



Understanding the Creative Sector

Intelligence and Influence

Industry Advisory Group Meeting
29 November 2016



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund



Building a strong evidence base

1. Facts and figures – Creative Sector Index

What is it?

- Relative measure of creative sector development

How is it useful?

- Compare creative sector performance
 - Highlight strengths and weaknesses
- Data itself is a resource


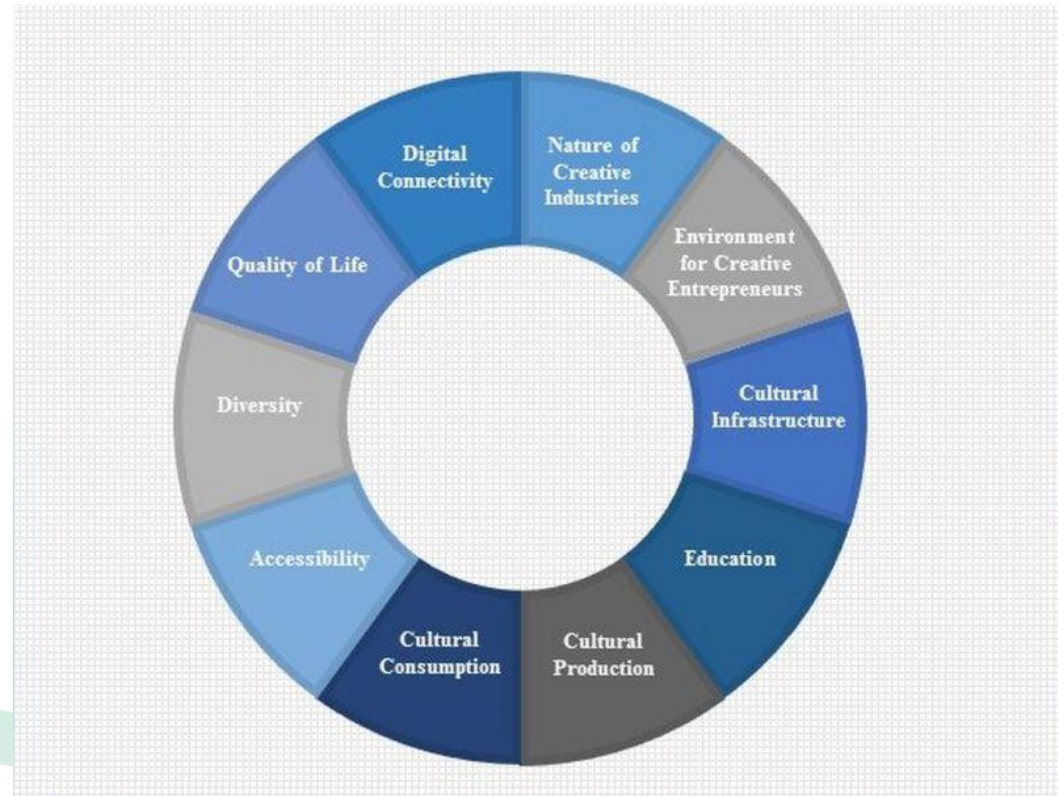
Definition of a composite index:

“Individual indicators are compiled into a single index, on the basis of an underlying model of the multi-dimensional concept that is being measured” (OECD, 2004).

1. Facts and figures – Creative Sector Index

How to develop it?

- Review other approaches
- Identify relevant themes
- Data collection
- Conceptual foundation



Handbook
on Constructing
Composite
Indicators
METHODOLOGY
AND USER GUIDE



Building a strong evidence base

1. Facts and figures –

Economic Impact Assessment

What is it?

- Assess the economic impact of the creative industries in each partner region.

How is it useful?

- Show economic value
 - Regional and rural creative sector
- Reveal patterns to help inform future policy

Economic Impact Assessment



How to develop it?

- Review evidence to shape survey design e.g.
 - how to measure wider socio-economic & spill-over value
- Design online survey
- Pilot
 - Test survey
- Full launch



Co-funded by the EU Interreg Northern Periphery and Arctic Programme, a *creative momentum project* is a three-year, transnational project supporting the development of the creative industries sector in regions across Europe's Northern Edge. The project is being implemented in five regions – Mid-Sweden, Northern Finland, South East of Northern Ireland, West of Ireland and North East Iceland.

Part of a *creative momentum project* involves assessing the economic impact of the creative sector in the project regions. This will help us to show how creative industries contribute to the economy, as well as the value of public funding and investment in creative industries. It will also provide evidence to make the case for future supports.

To get a picture of economic impact, we are surveying businesses and organisations in the creative and cultural sector. We aim to measure impact more comprehensively and this survey is designed to collect information on the economic, but also the wider social impact of the sector.

Please answer the questions providing as much detail as you can.

Individual responses will be confidential and used for research purposes only.

