

**tom fleming / creative consultancy /**

***The Creative Economy – Leading the  
Recovery in the Nordic-Baltic Region?***

**[www.tfconsultancy.co.uk](http://www.tfconsultancy.co.uk)**

The background of the slide is a repeating pattern of lightbulbs. Some are solid white, while others are simple line drawings. They are arranged in vertical columns, creating a textured, grid-like appearance.

## about us

We are a high profile **creative economy, arts and cultural planning consultancy** based in London, and we offer **policy and industry leadership** across the creative, cultural and knowledge economy. Through **research, strategy and partnership**, we position creativity as a key tool for economic and social development.

# our portfolio

NORDIC REGION:  
Creative Industries  
Green Paper for  
the Nordic  
countries

UK:  
*A Leading Creative  
Economy Consultancy and  
Research Company driving  
policy at a high level*

POLAND & HOLLAND:  
Quest: Design in  
Manufacturing Strategy

USA:  
Creative Economy  
Strategic Planning  
for Boise, Idaho; &  
Intercultural City  
consultancy,  
Chicago

PORTUGAL:  
Creative  
Economy  
Strategic for  
Northern  
Portugal

BRAZIL:  
Creativity and  
Innovation Strategy  
in Sergipe &  
Creative Industries  
Investment  
consultancy, Sao  
Paulo

BULGARIA &  
GREECE:  
Creative  
Investment &  
cluster  
consultancy

LEBANON &  
SYRIA:  
Creative Industries  
Mapping and  
Strategy  
Development

BALTIC  
STATES:  
Creative  
Mapping &  
Strategy in  
Estonia,  
Latvia,  
Lithuania

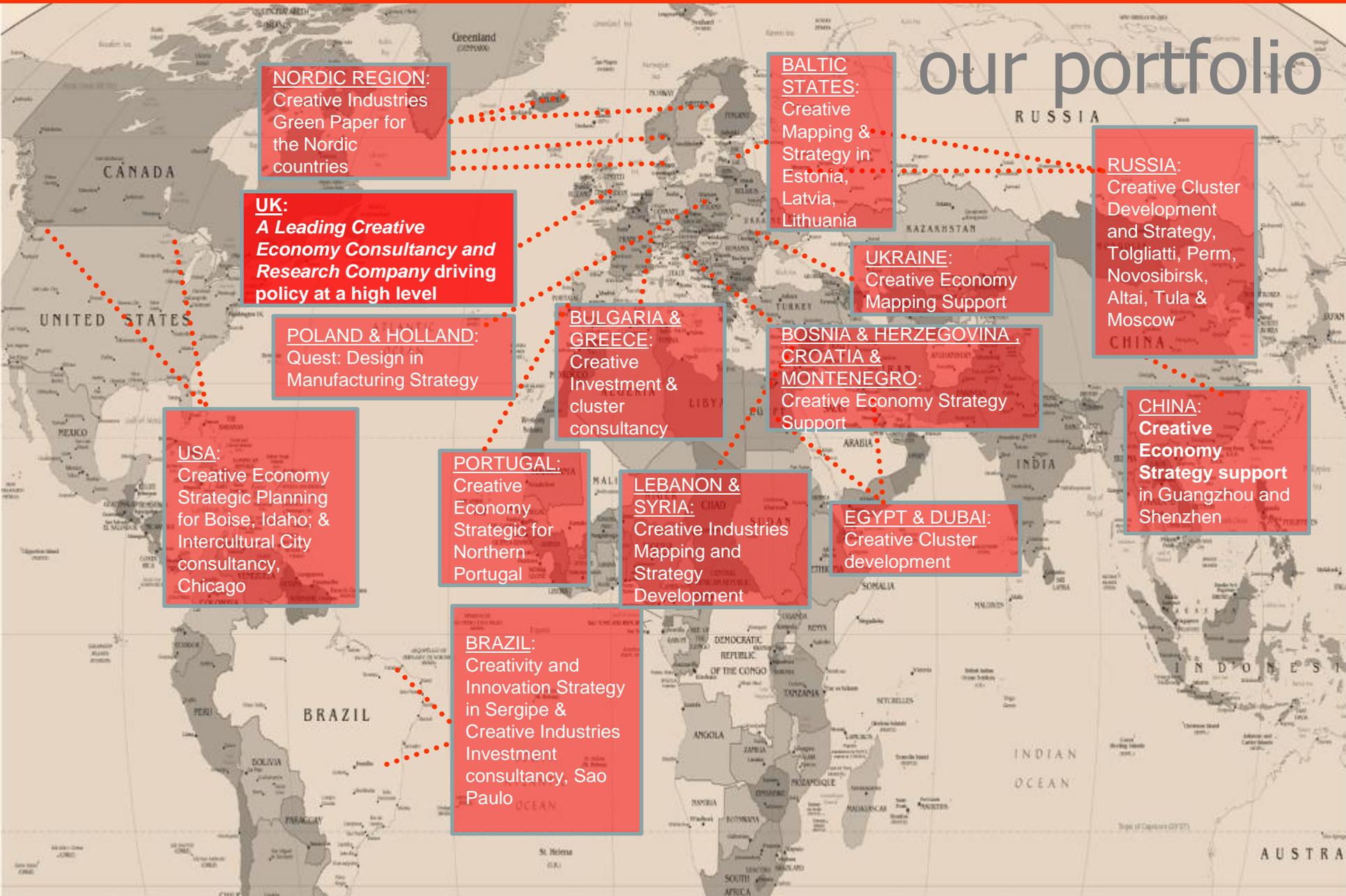
UKRAINE:  
Creative Economy  
Mapping Support

BOSNIA & HERZEGOVINA,  
CROATIA &  
MONTENEGRO:  
Creative Economy Strategy  
Support

EGYPT & DUBAI:  
Creative Cluster  
development

RUSSIA:  
Creative Cluster  
Development  
and Strategy,  
Togliatti, Perm,  
Novosibirsk,  
Altai, Tula &  
Moscow

CHINA:  
Creative  
Economy  
Strategy support  
in Guangzhou and  
Shenzhen



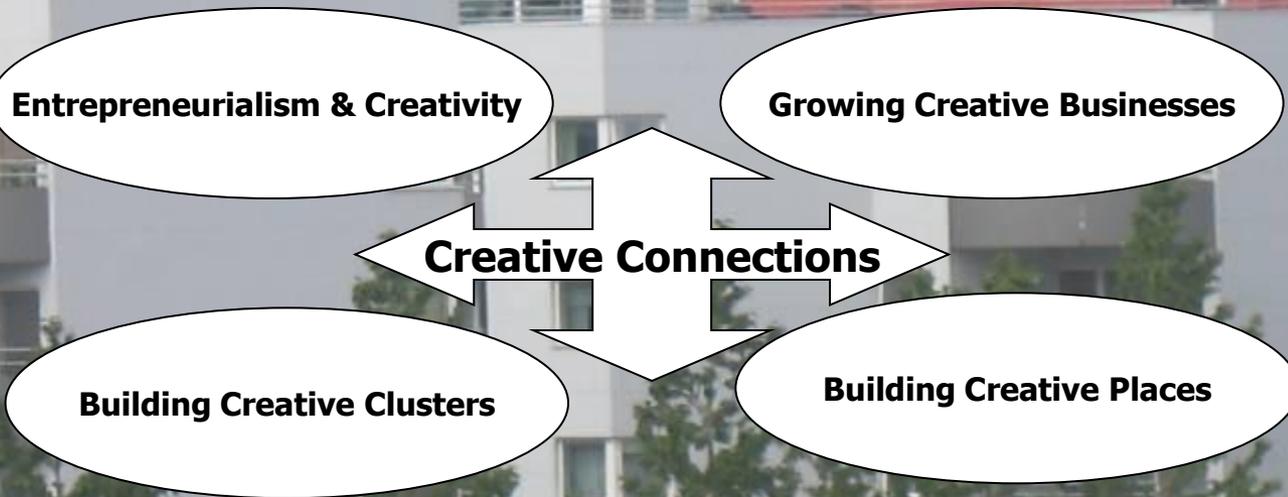
## A Creative Economy Green Paper for the Nordic Region

