

Cultural entrepreneurship

*as a driving force for the
creative economy*

Ciudades Creativas November 25 2010

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A WAKE UP CALL

For the re-active artists/designers, art managers and policy makers within the Cultural and Creative Industries in Europe.

Sorry.

We do not have a pro-active strategic agenda (yet)!

Please email your actions: giep.hagoort@ke.hku.nl

Introduction (1)

- *Partnership: Utrecht Research University & Utrecht School of the Art (plus: Antwerp University)*
- *Art & Economics: micro level, cultural entrepreneurship, C-SMEs (80-90% CC I, 60% free lance), profit and non profit*
- *Research: interdisciplinary (PhD-) projects (EU, CBM, RoC, Art Factories, sustainability)*
- *Staff pt: 4 regular, 6 external researchers*
- *New: International Academic Council for Cultural Entrepreneurship (IACCE)*
- *Basics: Art management entrepreneurial style*

introduction (2)

Research projects

- 1. Entrepreneurial dimension CC Industries/EU*
- 2. Cultural Business Modeling / life cycles/Return on Creativity*
- 3. Strategy as practice (C SMEs)*
- 4. Artists and innovation processes*
- 5. ABC-Interaction: Area-Building-C SMEs*
- 6. (students: Socio Creative Robotics)*
- 7. (initial phase: CC I and Sustainability)*

Cultural Entrepreneurship

- 1. Clear cultural mission/vision
entrepreneurial style (freedom to create
and freedom of enterprise)*
- 1. Balancing between artistic and economic
values (innovation, business planning)*
- 2. Corporate socio-cultural responsibility
(socio creative entrepreneurship)*

Sense of Urgency (1)

Cultural Entrepreneurship

- 1. New initiatives <<>> economic crisis*
- 1. New Creative Finance <<>> reduced subsidies*
- 2. New positions: <<>> higher (int.) competition*
- 1. New market needs ask for innovation
(economical, social, spacial)*

Sense of Urgency (2)

- 5. New creative ICT-coalitions <<>>
Florida, digital areas*
- 6. New Survival Strategies <<>>
turbulences! (creative multitasking)*
- 7. EU Green paper CCI, Unctad Creative
Economy Report 2008 <<>> policy
driven*
- 8. Creative cities<<>> Creative regions*

Five Core Competences CC SMEs (EU research)

- 1. Vision development*
- 2. Market orientation/innovation*
- 3. Return on Creativity (CBM)*
- 4. Communication skills (intercultural, interdisciplinarity)*
- 5. Leadership/team-net-working*

In connection with life cycle positions

A Strategic Research Agenda (EU)

- Create a research platform with an independent committee as supervisor
- Develop an educational frame for required entrepreneurial skills for the CC I
- Design practice led indicators for innovation based on culture based creativity (evidence based approaches)
- Social (sustainable) Design as a possible innovation practice for cross overs?
- 'Strong Cities Strong Regions' as a paradigm shift?

Dream: European Ambition 2015

- 1. The most innovative CC Industries on a regional and European level,*
- 2. Excellent 'cultural entrepreneurship in context'; role models for America and Asia*
- 3. Art schools and faculties of Economics and Technology have open R&D platforms*
- 4. Social Design with artists/designers in a key role to create sustainable cities and regions.*
- 5. A EU Creative Economy Fund with 1 billion € (as a starting point)*

A lot of success for the candidates:

Zaragoza 2016

Utrecht 2018

Have a great conference!

Thank you for your attention