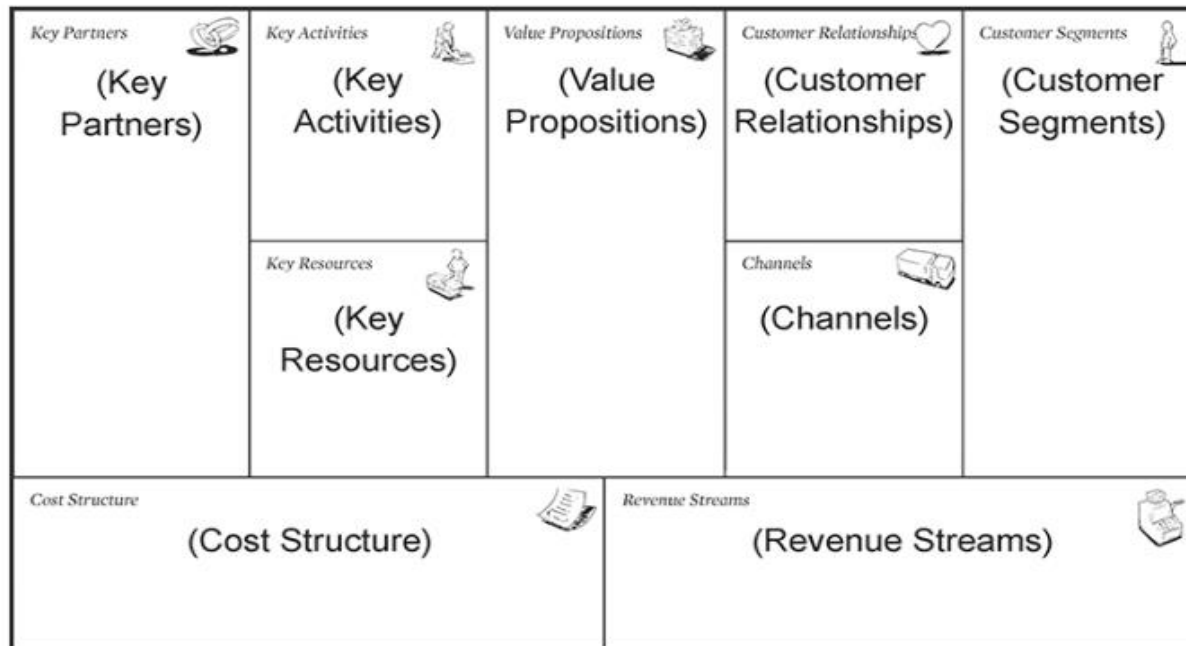
The survey should take 15 to 20 minutes to complete. The progress bar at the top of the screen shows your stage of completion.



Building a strong evidence base:

2. Understanding experience of creative entrepreneurship and policy responses –

Business Model Toolkit



What is it?

- Toolkit for creative start-ups and SMEs to assist development of most effective business model for business goals and needs.

Business Model Toolkit

Why is it important?

- Research highlights importance:
 - businesses that regularly review their business model are more competitive and innovative

(Economist Intelligence Unit, 2010; Van Andel, Vandenbempt and Kenis, 2012)

How to develop it?

- Assess business model research
- Interviews with entrepreneurs
- Develop case studies
- Collate business model tools and resources



Building a strong evidence base:



2. Understanding experience of creative entrepreneurship and policy responses –

Supports assessment

What is it?

- Assessment of existing creative sector supports relevant to the partner regions.
- Develop case studies on innovative support mechanisms and good practice

How is it useful?

- Understand where supports are needed
- Case studies to facilitate implementation

How to develop it?

- Understand existing support mechanisms and needs
 - Database of supports
 - Interviews
 - Creative sector professionals
 - Support organisations



Supports Assessment

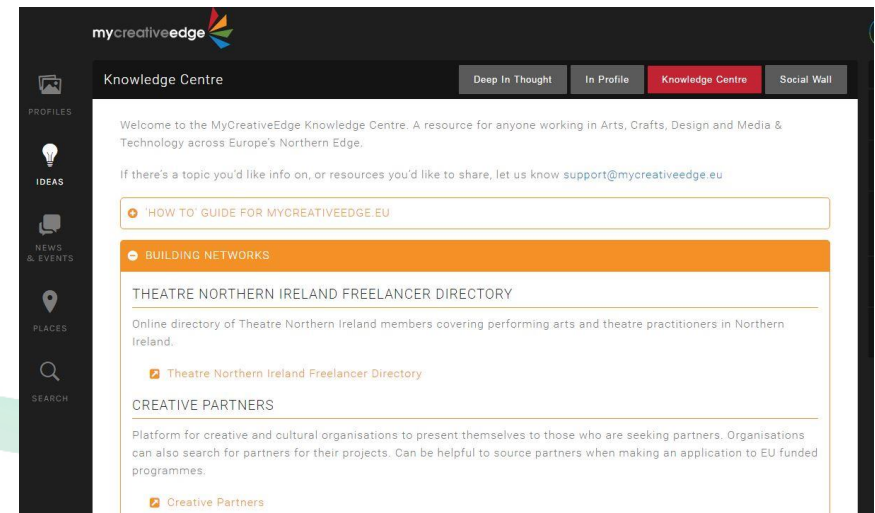
- In **your experience**, what **supports** have been **most helpful** to your business/creative industries in this region?
- Are there **particular types of supports** that are **lacking**?
 - Have you observed examples of these elsewhere?

MyCreativeEdge ‘Knowledge Centre’

What kinds of information would be most useful to find there?

Examples:

- Finding partners and building networks
- Sources of funding and investment
- Exporting info and guides
- Online learning tools e.g. copyright law, how-to guides
- Lists of relevant organisations
- Special interest news sites and blogs





Creative Steps 2.0

- Students work with two internationally matched businesses to develop new product/service idea
- Online and face to face working
- 10+1 steps
- Students formulate new product/service idea
 - **Good approach?**
- Matched with another creative sector business
 - **Match with business in another sector?**
 - **Charity or social enterprise?**

10 STEPS + 1

0. THE FRAMEWORK OF A BUSINESS CASE

I IDENTIFYING THE BUSINESS CASE/S

II ENABLING ONLINE TOOLS

III UNDERSTANDING THE BUSINESS CASE

IV FORMULATING POTENTIAL BUSINESS IDEA

V IDEA EVALUATION CHECKPOINT

VI ENHANCING BUSINESS EXPERTISE

VII CREATIVE CLINIC

VIII BUSINESS IDEA PROTOTYPING

IX PROVING MARKET DEMAND

X PITCHING



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