- Definition of the policy context
- Summary of key issues and opportunities
- Green paper recommendations



Author: Dr. Tom Fleming, Tom Fleming Creative Consultancy

# Four Nordic Policy Themes



# The Trajectory and Rhetoric of Growth

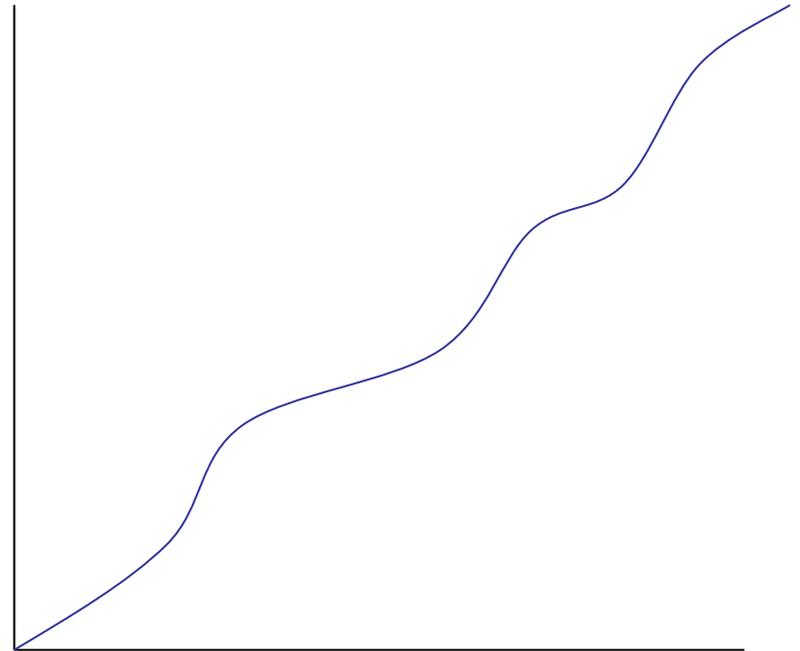
KEA/Media Group 'Economy of Culture', 2006:

- In 2003 the 'Cultural and Creative Sector' had a turnover of more than €654 billion; contributing to 2.6% of EU GDP. This compares with a % GDP of 0.5% for textiles and 1.9% for food, beverage and tobacco manufacturing.

- The overall growth of the sector's value-added was 19.7% in 1999-2003, which was 12.3% higher than the growth of the general economy.

- In 2004, 5.8 million people worked in the sector: 3.1% of total employment.

- There are a range of non-quantifiable contributions.



# Putting the Skids on the Creative Economy?







***"Look into the toolbox -  
creativity is the only tool we  
have left ... and it's important  
to see it in the round:  
creativity is a new drug, or a  
better engine for cars - we  
shouldn't get trapped in a  
narrow definition."  
(Lord Puttnam).***

# New Tools and a New Language for Understanding the Role and Potential of the Creative Industries



# Reconceptualise What We Mean By 'Growth', 'Clusters' etc.

**MEDIAWHARF**  
INTERNATIONAL PLACE FOR CREATIVE INDUSTRIES

MTV NETWORKS VESTIGT ZICH HIER

Logos: MTV, Orange, TMF, Vrt, The Box

WWW.MEDIAWHARF.NL  
Contact: Red Concepts BV, Tel. 023 531 99 58 Fax 023 531 84 59  
Mediawharf is een ontwikkeling van:

