning and scaling up of effective practices; communication and collaboration with government; formulation of supportive policies and reduction of policy barriers.

→ **Feedback loop for continuous learning and change:** Check if “2. Organizational Capacity Building and Enterprise Development” and “3. Community and Systemic Changes” are contributing to fulfilling the outlined “Vision”.

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Selected online resources related to the creative economy

Canadian Cultural Observatory :
www.culturescope.ca

The Conference Board of Canada:
www.conferenceboard.ca

International Federation of Arts Councils and Culture Agencies:
www.ificca.org

Creative Infrastructure report related to the UK's Creative Economy Programme:
<http://www.cep.culture.gov.uk/index.cfm?fuseaction=main.viewBlogEntry&intMTEntryID=2989>

United Nations Volunteer Programme:
<http://www.worldvolunteerweb.org/browse/volunteering-issues/>

Canadian Culture Statistics:
<http://www.statcan.ca/english/freepub/87-008-GIE/about.htm>
<http://www.statcan.ca/english/research/89-613-MIE/2004004/summary.htm>
<http://www.statcan.ca/Daily/English/060612/d060612c.htm>

Cultural human resources in Canada:
<http://www.culturalhrc.ca/research/default-e.asp>

Information on the social economy:

http://www.socialeconomyhub.ca/hub/index.php?page_id=9

Canadian non-profit sector:

<http://www.gdsourcing.ca/CIP/Websites-NP.htm>