



MINISTRY OF EDUCATION  
*Ministère de l'Éducation*

The Development of Creative Industries in Finland  
by Ministry of Education and Culture

Muotoilun muuttuva rooli, 7.9.2009, Helsinki  
Councillor for Cultural Affairs Kirsi Kaunisharju

## Structure of the Presentation

- Development Activities in European level
- Development Activities in Finland
  - Strategies
  - Statistics
- Development Programme for Growth and Internalization of Creative Industries 2007-2013
- Finland's Cultural Exports Promotion Programme
- Committee on Product Development for **Cultural Tourism** - Proposal for a programme 2009-2013

## Development Activities in European level

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- ▶ Expert Group on maximising the potential of cultural and creative industries, in particular that of SMEs (open method working group)
- ▶ Work started in the spring 2008
- ▶ Recommendations for the Green Paper
- ▶ The Green Paper on cultural and creative industries will be published in early 2010. The document will analyze the issues that are the most crucial for cultural and creative industries
- ▶ Studies
  - The Impact of Culture on Creativity, European Commission, June 2009

## Development Activities in Finland

- Strategies
- Statistics

## Development Activities in Finland - Strategies

- ▶ The Development of Creative Industries is part of the The Government Programme by prime minister Matti Vanhanen's second cabinet
- ▶ Development strategy for entrepreneurship in the creative industries sector for 2015 (publication of Ministry of Trade and Industry 10/2007)
- ▶ Do Finnish cultural exports have staying power? Yes! Proposal for Finland's cultural exports promotion programme (publication of Ministry of Education 2007:9)
- ▶ Design 2005! Government Decision-in-Principle on Finnish Design Policy
- ▶ Strategy for Cultural Policy 2020 (publication of Ministry of Education 2009:12, in Finnish)
- ▶ Other strategies and programmes by different ministries

## Strategy for Cultural Policy 2020

- Different strategies and action plans will be updated (including architecture)
- Statistics will be improved
- Cultural Exports Programme will be updated
- Creative Economy and Cultural Entrepreneurship

## Development activities in Finland – Statistics

### (I)

- ▶ Lack of sufficiently wide-ranging and comprehensive statistical information
- ▶ In the beginning of 2007, the Ministry of Education and Statistics Finland launched a joint project with the aim of creating a foundation for reliable and comparable statistical information on the effect of culture on the national economy
- ▶ The project was a pilot
- ▶ The current culture satellite account is the first development version
- ▶ Culture Satellite Account - Final report of pilot project published 2009
- ▶ The development work of the culture satellite account is continuing by Ministry of Education