Het Fort OG  
Het Fort OG BV

B.P.O.  
Biesterbos Planontwikkeling BV

red  
Red Concepts BV

max van aerschot architect  
maeyveld  
Maeyveld BV

# Different Notions of 'Culture and Regeneration'

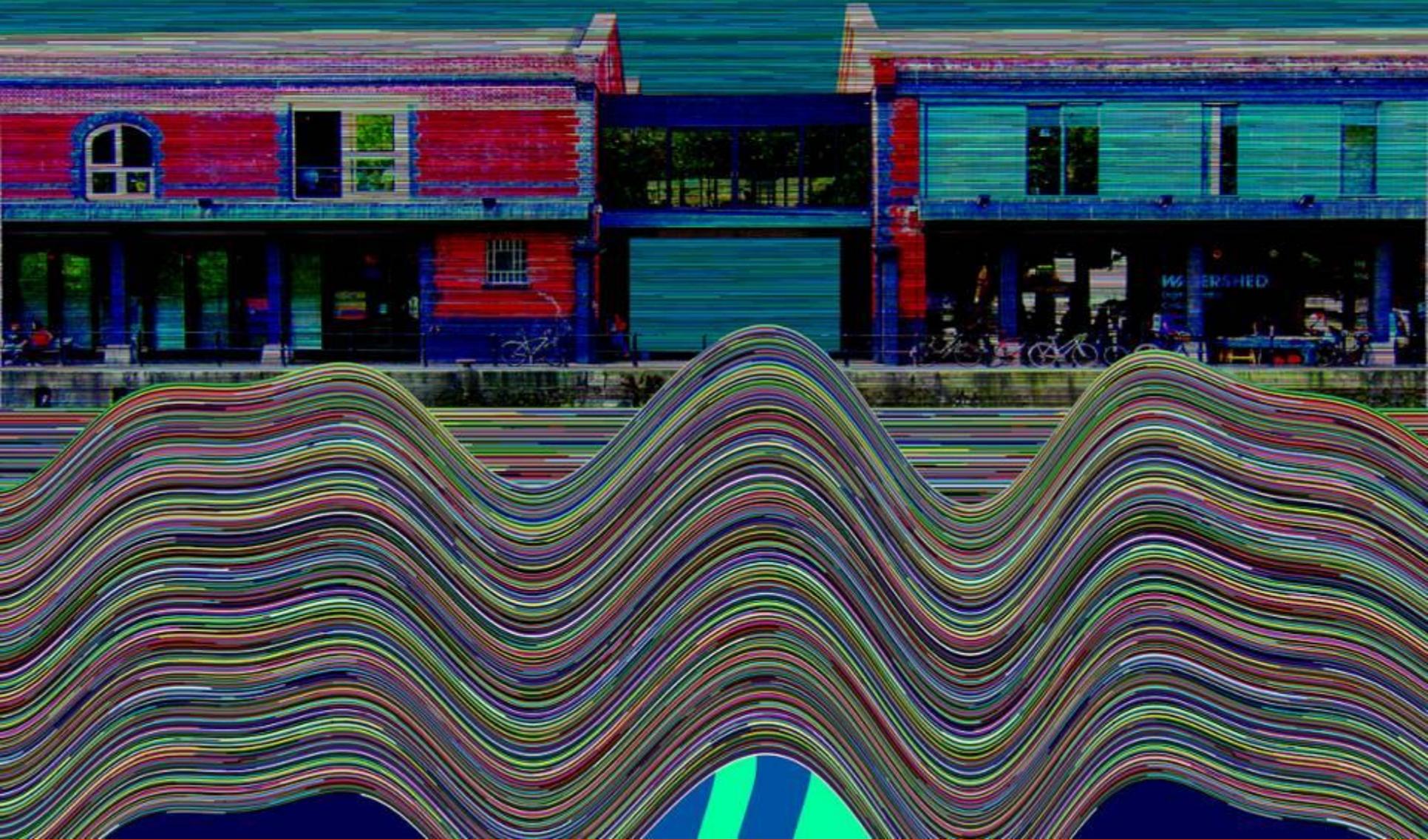


*Issues of Expectation Management, Impact Lags & Superficiality*

# Re-think the Role of Cultural Infrastructure



# Culture, Creativity, Innovation – The Ecology





***"A recession can be a good time to re-think corporate strategy, products, and especially R&D approaches. Indeed, what many companies want to achieve is the next breakthrough that launches the organisation forward or in a new direction - a disruptive innovation."***

**This applies to nations as well as companies**



***"The economic downturn is going to free up top talent to do other things that are going to change the metabolism of cities..in a very good way."  
(Richard Florida).***



***"(B)etween 2009 and 2013 the UK creative industries will grow on average at 4% - more than double the rate of the rest of the economy. By 2013, the sector is expected to employ 1.3 million people, likely to be more than the financial sector"***  
**(NESTA).**

# Formidable Challenges & Considerable Opportunities- What are the Known-knowns?



## A. Economic Restructuring Continues



# Shifting Landscapes

## Then

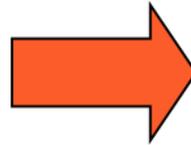
Top down

Within a company or organisation

Based on commercially exploiting an idea or concept

Geographically specific

Exclusive



## Now

Bottom up

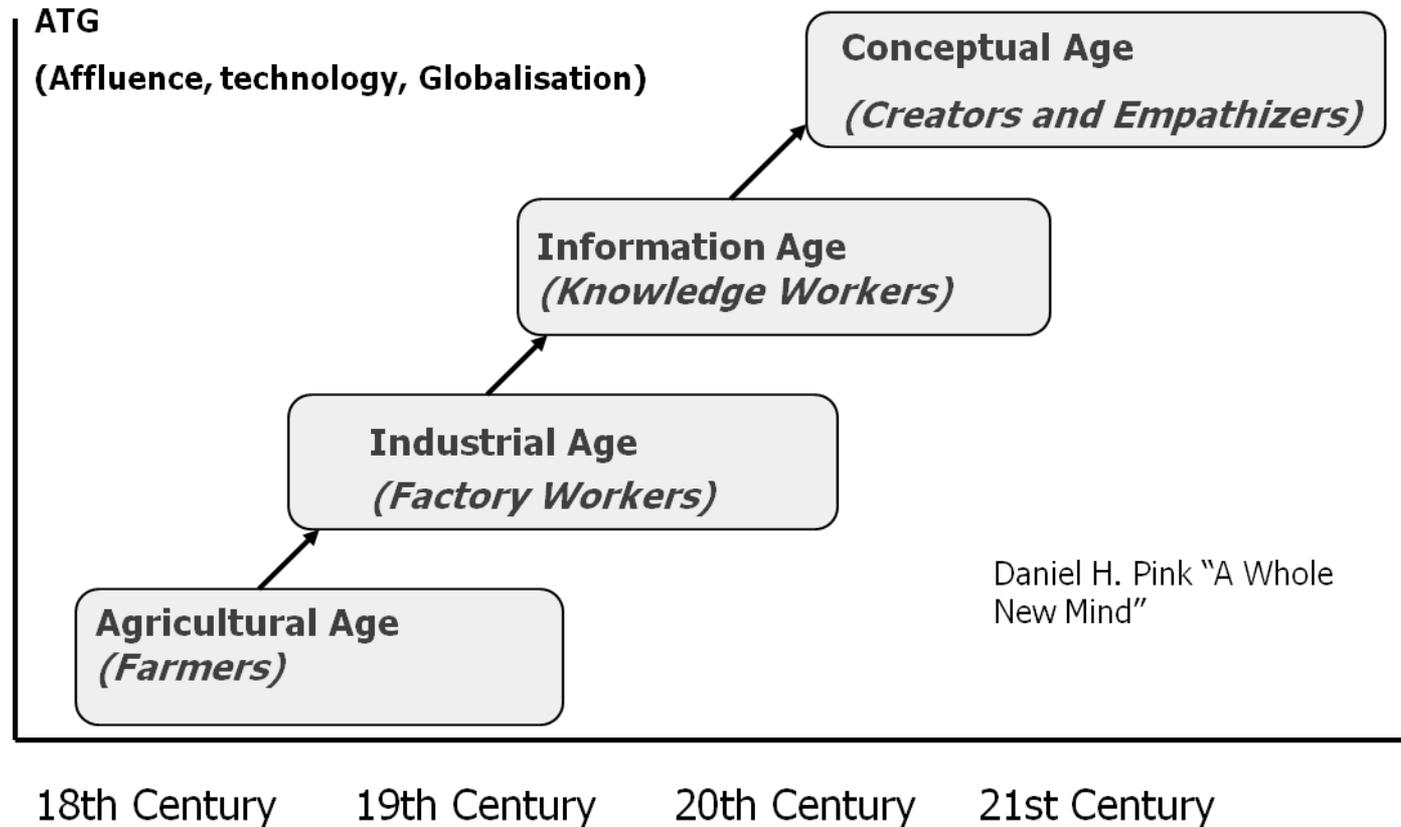
Connected to partners, supply chains and end users

