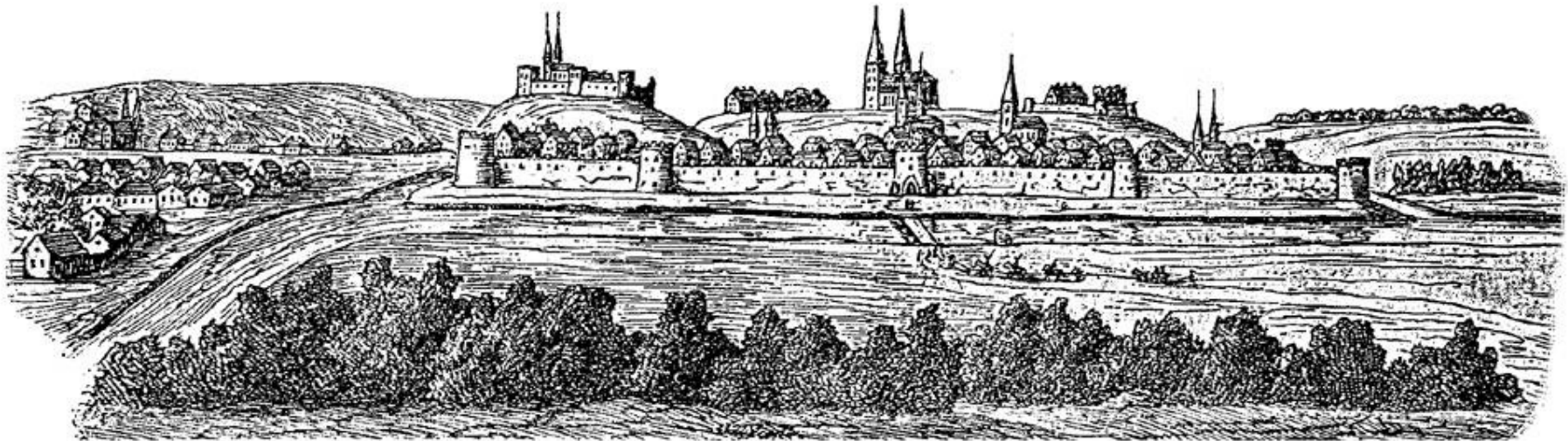




Creative Industries Development in Tartu

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Strategic documents on creative industries:

- Development strategy “Tartu 2030”
- Culture, Sports and Youth Work Development Plan of Tartu City for 2008 – 2013
- Tartu City Business Development Plan 2007 – 2013



Writing the strategy: activities

”The internship of the civil servants of the Department of Culture of Tartu City Government and Estonian Ministry of Culture in the Netherlands, Denmark and the United Kingdom”

“Nordic Model for Creative Industries Development Centre”

- Mapping of CI enterprises
- Interviews with the staff of Heino Eller Tartu Music School and Tartu Art College
- Survey among the students of Heino Eller Tartu Music School, Tartu Art College and the Department of Arts of Tartu University
- Survey about the need for a creative industries incubator in Tartu
- 2 introductory seminars (1 for project participants, 1 for the people of Tartu)
- 10 meetings with the creative people of Tartu

www.tartu.ee/creativeindustries

Conference “Possibilities for Creative Industries in Estonia”



Writing the strategy: CI in Tartu

Strengths:

- Culture (theatres, concert hall, cinema; theatre, film and music festivals; lots of visual artists, musicians, writers, handicraftsmen etc.)
- Education (Tartu University, Tartu Art College and H. Eller's Music School)
- Science (Tartu Science Park, Tartu University)

Weaknesses:

- Awareness - lack of information & knowledge
- Lack of professional culture managers
- Lack of cooperation & communication
- Lack of space



Strategy: needs for CI development in Tartu

- Interdisciplinary approach
- International approach

- Information centre
- Training and schooling (business, accounting, law, etc.)
- Incubator

- Flexible funding



Priorities of the Department of Culture for CI development

- Continuous mapping of the CI sector
- Schooling the creative sector
- CI incubator & information centre
- Culture factory (performing arts)



Thank you!