## Development activities in Finland – Statistics (III)

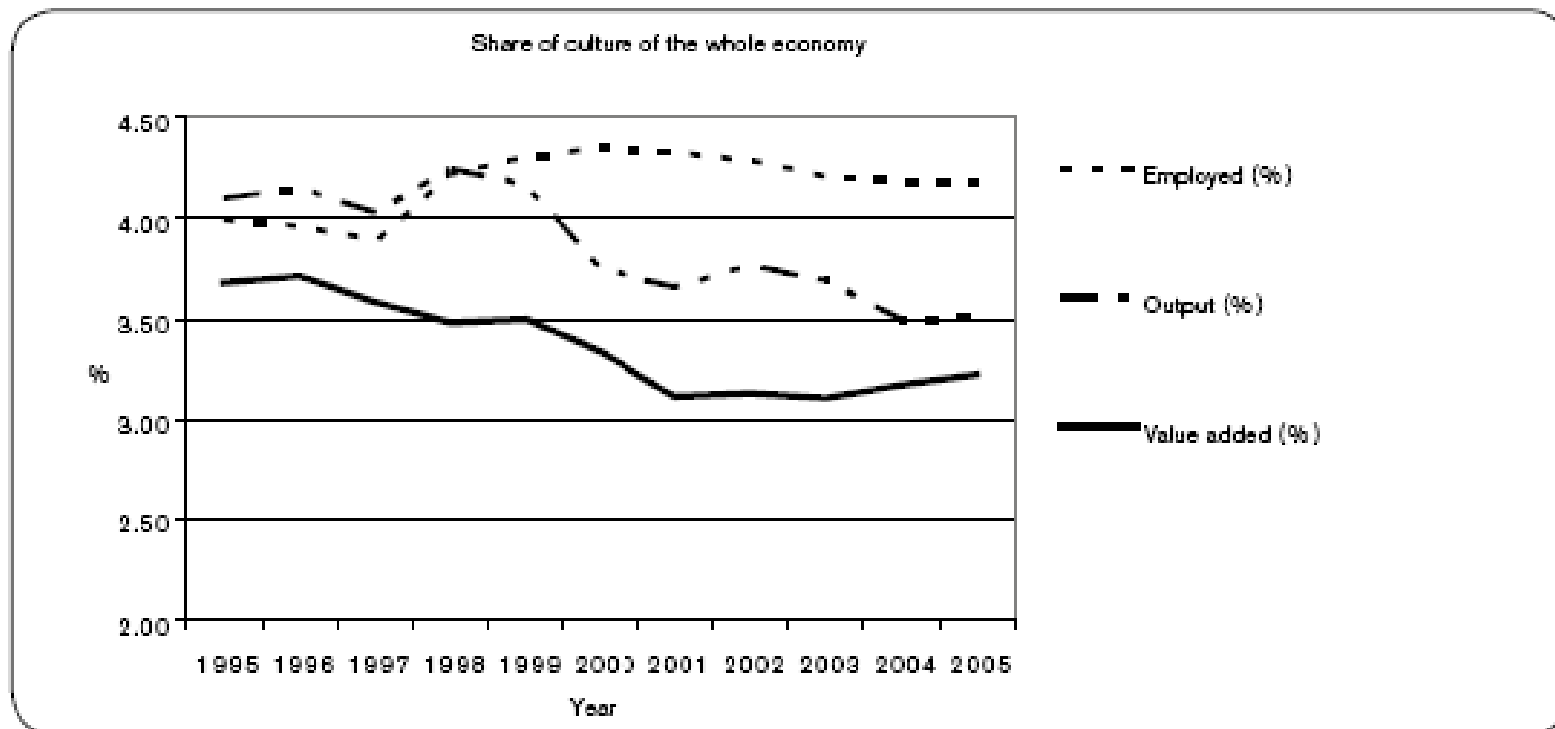


Figure 4: Share (%) of culture in the value added, output and the employed of the whole economy in 1995-2005

