Regional and National Policies towards CCI in the Central Europe

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Identification and recognition challenges

Policy Model

Key activities in the IDEA dimensions

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Recognition

- 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
<table>
<thead>
<tr>
<th>Sector of creative industries</th>
<th>Sub-sector of arts and crafts</th>
<th>Visual arts (74.20.Z; 90.03.Z; 47.78.Z)</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td>Performing arts (90.01.Z; 90.02.Z; 90.04.Z)</td>
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<td>National heritage, libraries and archives (91.01.A; 91.01.B; 91.02.Z)</td>
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<td>Sub-sector of creative production</td>
<td>Programming (58.21.Z)</td>
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<td>Radio and music production (59.20.Z; 60.10.Z; 60.20.Z)</td>
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<td>Sub-sector of creative services</td>
<td>Fashion and design (74.10.Z)</td>
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<td>Architecture and interior design (71.11.Z)</td>
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</tbody>
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Policy towards CCI (IDEA)

- Internationalisation
- Availability
- Entrepreneurship
- Demand

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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
Demand

• Slow growth of household expenditures
• Public aid for development of the sector
Entrepreneurship

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

• 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
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