

# South African Cultural Observatory

## *2017 National Conference*

**Regional and National Policies towards CCI in the Central Europe**

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## Schedule

Identification and recognition challenges

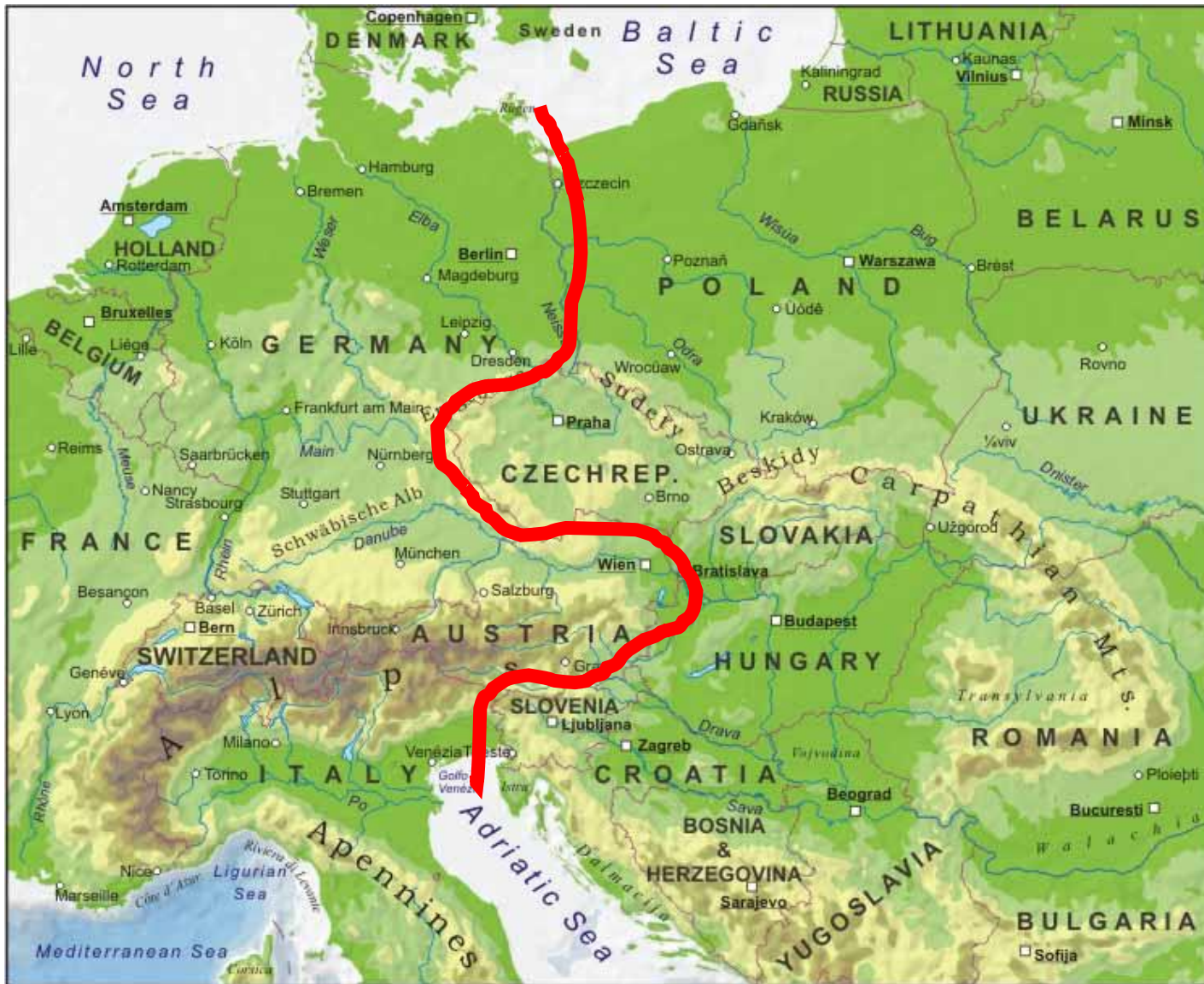
Policy Model

Key activities in the IDEA dimensions



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## Recognition

- Milestones 1989 ... 2004 ... 2007 ... 2013
- 2009 – 2010 presence in the official strategies and documents
- Required for coordination of public funds distribution
- Often recognised in the Research and Innovation Strategies for Smart Specialization both on the national and regional level
- CCI as an opportunity for urban development

## Identification

- Various approaches towards the CCI definition
- Scope of the activities dilemma (examples: ICT and Tourism)
- Statistics and policy coordination dilemma – need for the cross-sectoral approach



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## Creative industries: division and classification by NACE