## Development activities in Finland – Statistics (IV)

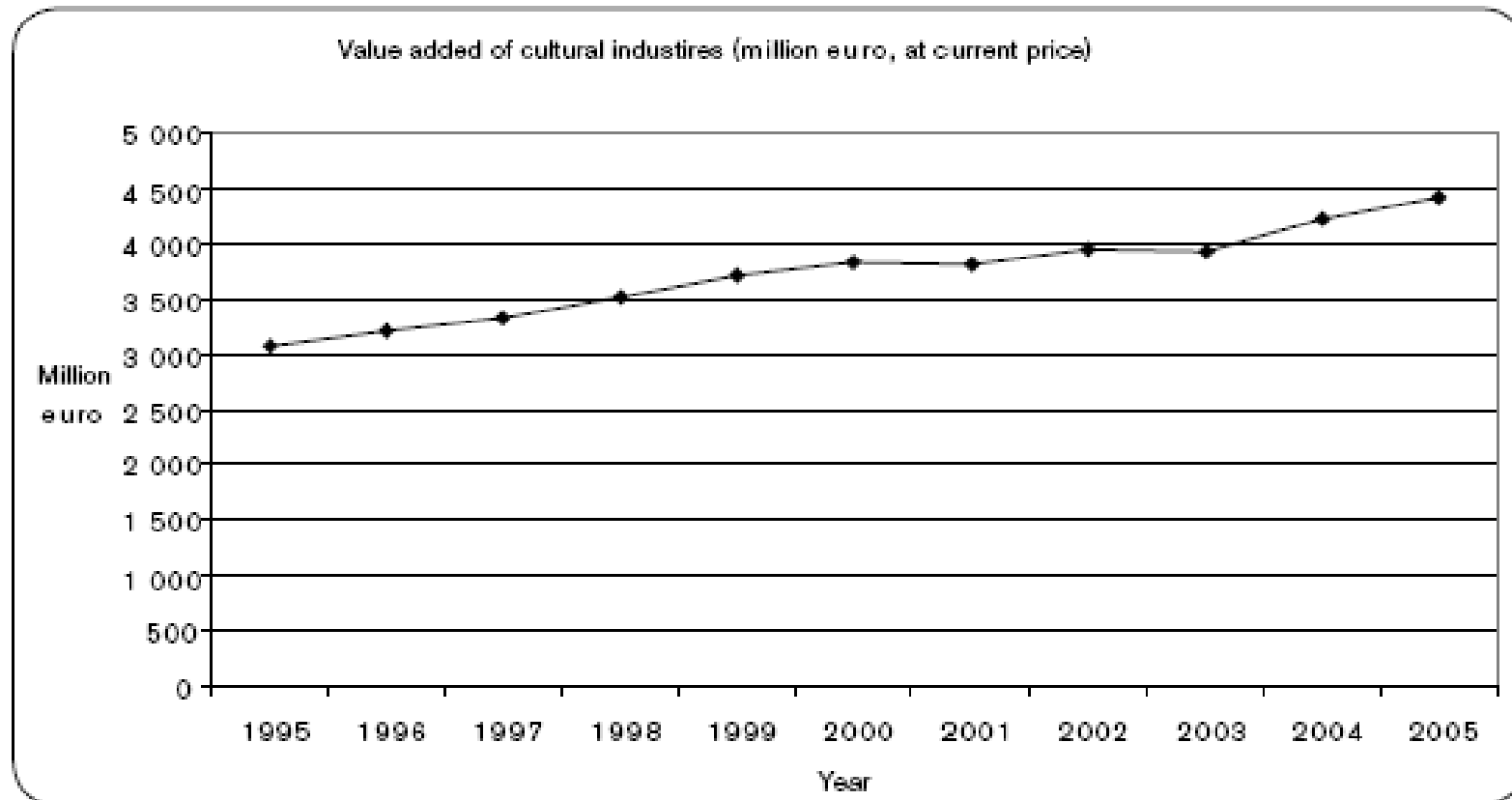


Figure 5: Value added of cultural industries at current price in 1995-2005

# Development activities in Finland – Statistics (V)

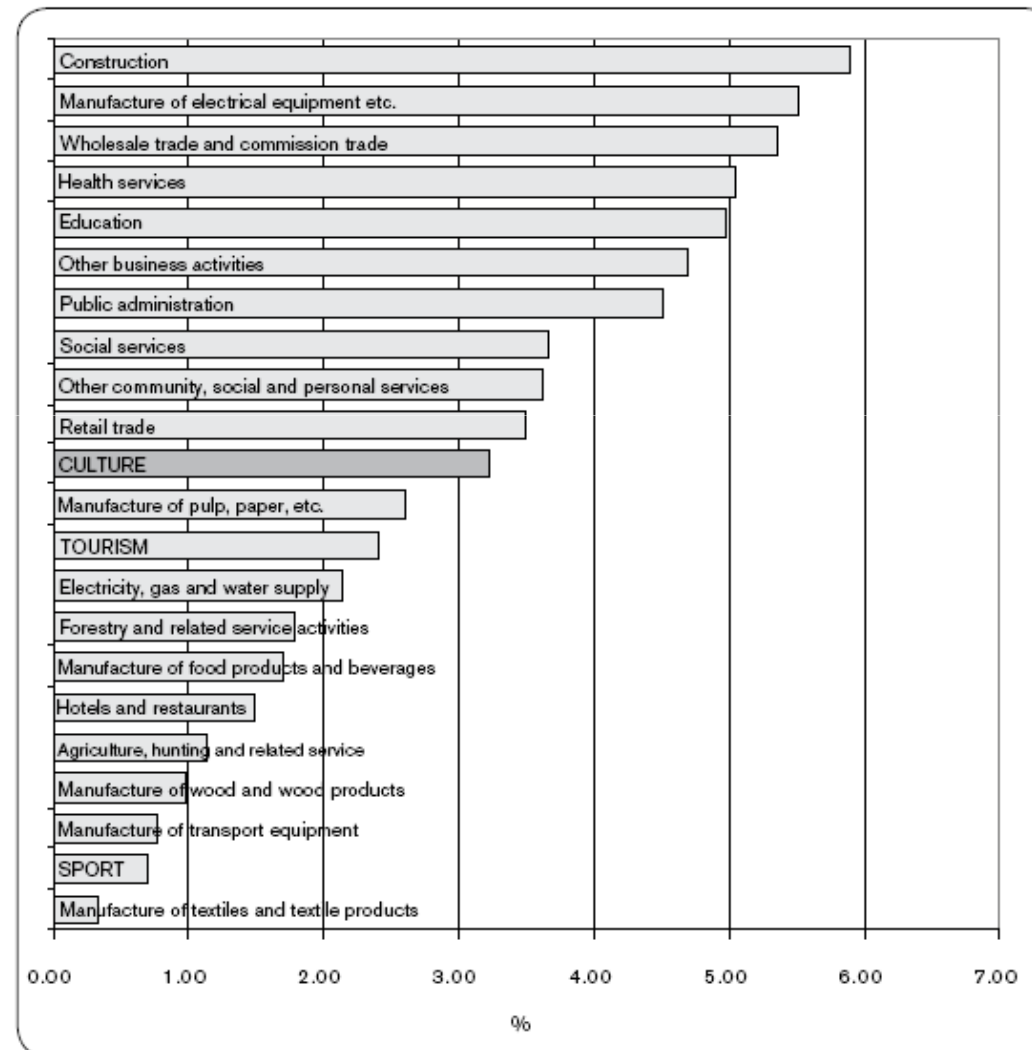


Figure 7: Shares of value added in certain industries and wholes of industries in 2005