Global not local

Non-exclusive

Supported by technology

# 'The Conceptual Age'



# Globalisation / Glocalisation



# Fragmentation to Specialisation to Portfolios



# 'Work / Life' Balances



## **B. Ideation & Creativity = Innovation & Competitiveness**

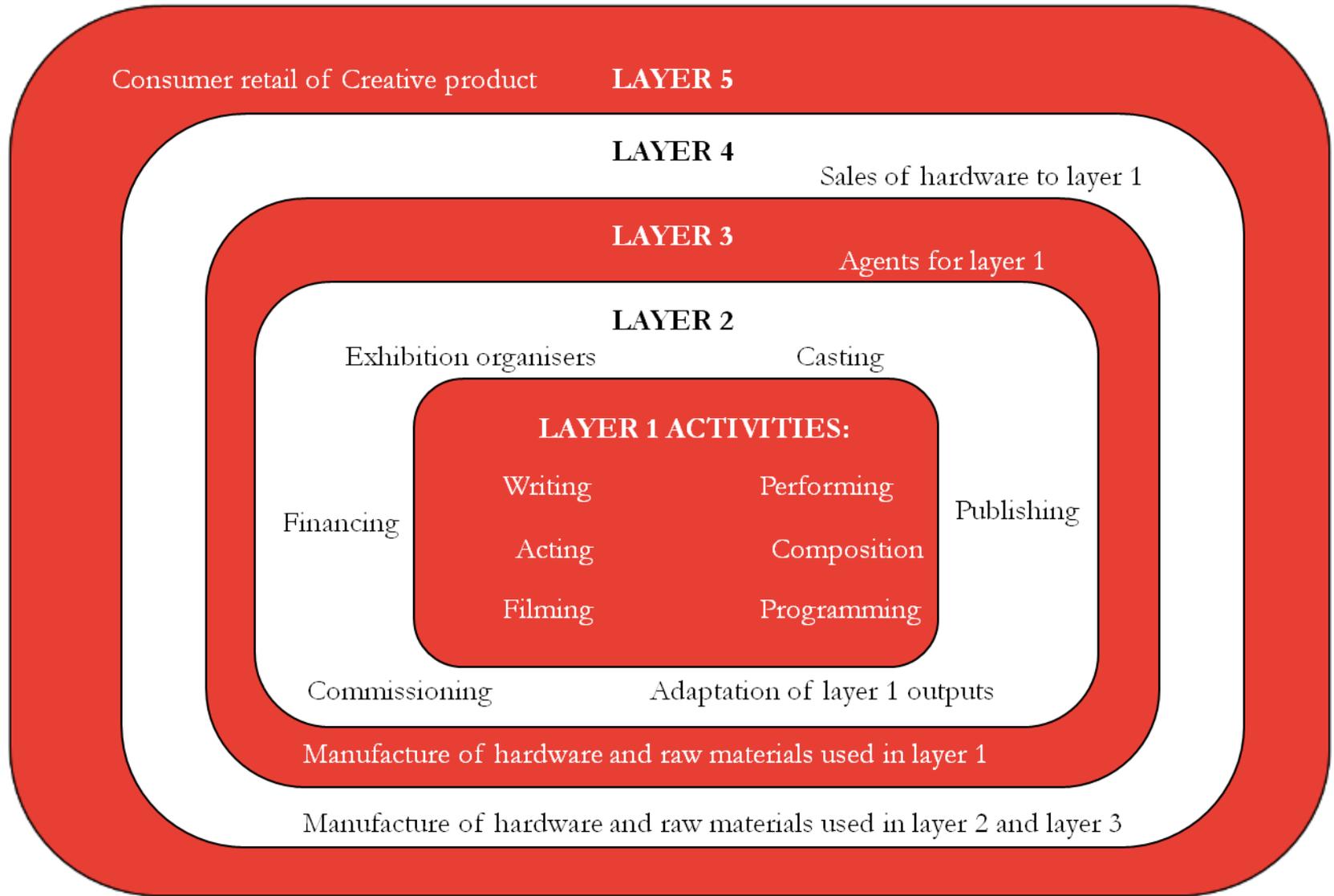




*"...underlying these economic developments is a broadening of the concept of innovation from one which is only concerned only with science and technology into a more wide-reaching appreciation of the role of creativity in the economy."*

*David Throsby, Macquarie University  
Speaking at NESTA January 2008*

# The Emergence of Causality – or at Least Reciprocity



## C. Personalisation in a Networked Economy / Ecology

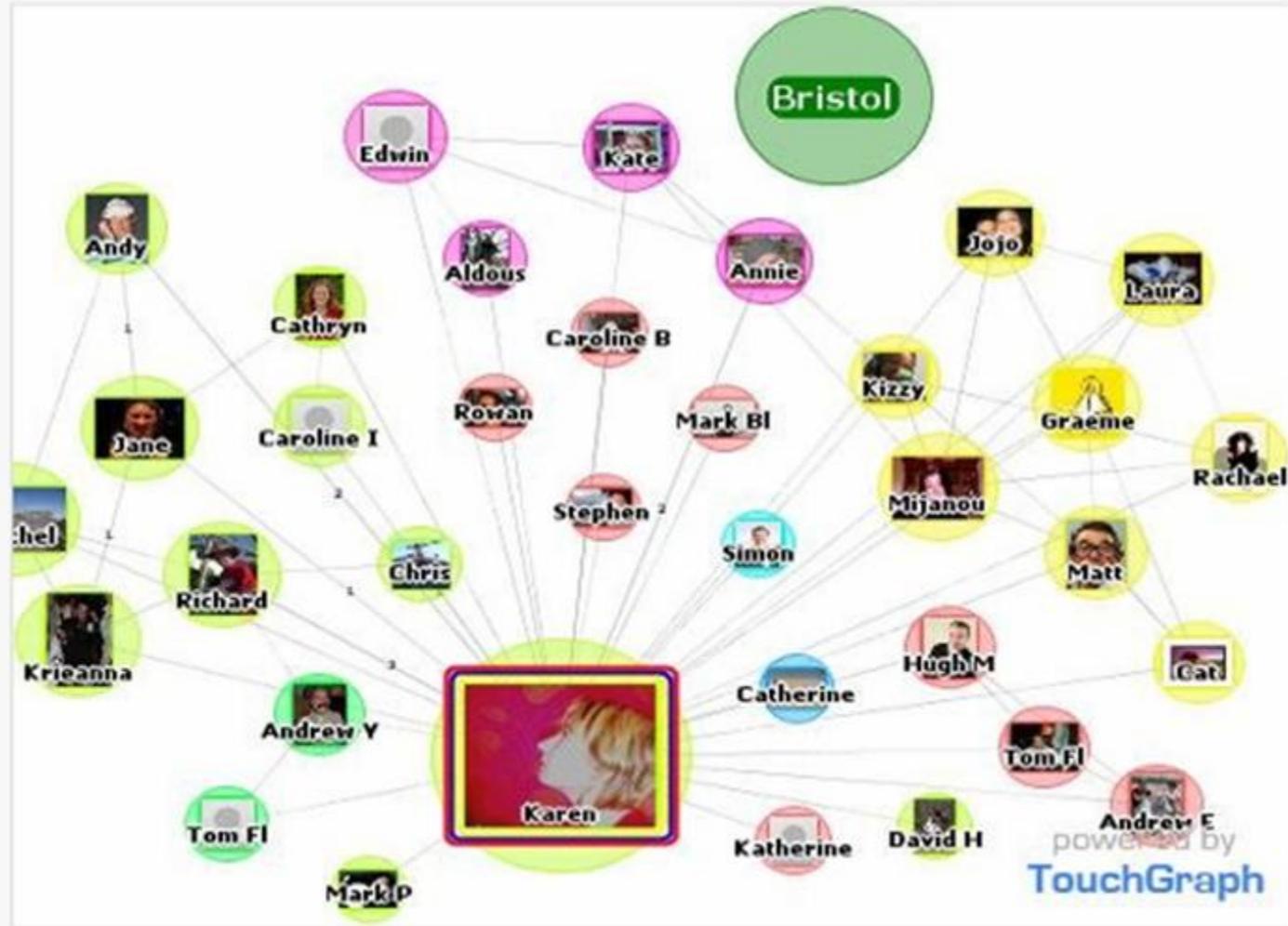


# Pervasiveness of Connectivity

## Photos of You Added by Others

Photo 2 of 13 | Back to Photos of You

Previous



Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Happy Hour!
- more

**Facebook Flyer**

**Millionaire Dating**

Join a quality dating site for Professional Men & Attractive Single Women. Enjoy the benefits of interacting with arguably the most desirable people in dating today. Join us and see.

