

Creative Industries in Turku Region

Nordic Model for Creative Industries Development Centre

„It’s great to have fun”

A motivated person can achieve a lot. A lot of us work to live and to be able to enjoy different hobbies. There is a legion of makers in the creative and the cultural sectors who can not work with what their expertise implies. There are even more people who work double working days. And there are even more people who do not have the time to do what their hearts tell them to do.

It’s great to have fun. It’s especially great to have fun at work. And when you have fun you have more strength and have the ability to invent things.

Turku Competence and Business Strategy 2006 – 2011

Creative knowledge-intensive services cluster:

1. Cultural industries
2. Business service companies

Responsible sector: Turku Region Development Centre

Cooperation: Culture and youth department, Turku Touring and the European Capital of Culture 2011.

This cluster consists of culture industry (culture, media, advertising, etc) and business service companies (involving technology, finance, legal matters, personnel and so on).

In the strategy, the responsibility of the most important lines of activities and the development of creative knowledge-intensive services has been given to the Turku Region Development Centre.

The role of Turku Region Development Centre is to act as an accelerator, an establisher of cooperation, a generator of synergy and as an internationaliser.

As the first step in this work, we did a study concentrating on the creative industries in Turku region.

The strategy processes have resulted in an intensive cooperation between the administrative sectors, among others, with the Development Centre, the cultural and youth affairs, Turku Touring which is responsible for developing tourism and with the Capital of Culture project.

Development plan

- To start enterprises to creative sectors
- Cooperation models of cultural actors and business life

In the spring of 2007, the Development Centre made a development report of the creative knowledge-intensive services at the Finland Futures Research Centre at Turku School of Economics and the Mediagroup.

Based on the report, the two most important steps are:

- To start businesses of creative sectors
- Cooperation models of cultural enterprises and business life

First of all, we want to create models, by means of creative activity – activities that people love the most – can generate economic activities. Secondly, we want to create bonds between culture and business life, cooperation, projects and manners by which both sectors can develop and be renewed by means of each other.

European Capital of Culture 2011

- An enormous opportunity for the region
- Turku Region Development Centre focuses on strong and/or sectors with growth potential

On 16th of November 2007, Turku was officially nominated as the European Capital of Culture for 2011 by the EU Council of Ministers of Culture here in Brussels.

We see the nomination and the process as a brilliant opportunity to develop and present the Finnish creative industries to Europe at large.

The project activities of Turku Region Development Centre, which support the Capital of Culture 2011, will be aimed at relatively strong sectors and sectors with growth potential that nonetheless need support, these are for example:

- Production of music and export of music
- Production of events

Turku and Tallinn form a strong couple for 2011:
co-operation in cultural projects, tourism and marketing.

The Turku 2011 Capital of Culture project has an international cooperation network. The partners that supported Turku's nomination include Stockholm, St. Petersburg, Florence, Strasbourg and many more. We have also actively built networks with other future capitals of culture for open discussion and sharing of best practises.

Vision: Turku is an internationally competitive city of creative economy

The Turku Region Development Centre and the City of Turku create possibilities for active and creative activities.

We will make Turku a Funfactory.

We believe that in the future Turku is an internationally competitive city of creative economy. Therefore, the Development Centre and the City want to create as ample chances as possible for all kinds of creative activities.

It's been investigated that cooperation between actors within the creative sectors and business life increases trade competence and raises the number of enterprises of the creative sector and

businesses of service. This development increases employment within other fields as well. It also gives the region a label of activity.

People who are motivated and use their expertise achieve a lot and invent new things. They also enjoy their work and use different services. They are happy at work and it is a joy to fulfil themselves. It is impossible to transfer this group elsewhere in the world due to international turbulence.

Why?

- so that more enterprises and jobs would develop in the region
- so that the region would be a more interesting place for new experts and the present-day inhabitants
- to improve the image of the city and the whole region
- to increase the number of tourists
- so that it would be a joy for the people to fulfil themselves
- so that it would be more fun to live in the region

How?

By strengthening the competence of trade

Management consultancy of the creative sectors

Tripple Helix plus

It is important to strengthen trade competence of the actors within the creative sectors, but they don't have to be professionals of trade themselves.

Therefore, suitable business services for their needs must be available. Knowledge Intensive Business Services sectors are being developed alongside with creative sectors.

Public management consultancy especially for actors within creative sectors is being developed presently in Turku in a nationwide significant way.

It is also important to develop a producer step. By means of them, the artist or another creative professional can concentrate on their own doings.

Entrepreneurship must also be encouraged. It is not self-evident for the students of art to become entrepreneurs. The threshold must be lowered and one must be involved in the initial phases of the enterprise.

The schoolsystem in Turku supports well the creative and cultural activities in Turku. We have three unversities, and four universities of applied sciences and over thirty-five-thousand creative students.

Also enterprises are strong in this field; there are about 9000 jobs in that sector. And there is also NN companies in that business in Turku region.

The co-operation between universities, companies and the city is in this case important. But we need to find ways to get resources and investments to our creative industries for the internationalization. That is Tripple Helix Plus, as Mr. Christian Saublens, General Secretary of the Eurada organisation, has pointed.

By establishing cooperation and networks

- Teams
- Events
- Active city culture
- Seminars

By building co-operation and networks

The teams, events and the seminars can be mentioned as examples. Of the teams, we can mention

- Public sector development teams: Turku Region Development Centre, the cultural and youth affairs, Turku Touring and the Capital of Culture 2011
- Business networks, for example, in the game field
- We have been able to gather different public actors together in a promising way

Events which are related to creative sectors in Turku are for example:

- The Christmas City of Finland, the Medieval market , the design week
- Co-operation with enterprises and the third sector is also important

Creative sectors, such as design enterprises have been introduced at entrepreneur events for example:

- European Day of the Entrepreneur
- A similar event for creative industries is being planned

One of the most important goals is to activate the open city culture. Active people and organisations build an interesting and inviting city.

To give the creative sectors visibility!

Turku Design Week

Arsnet – Yellow Pages

Film commission

European Day of Entrepreneurs for the creative sectors

By making the creative sectors such as design visible for a greater public, one also wants to emphasise the economical significance of the field.

Turku Design Week was arranged for the first time last June.

“During Turku Design Week, designers showcase their work and reveal their love for creative enterprise. Design departments open their doors and you will have the chance to peek into the places where new ideas are turned into reality. Design shops organise events related to the week’s theme, while the whole city celebrates the beginning of summer.”

Arsnet:”ARSNET is a unique service, designed to help cultural professionals to meet with the demand for cultural services in Turku and its surroundings.

In the Arsnet Gallery, you can find about 2000 professionals of music, visual arts, literature, dance, theatre & circus, design & craft and film & animation. You will be able to view thousands of pictures and hundreds of video samples and written descriptions, and search for

all types of cultural services: programme for different events, art, writers, lecturers, orchestras, craft products...”

With the film commission activities, which are a part of the international film commission network, we activate the film industry in the area. On the other hand, every film being shot in the Turku region which has been widely spread out is also good advert for the city. It is a win-win situation.

Next steps:

PP – Partnership

Management Consultancy of the creative sectors

Internationalisation

Turku is an internationally competitive city of creative economy where it is a joy to fulfil oneself.