## Development activities in Finland – Statistics (VII)

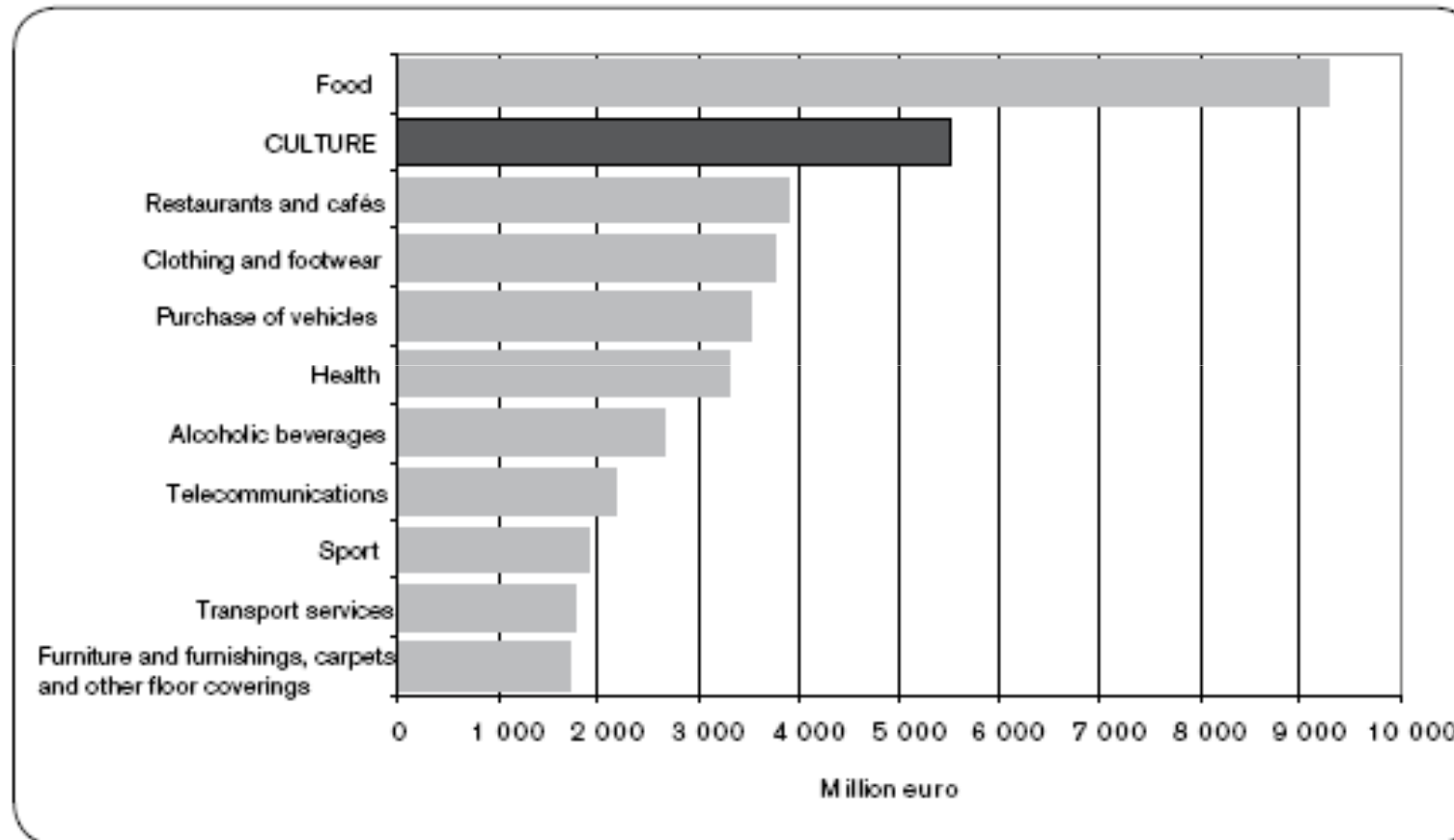


Figure 13: The overall amounts of selected private consumption items in 2005

# **Development Programme for Growth and Internalization of Creative Industries 2007- 2013**

## Strategic background

- Strengthening the regions – the action plan for regional development by the department for cultural, sports- and youth policy 2003–2013 (publication of Ministry of Education 2003:22)
- The regional centre programme 2007-2010 (approved by Finnish government 23 November 2006)
- Development of audiovisual activities (publication of Ministry of Education 2005:8)
- Development of creative industries – a network model (publication of Ministry of Education 2006:47)
- Development strategy for entrepreneurship in the creative industries sector for 2015 (publication of Ministry of Trade and Industry 10/2007)
- Do Finnish cultural exports have staying power? Yes! Proposal for Finland's cultural exports promotion programme (publication of Ministry of Education 2007:9)