[Click to see more](#)

[ see all ]

BUILDING  
CENTRE

**Convergence**

**Open Source**

**Web 2.0**

**Public sector  
publishing**

**Mobile media**

**Hyper-mobility**

**Democratisation &  
consumer choice**

# Digital Cities

## London's Future

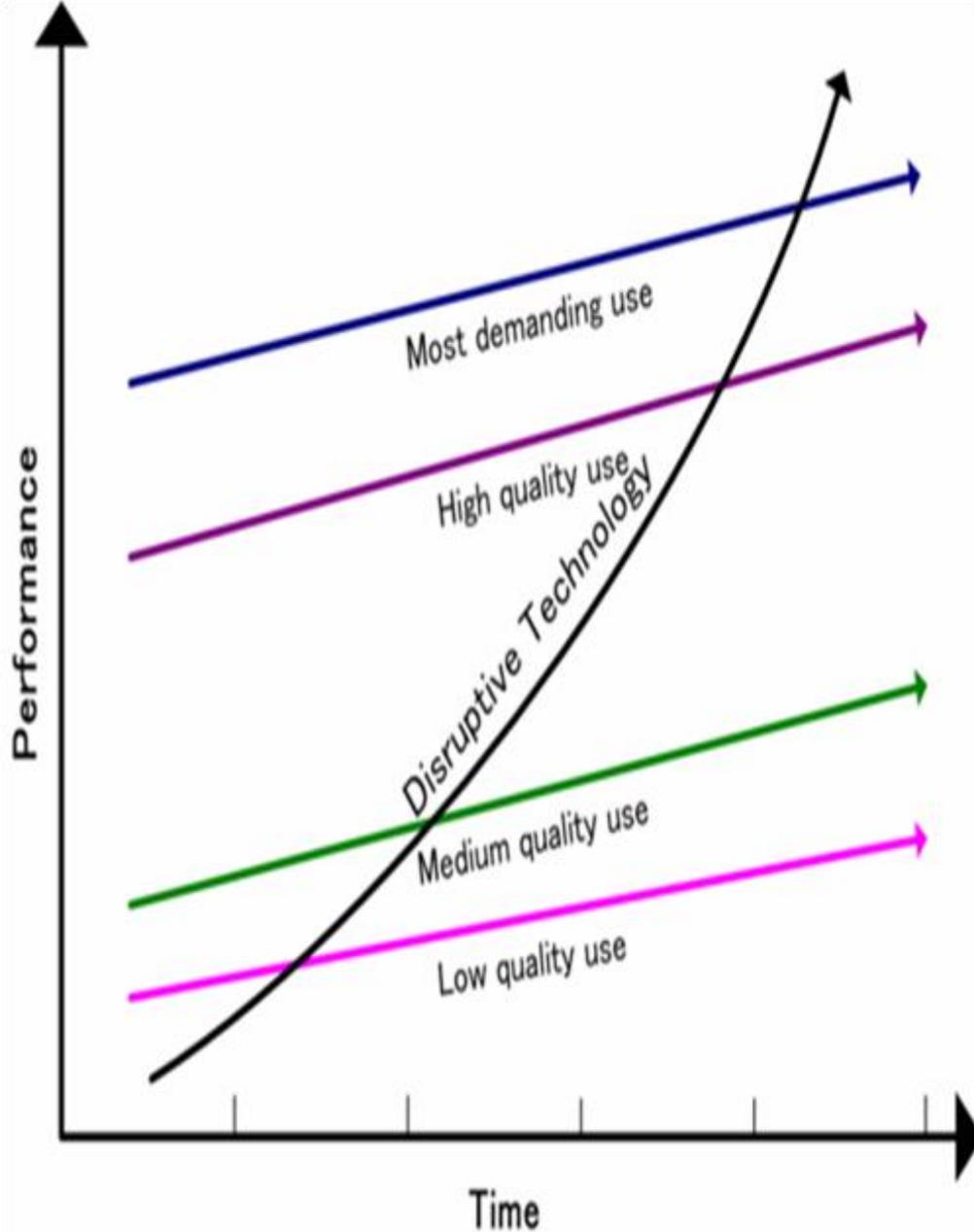
21 November 2008 – 24 January 2009

The planning, organisation and governance of our towns and cities are being rapidly transformed by the ability to capture, analyse and forecast data in this digital age. This exhibition highlights some of the resources and technologies which designers can use in the development of the city and explores areas of debate that arise alongside the opportunities of this new digital world.



**Next-generation, super-fast broadband will be a vital part of the emerging creative economy's infrastructure, enabling dramatic improvements in connectivity and offering new possibilities for businesses, public services and local communities.**

## Enabling Disruption



Investing in the business to business knowledge exchange as well as a 'university cartel' model.



## **Disrupting Notions of the 'Local', 'Community', & 'Place'**

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## D. A Return to the 'Live' & 'Real'

*“What is becoming plain, even under the strains of recession, is that the futurologist’s answer should lie in the realm not of electronics but of reality. It is in reality television, reality politics, reality entertainment and sport, the immediate, the active, the present, the live.*”

*The phenomenon is near-universal. People do not want to spend their spare time in front of the same screens at which they increasingly work. They want to “go out”. They will use the internet and iPod, MySpace and YouTube, but as a proxy for the real. The popularity of “reality” television lies in being brought closer to truth to life than drama can ever be”.*

