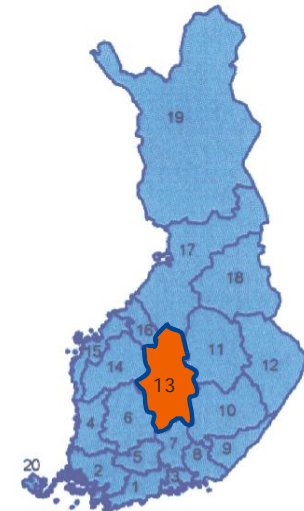


CREATIVE INDUSTRIES IN CENTRAL FINLAND



CREATIVE INDUSTRIES DEVELOPMENT CENTRAL FINLAND objective 1 and 2



CREATIVE INDUSTRIES IN CENTRAL FINLAND



CENTRAL FINLAND AND JYVÄSKYLÄ REGION

- population of over 265 000
- a region of learning and expertise : over 30 000 young people and 10 000 adults study
- southern part of Central Finland objective 2, northern part objective 1
- Jyväskylä subregion - one of the fastest developing subregions in Finland
- Jyväskylä has relatively highest number of higher education places in Finland in proportion to population

Regional Council of Central Finland

- a joint municipal authority comprising of 30 municipalities
- main objective to promote quality of life and safeguard the well-being of people throughout the region.
- main tasks
 - long term planning
 - responsibility for Regional Planning
 - forming the development strategy for the region
 - defining the regional development objectives and implementing them



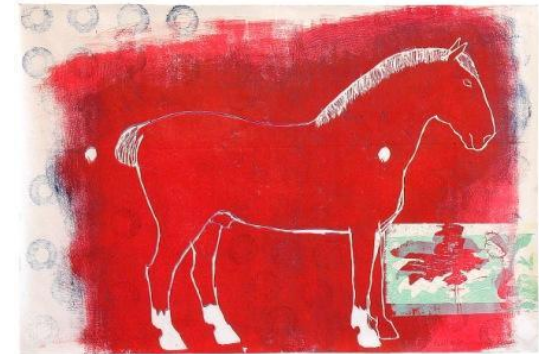
CREATIVE INDUSTRIES IN CENTRAL FINLAND



CULTURE IN CENTRAL FINLAND AND JYVÄSKYLÄ REGION

- region's lively cultural scene: professional theatre, several free theatre companies, symphony orchestra, other orchestras in all fields of music, choirs, museums.....
- popular cultural events in entire region

LUMO – contemporary photography triennial
Graphica Creativa Triennial – contemporary print triennial
Jyväskylä Summer Jazz
Jyväskylä Arts Festival – annual city festival
Nordic Glory Film Festival
Time of Music - contemporary music festival
Skiffle Festival – the one and only in Europe!
Himos Rock festival
Keitele Jazz Festival ...



CREATIVE INDUSTRIES IN CENTRAL FINLAND



COMPETITIVE CENTRAL FINLAND

- a major challenge for building up a competitive regional development plan for Central Finland is to catalyse creative industries
- pre-study in 2003: SWOT analysis of current situation in Central Finland in the field of creative industries -> guidelines for needed activities

=>

DEVELOPMENT IN THREE PROJECTS, closely linked with each other

Major objective

to reinforce the opportunities of creative practitioners

to make a living from their own skills and

to develop their operations systematically to become more business-like.

When talking about creative industries,

the concept of business and entrepreneurship are rather broad



CREATIVE INDUSTRIES IN CENTRAL FINLAND



Creative Forum: visibility, communication and networking of creative expertise
(Regional Council of Central Finland, ERDF, objectives 1 and 2)

LINKO: development of business expertise
(Jyväskylä University of Applied Sciences/School of Culture & School of Economics, ESF, objective 2)

Growth Enterprise Project :controlled growth for enterprises and entrepreneurs in the creative field
(Jyväskylä University of Applied Sciences/School of Culture & School of Economics, Ministry of Education)



CREATIVE INDUSTRIES IN CENTRAL FINLAND



CREATIVE FORUM - VISIBILITY, COMMUNICATION, NETWORKING

- employment and economical benefits for creative practitioners
- reinforcing the status of creative industries in overall regional development work (including the public sector and the 3rd sector)
- supporting the visibility and marketing of Central Finnish creative expertise

www.luovapaja.fi – comprehensive internet portal for culture and creative industries in Central Finland



CREATIVE INDUSTRIES IN CENTRAL FINLAND



Creative Forum - working tools

For creative practitioners

- versatile networking opportunities and internationalisation attempts
 - meetings, workshops and seminars: either specific to a particular art field, with a regional focus or all-encompassing
 - www.luovapaja.fi
- seed funding for innovative approaches

For authorities

information and communication about Central Finnish creative expertise
highlighting the opportunities of Creative industries in regional development

For business

synergies for art and business



CREATIVE INDUSTRIES IN CENTRAL FINLAND



LINKO - DEVELOPMENT OF BUSINESS EXPERTISE

Major objective

To improve the business skills of creative practitioners

main goal is to offer and develop training of business skills for individuals/SMEs in creative industries

Answers to questions:

how to start, how to run, how to expand your business?



CREATIVE INDUSTRIES IN CENTRAL FINLAND



LINKO - main services

individually tailored solutions

- in marketing, economics, product planning, marketing communication
- consultation with experienced consultants in creative industries
- group sessions, joint workshops with those working in wellness and ITC sector

Others

- seminars, networking events, business meetings, mentoring.....



CREATIVE INDUSTRIES IN CENTRAL FINLAND



GROWTH ENTERPRISE PROJECT

Controlled growth

- aimed at already operational enterprises and entrepreneurs in the creative field
- “sparring circles” to get over certain growth thresholds in a controlled manner
 - e.g. when expanding productions or developing product innovations or internationalisation strategies
- duration 1.2. 2006 – 28.2.2007



Raija Partanen 27.2.2007

CREATIVE INDUSTRIES IN CENTRAL FINLAND



AFTER PROJECT PERIOD?

Experiences and information collected during the project period will lead to

Jyväskylä University of Applied Sciences

results of LINKO + results of Growth Enterprise project

= centre of expertise in creative industries development

core skills: music, media and fashion

supporting services: management and business skills

Regional Council of Central Finland

networking to be continued as partnership in STRATCULT REGIO.NET?

Under construction:

A specialised System (company or network?) providing services for creative practitioners e.g. in business skills, help and advice in financing issues, innovation, internationalisation...