- Government decision-in-principle on arts and artist policy (publication of Ministry of Education 2003:20)
- Finland's tourism strategy to 2020 & Action plan for 2007-2013 (publication of Ministry of Trade and Industry 21/2006)

## General

- ▶ One of the national ESF -development programmes by the Ministry of Education and Culture
- ▶ Coordination responsibility in the Ministry of Education and Culture
- ▶ Cooperation with the Ministry of Employment and the Economy
- ▶ EU and national funding 14,6 million € + municipal funding (15 %)
- ▶ Eastern Finland has own funding in ESF programme
- ▶ Aim for large projects and national coordination

# Objectives

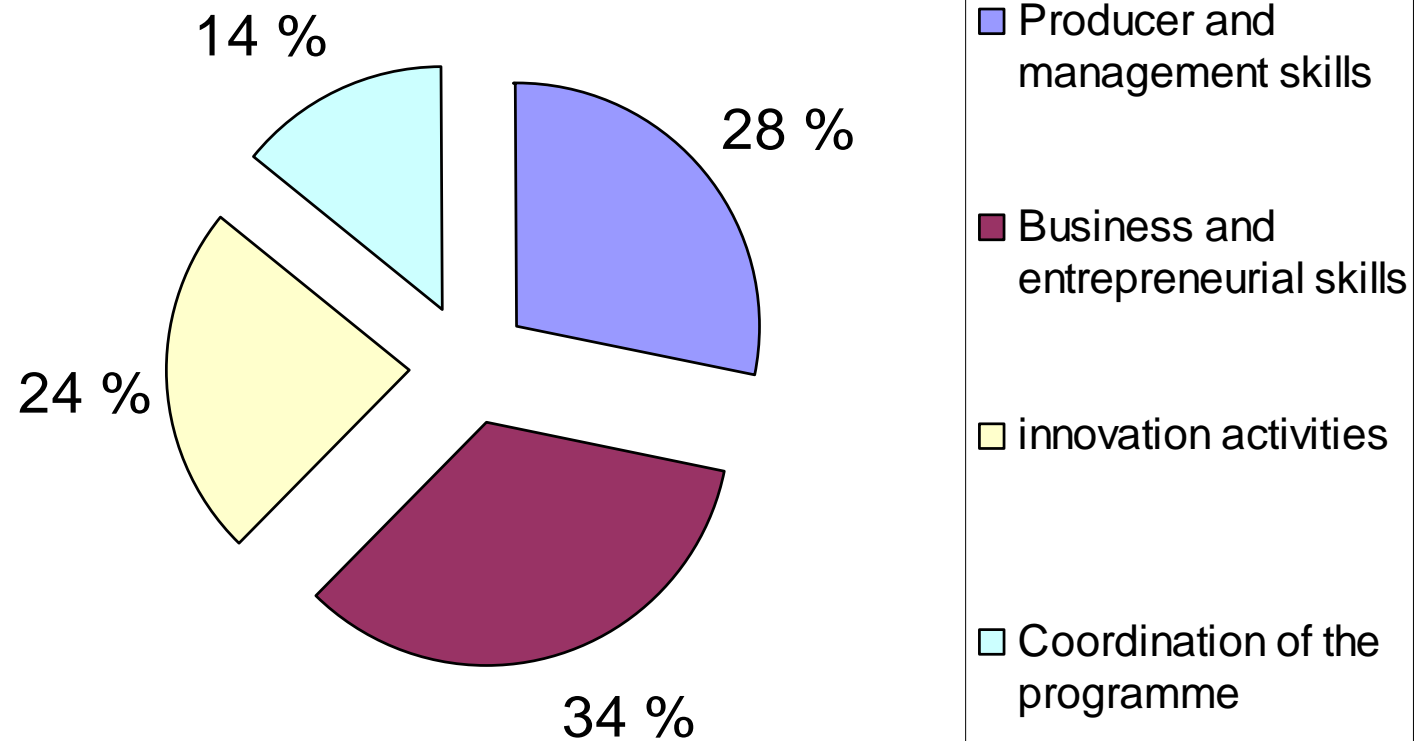
- Development of
  - Product development and innovation activities
  - Business and entrepreneurial skills
  - Producer and management skills and leadership
  - (Foresight and database by Creative Finland -project)