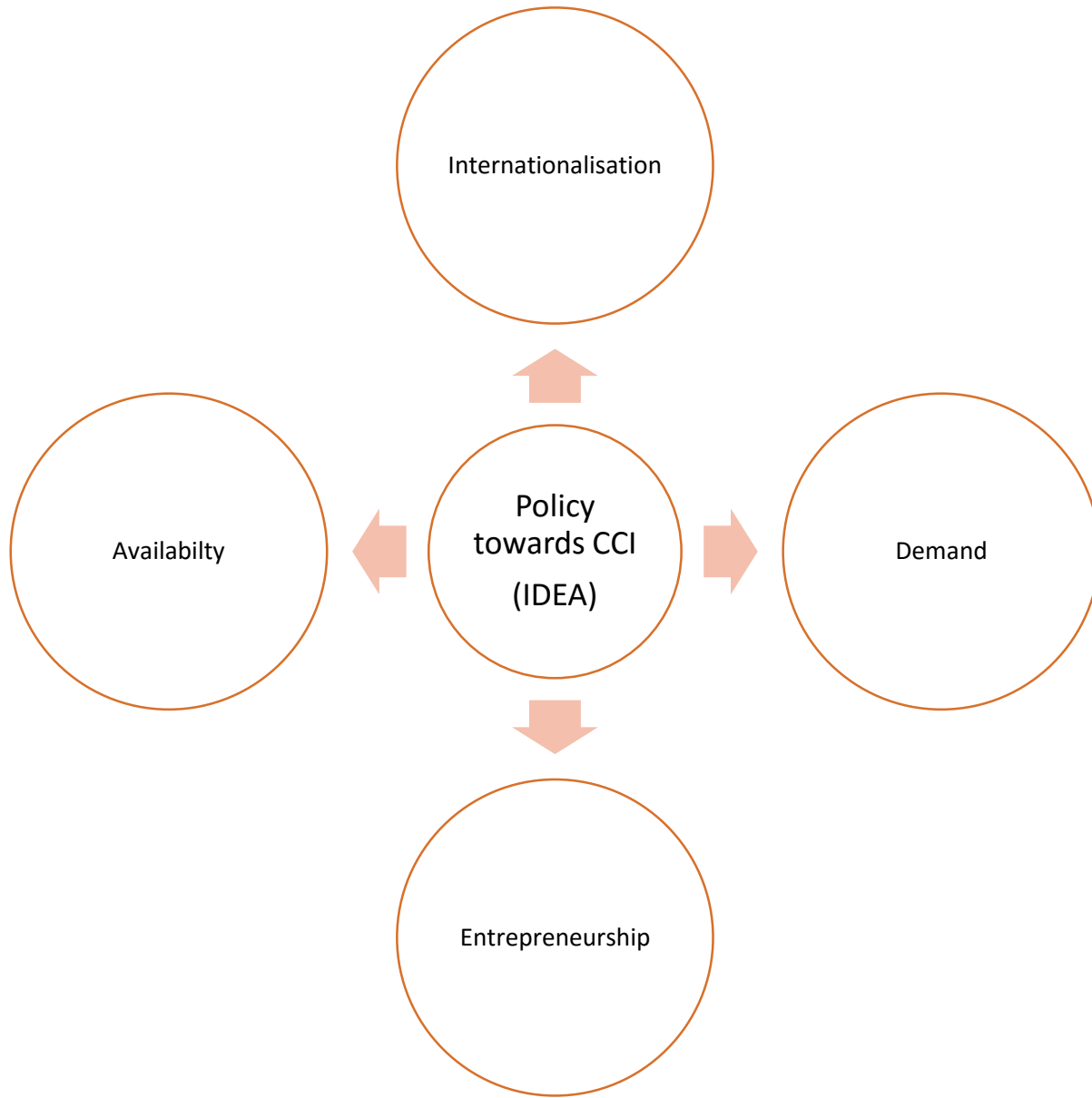
*(Nomenclature statistique des Activités économiques dans la Communauté Européenne)*

<b>Sector of creative industries</b>	Sub-sector of arts and crafts	Visual arts (74.20.Z; 90.03.Z; 47.78.Z)
		Performing arts (90.01.Z; 90.02.Z; 90.04.Z)
		National heritage, libraries and archives (91.01.A; 91.01.B; 91.02.Z)
	Sub-sector of creative production	Programming (58.21.Z)
		Publishing (58.11.Z, 58.13.Z; 58.14.Z; 58.19.Z)
		Film and TV production (59.11.Z; 59.13.Z; 59.14.Z)
		Radio and music production (59.20.Z; 60.10.Z; 60.20.Z)
	Sub-sector of creative services	Fashion and design (74.10.Z)
		Advertising and related activity (73.11.Z; 73 Dec. A; 73 Dec. B; 73 Dec. C; 73 Dec. D)
		Architecture and interior design (71.11.Z)



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# Internationalisation

- Few agencies responsible for international promotion
- Clustering of the micro entities to change their bargaining power
- Granting schemes for development and going abroad



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# Demand

- Slow growth of household expenditures
- Public aid for development of the sector



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# Entrepreneurship

- Start-ups phenomena
- Good attitude towards business
- Positive changes in the legal environment
- Fiscal policy strengthen CCI entrepreneurs



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# Availability

- Growing supply of financial mechanism (grants, preferable loans, seed-capital)
- Boosting supply of business courses in various schemes (formal / informal)
- Creative space for creative people



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# Thank you for your attention!

Field of research of CBR Unit:

- Cultural and Creative Industries
- Festival and Events Impact
- Silver Economy
- Consumer Behaviour
- Gamification
- E-services and theirs consumer
- Shadow Economy



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