Simon Jenkins, The Times, June 08

# The 'Visceral' and 'Authentic'



# The Unhygienic

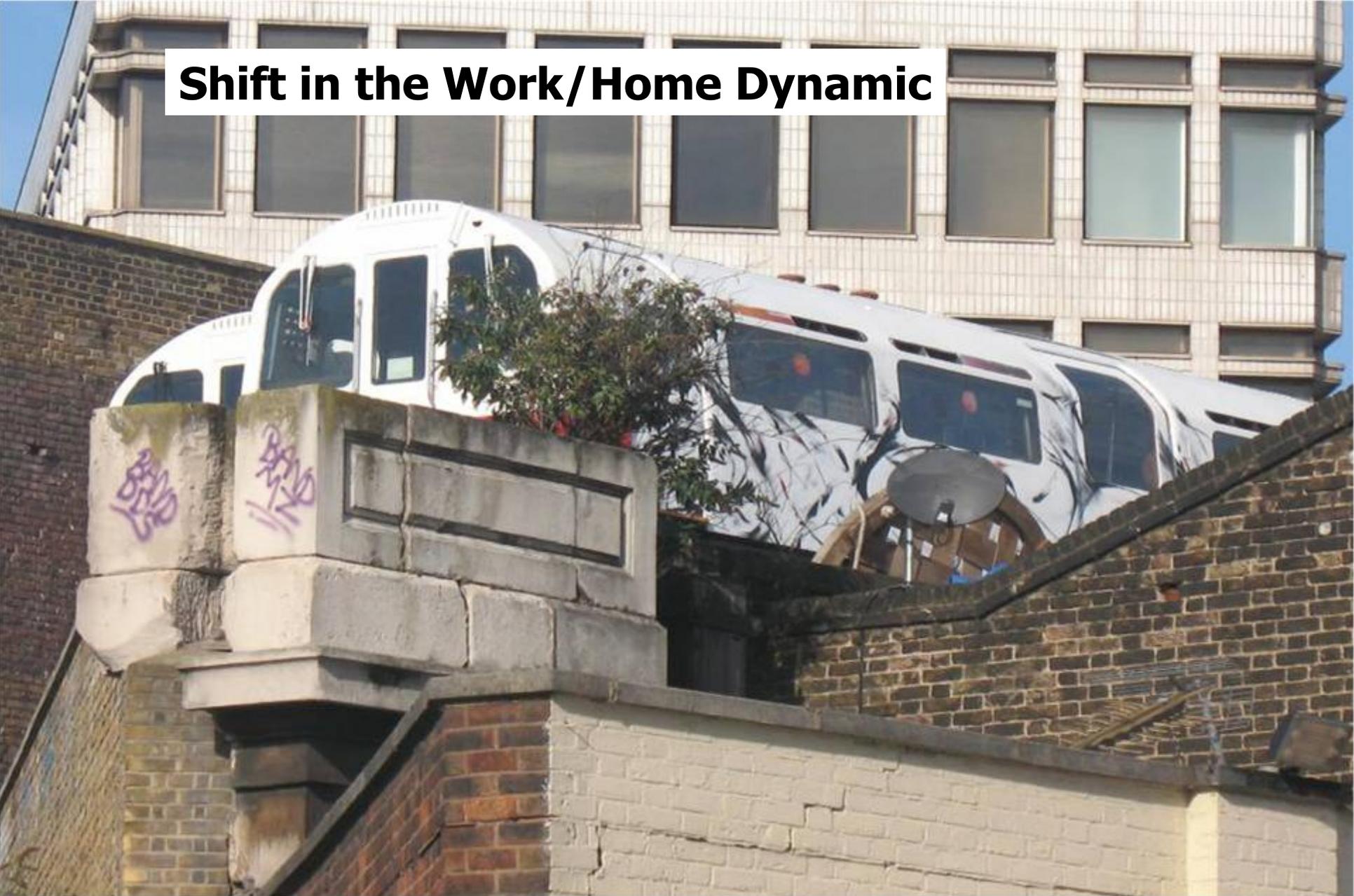






## The Rise of the 'Experience Economy'

# Shift in the Work/Home Dynamic



**Where the Corporate...**



## ...Relaxes into the Social



## **E. Interculturalism & Syncretism**

**Polish  
African  
Asian Foods  
Top-Ups**

# Recombinant Senses of Identity and Place



## **F. Environmental Sustainability?**



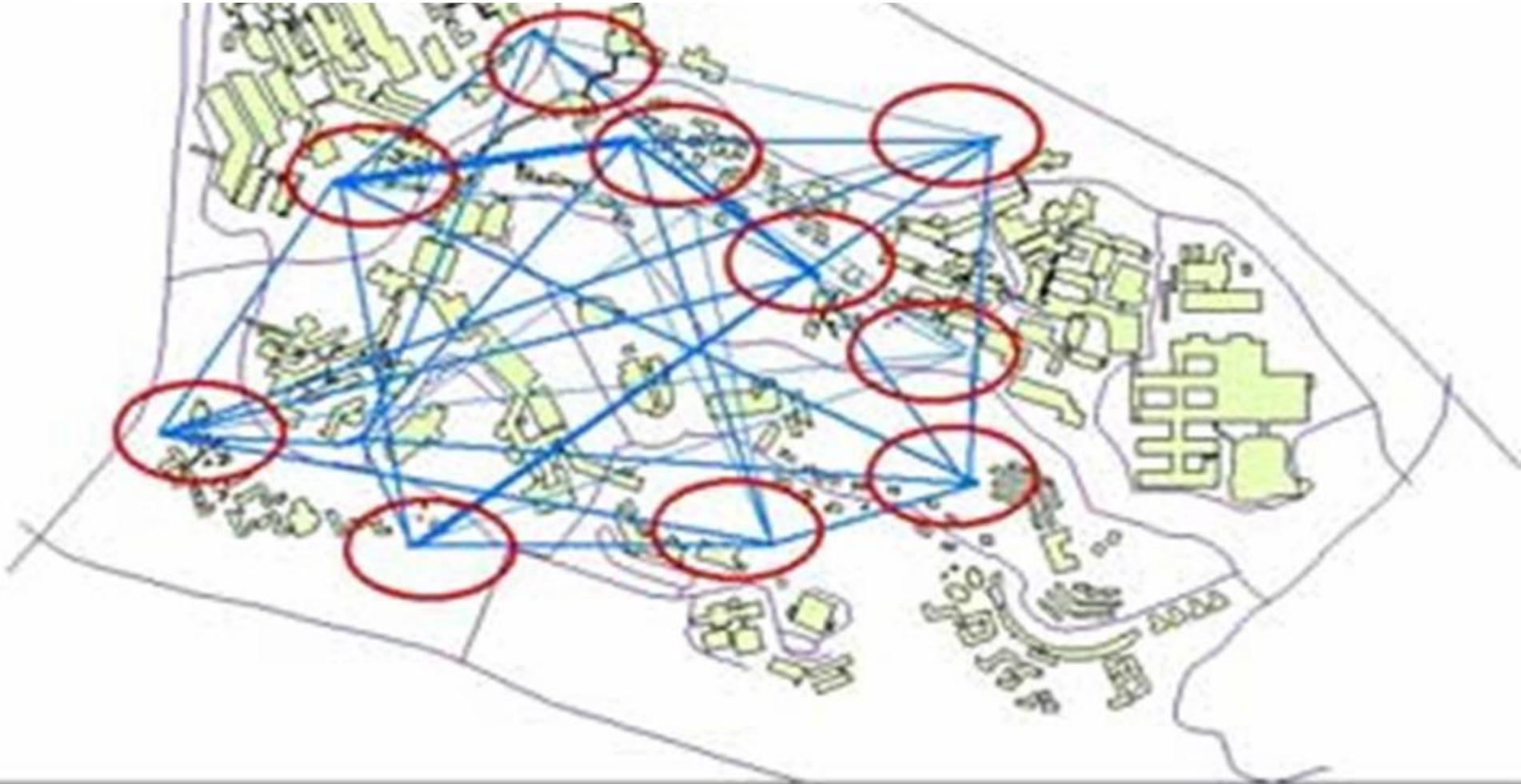
# Designing-in Sustainability



# Smart Growth, Locally Embedded, Globally Conscious



# Reposition Creativity and the Creative Economy at the Intersection of a Set of Strategic, Institutional & 'Personal' Desire Lines

