

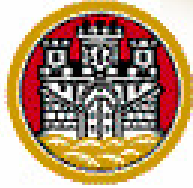


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# Creative industries NICE project

## City of Bergen



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# Mapping

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- Mapping of selected creative industries (film/media, rhythmic music and design) made autumn 2007
- Film/media, music and design are focus areas of both the Hordaland County, Innovation Norway and City of Bergen
- Most commercial cultural companies are from these areas
- Focus areas are based on political priorities and local use of concepts (creative industries as at least partly commercially oriented businesses)

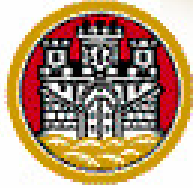


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## Some results of the mapping

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- 7.609 persons employed in the cultural field as a whole (3,5% of work force, 3,1% of output)
- A high number of new businesses established during the last 5-6 years
- Audiovisual, design and rhythmic music grow faster than other creative industries
- Creative industries are urban industries (80% of the work force in rhythmic music and design, 90% of the work force in audiovisual industries in Hordaland are in Bergen)

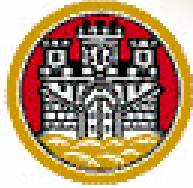


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# Some results continued

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- CI in Bergen are dependent on closeness with the market (e.g. performers)
- CI in Bergen are dependent on closeness to each other.
- A lot of the activity in CI is organized as time limited projects in networks of cooperating small businesses
- "Critical mass" is essential: Creativity and innovation appear in closely connected business environments that are broadly connected regarding competence, working methods and ways of expression.
- Publicly funded "network organizations" are considered to be very important
- Hordaland County decided to increase support to network organizations as a direct consequence of the mapping.



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# The "ecology" of culture

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- The mapping showed that the music and audiovisual industries in the Bergen region are dependent on governmental support.
  - > Music and film industries should be considered as a part of the "ecology" of culture? (Colin Mercer): Both public and private funding is important for their success
  - > Policy for CI in Bergen should be evaluated in combination with the cultural policy as a whole.



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## City of Bergen action plan for the creative industries 2008-2011

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- Film/media, (rhythmic) music and design are focus areas because of commercial potential
- Involves a substantial increase of city support to network organizations within design and film/media
- Supplements in 2008:
  - investment company for the local music industry
  - Regional cooperation about film industry development
  - Conference on design organized 14 March 2008 including presentation of a new regional network organization for design.