# Projects

- 14 projects going on
  - Luova Suomi/Creative Finland – Coordination project
  - CREADA – Mentoring and business development for creative industries entrepreneurs
  - Film Location Finland – Marketing network (international) for audiovisual field
  - ART 360 – Producer and Management development for visual arts
  - YLÖS – Service development for theatre field
  - Finnish Music Express – Internationalization of Finnish music
  - VAKA – National music club development
  - Kultajyvä – Mentoring and business development for handicrafts and design entrepreneurs
  - Sillanrakentajat – Mentoring programme for agents and cultural export
  - Kulttuurin ketju – Product and quality development of cultural tourism
  - DiMeKe – Product development of digital media enterprises
  - ArtHub – Development of arts councils as a creative industries developers
  - Taivex – Cultural export mentoring programme for producers, managers and gallerists
  - Produforum – A networking model for producers

**ESF Development Programme/Creative Industries -  
Focus Area Division of the Projects 1.9.2009 (14  
projects)**



# Finland's Cultural Exports Promotion Programme

## Vision 2011

- Cultural exports have grown into a recognised part of Finnish exports. Their value has at least tripled, and the creative industries have diversified the industrial structure in Finland and bolstered employment. Culture is a clearly stronger element in the image and brand of Finland. The welfare of individuals and groups working within culture has improved owing to exportation.

## Development targets and actions

- Development in cultural exportation will be geared to
  - enhance cultural business
  - build up clusters and networks of particular relevance to exportation
  - advance international marketing and promotion
  - enhance cultural exportation structures and knowledge base
  - promote international cultural cooperation and exchanges
  - create a competitive legislative framework for cultural exportation.

# Financing Cultural Export by Ministry of Education and Culture

- ┌ Cooperation with Ministry of Employment and the Economy and Ministry for Foreign Affairs
- ┌ International cooperation
- ┌ Cultural institutes
- ┌ Promotion of cultural exports
  - Marketing, brand and product development, export concepts, extension of networks, business development
- ┌ Cultural export and international cooperation
  - Information centres for arts

## **Committee on product development for cultural tourism - Proposal for a programme 2009-2013 (I)**

Committee is based on the Government Resolution on Finnish Tourism Policy, the Finnish Tourism Strategy up to 2020 and the proposal for a Finnish cultural exports development programme for 2007-2011

- Aims
  - activate and support the development of culture-based products for tourism and thereby maximise earning potential and employment in the arts and culture
  - achieve internationally attractive and competitive cultural tourism products and services, and to enhance the image of Finland as an attractive destination in cultural tourism

## **Committee on product development for cultural tourism - Proposal for a programme 2009-2013 (II)**

### Main development targets

- **enhancing the knowledge base and statistics**
- **developing a model for product development**
- **developing production business and producer operations**
- **strengthening Finland's cultural competitive identity**
- **developing cultural events for tourism purposes**
- **consolidating cooperation and networking, and**
- **increasing the use of instruments on offer in the European Union and international organisations.**



## For further information

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