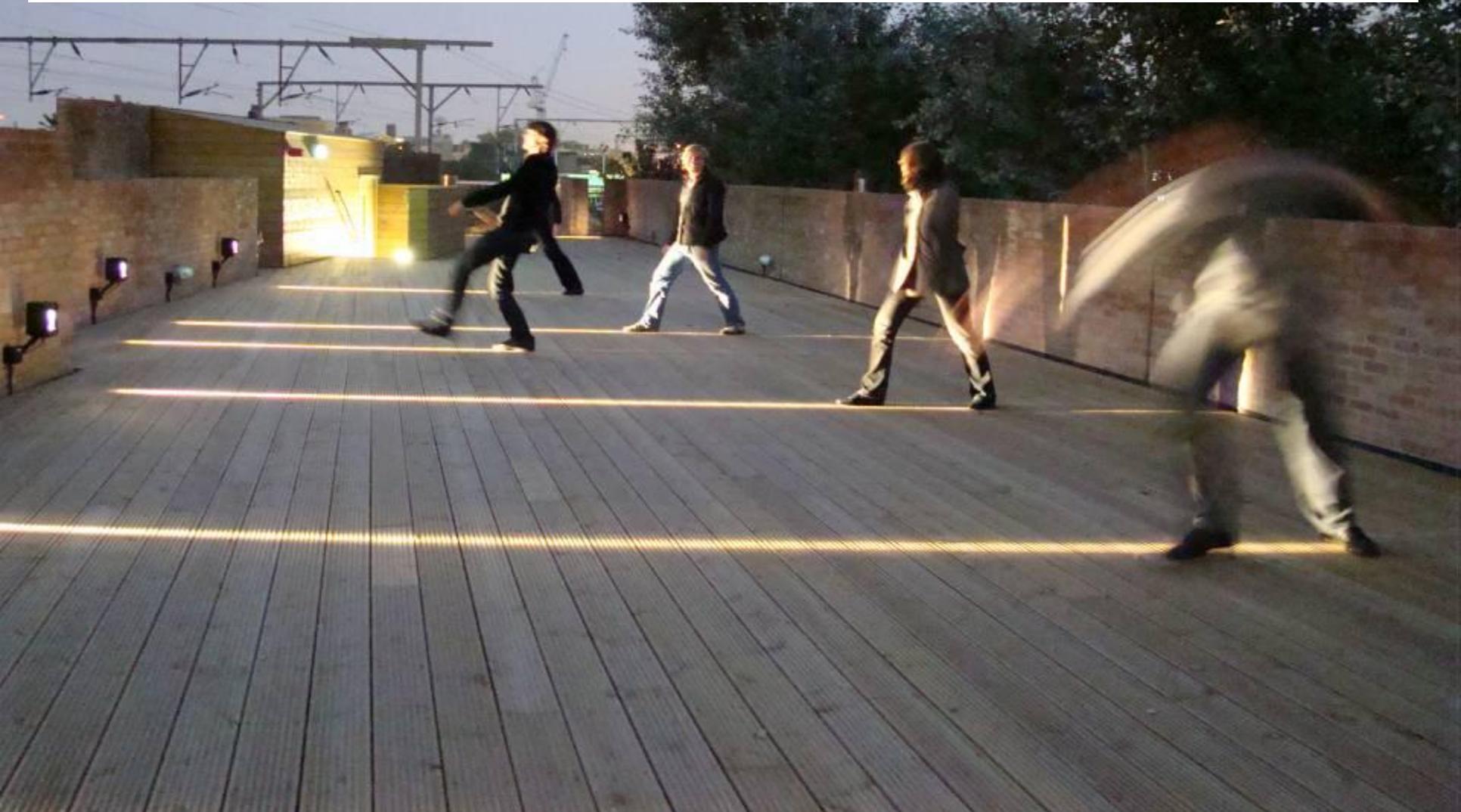






# **A Transforming Landscape – 5 Creative Opportunities for the Nordic-Baltic Region**

# 1. Support Talent – Mainstreaming Creativity in Education, Work & Policy



Akvile Anglickaite,  
Cecilia Burstas,  
Nanna Deboss-Buhl,  
Evelina Deschane and Theo Mercier,  
Gintaras Didziapetris,  
Nathalie Djurberg,  
Merke Estna,  
Elin Hansdottir,  
Telliervo Kaveinen and Oliver Koehnta-Kalleinen,  
Emma Kihl,  
Karl Larsson,

## Consequences and Proposals

curators: Rael Artel and  
Anneli Porri

Juozas Leivas,  
Johanna Leppin,  
Rudolfas Levulis,  
Andreas Mangione and Hanna Stegurskog,  
Barthol Lo Meior,  
Margarita Mironova,  
John Phillip Mäkinen,  
Tanja Muravskaja,  
Kristina Norman,  
Stas Polnarev,  
Krzysztof Ruciszewski,  
Aleksander Sawycki,  
R.E.P. (Ksenia Ghalitskaya, Nikita Kadish, Janna  
Kavulya, Olga Koshchenko, Vladimir Kuznetsov,  
Lada Makonechnaya),  
Hans Rosenström,  
Piri Takala,  
Signe Viir,  
Julia Wolff

28.9 - 11.11.2007

Rüütelkonna building

Kiriku plats 1

Tallinn, Estonia

Tue - Sun 12-20

[www.biennaleofyoungartists.org](http://www.biennaleofyoungartists.org)

Paul West Modestudio presentiert Paul West  
het modemerik voor en door jongeren

Nu de show  
van 20.00 uur is  
aankomst van de  
Paul West  
Party!

# PAUL WEST

Paul West  
Fashionshow  
Zaterdag 30 juni  
16.00 en 20.00

Garage Notweg 38  
Amsterdam Oudorp



Gratis kaarten reserveren  
voor de shows op 16.00 en  
20.00 uur kan via  
modeshow@paulwestmode.nl  
Uw voor informatie:  
www.paulwestmode.nl

Paul West Modestudio, een  
instelling van Tessa Designers &  
Industry en Design, wil jongeren in  
Amsterdam West de kans bieden  
hun talenten te ontwikkelen

## Work-related Learning



# Participatory, Engaged, Open Source Brokerage



## 2. Focus on the Spaces for Collaboration & Innovation



# Creating Spaces Where Interactions Take Place

*"What is needed is not new or adapted instruments for knowledge transfer, but something quite different: the spaces in which interactions can take place"*

(Geoffrey Crossick, A lecture to the Royal Society of Arts).



# Different Models & Forms of Engagement





**Interdisciplinary**

# New Types of Cultural Infrastructure



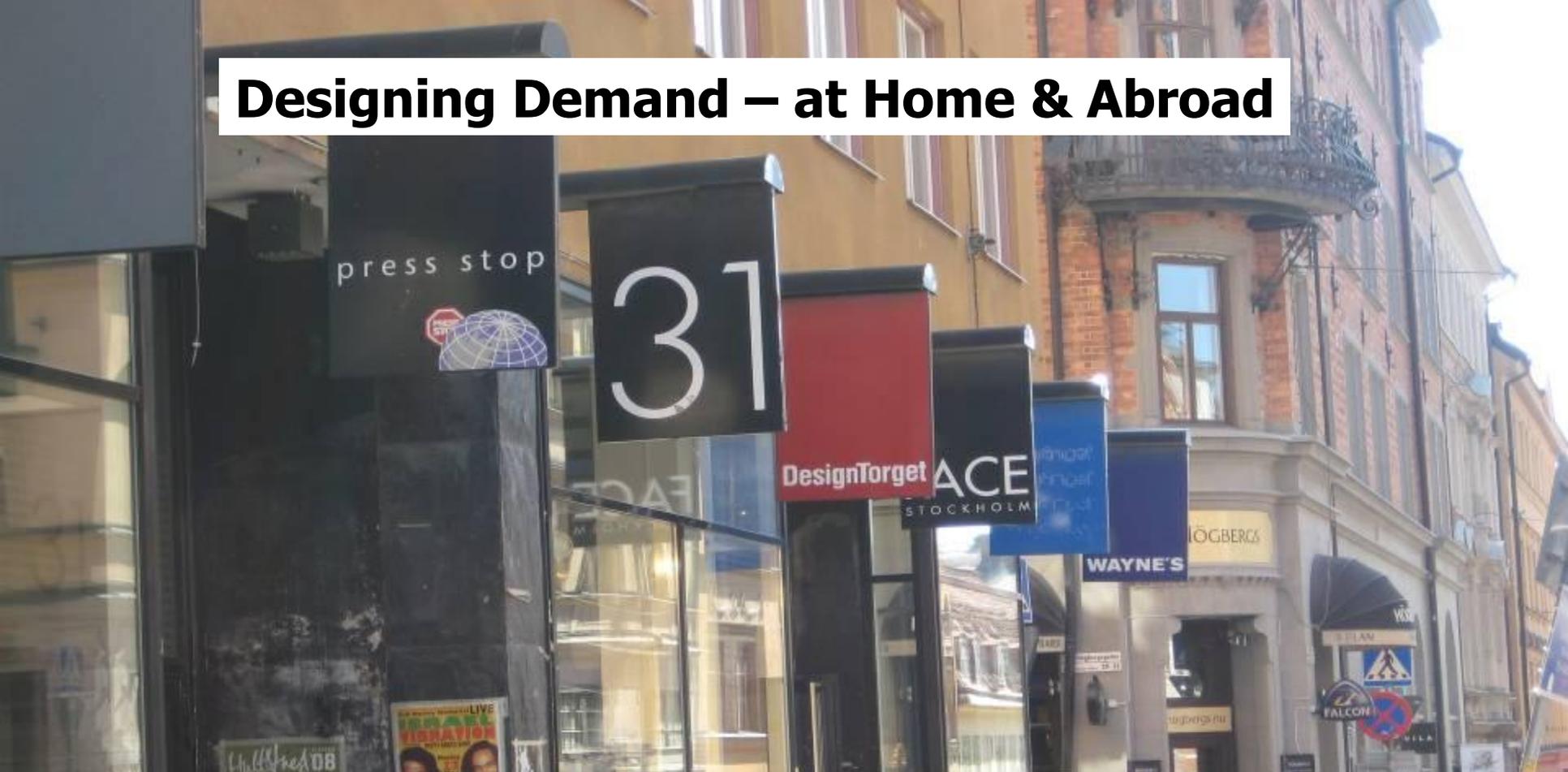
### 3. New Levels of Partnership & Cooperation



