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
Development Activities in European level

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)
- 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
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.


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)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Value Added (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>9.5</td>
</tr>
<tr>
<td>Manufacture of electrical equipment etc.</td>
<td>9.0</td>
</tr>
<tr>
<td>Wholesale trade and commission trade</td>
<td>8.5</td>
</tr>
<tr>
<td>Health services</td>
<td>8.0</td>
</tr>
<tr>
<td>Education</td>
<td>7.5</td>
</tr>
<tr>
<td>Other business activities</td>
<td>7.0</td>
</tr>
<tr>
<td>Public administration</td>
<td>6.5</td>
</tr>
<tr>
<td>Social services</td>
<td>6.0</td>
</tr>
<tr>
<td>Other community, social and personal services</td>
<td>5.5</td>
</tr>
<tr>
<td>Retail trade</td>
<td>5.0</td>
</tr>
<tr>
<td>CULTURE</td>
<td>4.5</td>
</tr>
<tr>
<td>Manufacture of pulp, paper, etc.</td>
<td>4.0</td>
</tr>
<tr>
<td>TOURISM</td>
<td>3.5</td>
</tr>
<tr>
<td>Electricity, gas and water supply</td>
<td>3.0</td>
</tr>
<tr>
<td>Forestry and related service activities</td>
<td>2.5</td>
</tr>
<tr>
<td>Manufacture of food products and beverages</td>
<td>2.0</td>
</tr>
<tr>
<td>Hotels and restaurants</td>
<td>1.5</td>
</tr>
<tr>
<td>Agriculture, hunting and related service</td>
<td>1.0</td>
</tr>
<tr>
<td>Manufacture of wood and wood products</td>
<td>0.5</td>
</tr>
<tr>
<td>Manufacture of transport equipment</td>
<td>0.2</td>
</tr>
<tr>
<td>SPORT</td>
<td>0.1</td>
</tr>
</tbody>
</table>

**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)
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)

- Producer and management skills: 28%
- Business and entrepreneurial skills: 34%
- Innovation activities: 24%
- Coordination of the programme: 14%
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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