

# *What do the creative industries really need?*



**By Rasmus Wiinstedt Tscherning**  
**Managing Director, Center for Cultural & Experience Economy**  
**Chairman, European Creative Industries Alliance**

# Cultural and Creative Industries



## *Surprising analysis!*



**Surprise! The sector  
really exists as a sector!**



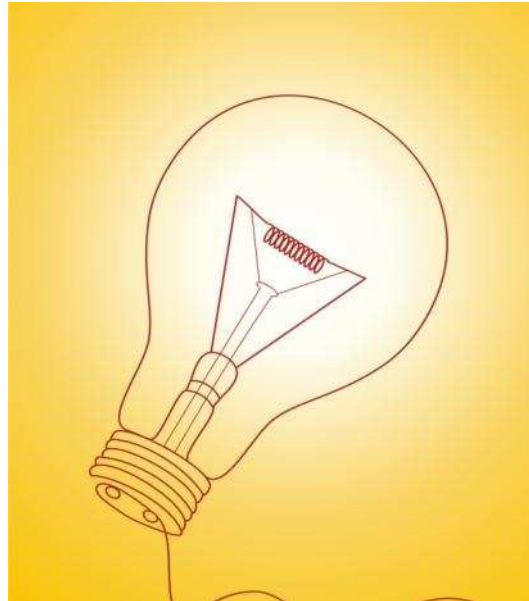
**For the sake of art? Not  
really!**



## *More results...*



Stronger ambitions on **internationalisation** than the rest of the economy



**IPR** are more often crucial for the business than the rest of the economy



**Business development** and **financing** are greater challenges than the rest of the economy

# European Creative Industries Alliance

## Policy Learning Platform (PLP)

Platform of 25 experts, ECIAP-members and concrete action coordinators to discuss how industrial innovation policy can strengthen creative industries in Europe. Tasks include the analysis of favourable framework conditions, trends and foresight and links with other sectors. The chairman of the platform is **Rasmus Wiinstedt Tscherning**

## ECIAP

Amsterdam: Responsible for the secretariat of the PLP and website  
six partners: Amsterdam, Berlin, Catalonia, Milan, Nantes, Tampere

WP2  
Milan  
Innovation  
Vouchers

WP3  
Berlin  
Cluster  
Excellence

WP4  
Catalonia  
Access to  
finance

WP5  
Tampere  
Demand  
Driven  
innovation

WP6  
Nantes  
Spill-over and  
International-  
isation

## Working groups

Concrete  
action 1:  
Innovation  
Vouchers

Concrete  
action 3:  
Cluster  
excellence

Concrete  
Action 2:  
Access to  
finance

# ***Cross sector innovation, spill-over, creativity-driven innovation...***



***Creative occupations are growing within and outside the creative industries, indicating that creativity is spreading to other sectors.***

***The creative industries are supporting innovative activities, encouraging economic growth and creating new jobs.***

# *Dangers...*









***Thank you!***

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[www.creativebusinesscup.com](http://www.creativebusinesscup.com)

rwt@cko.dk TW/FB: raratsch