A photograph of a bridge railing with many padlocks attached to it, set against a city street background. The railing is ornate and grey, with numerous padlocks of various colors and sizes hanging from it. The background shows a paved sidewalk, a road with parked cars, and buildings in the distance. A semi-transparent text box is overlaid on the left side of the image.

**Market Making & Shaping**  
**Knowledge Exchange**  
**Research**

# Designing Demand – at Home & Abroad



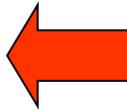
***"Every £1 spent on design by participating companies saw a £50 increase in turnover above expected levels. Every £1 spent on design by participating companies saw a £2 increase in profit above expected levels."***  
**UK Design Council Designing Demand: Immerse Programme**

**Also Connecting Eastwards**

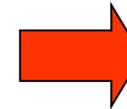
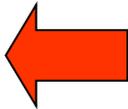


# The Nordic /Baltic Region as a Creative Connector

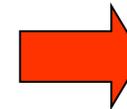
Between creative industries & the wider economy



Between innovation & creativity



Between Europe & the world



Between education & business

## 4. The 'Big Hello' – Inward Investment & Cultural Tourism





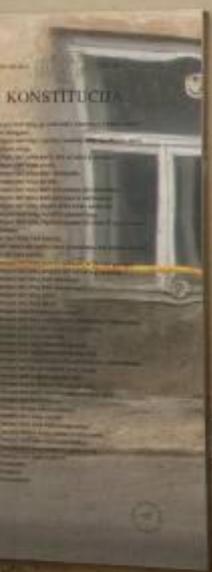
## **High Quality Cultural Offer Linked to Open Creative Ecology**



## **Commission & Expose the 'Quirky' & the 'Established'**



**Bring the 'distinctive' to the surface**

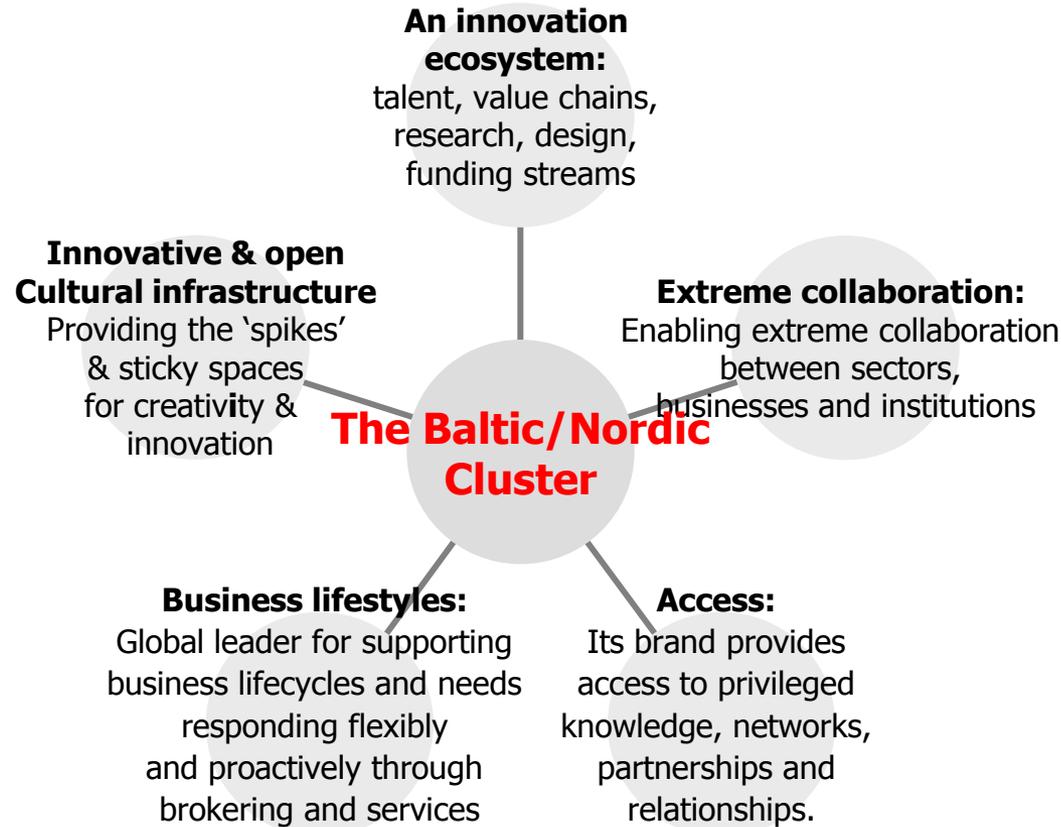


UŽ





# How to Attract & Grow the Creative Economy



## 5. Gather the Evidence, Tell the Story



# Telling a Stronger Story



1<sup>st</sup> *LOST IN FOOT*



*ORANGE MOUNTAIN*



*KING OF THE HILL*



2<sup>nd</sup> *NEW HOPE*



*THE AGE*



3<sup>rd</sup> *THE STREAM*



*AFTER THE STORM*



4<sup>th</sup> *"HUNGRIEST MOUTH"*



*SPRINKLES OF HELLFIRE*



*THE DARK*



*ROBOTS*



*PERCABLE KISSING*

# The Ongoing Logics

**There is commercial logic:** operating in a larger regional market; developing greater visibility to global markets; merging for scale; coordinating complementary strengths; increasing convergence opportunities with other sectors; and establishing global leadership in sector specialisms.

**There is a professional logic:** exchanging knowledge; developing richer research; building a larger skills base; occupying territories with similar IPR and tax status; and providing a bigger portfolio of investment propositions

**There is a cultural logic:** building on centuries of intertwined histories; exploring common contemporary sensibilities; and exploiting a global perspective that connects the Nordic & Baltic countries as a connected cultural (and market) proposition.

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