

# *E-connector / Asia & Europe*

## *Part 1*

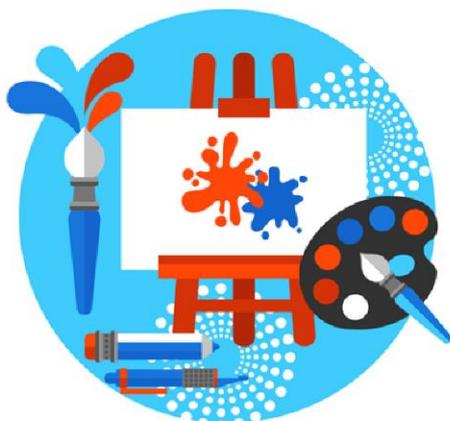
### *Directory of initiatives in the Culture and Creative Industries (CCIs)*



DESIGN



BRANDING



CREATIVITY



IDEA

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For the general introduction of this directory, please refer to:

<http://tinyurl.com/E-connector-Asia-Europe>

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For the purpose of this Directory, we refer to the UNESCO definition of cultural and creative industries as “sectors of organised activity whose principal purpose is the production or reproduction, promotion, distribution and/or commercialisation of goods, services and activities of a cultural, artistic or heritage-related nature.”

Source: <http://www.unesco.org/new/en/santiago/culture/creative-industries/>

Although the imbalance of information between Europe and Asia is noticeable, this sub-section however, highlights very new initiatives, projects and research, most of which is dated from 2012. The sector is in the process of development and there seem to be more opportunities in the near future of stronger and fairer connections between both regions.

Any comment, feedback or additional information can be sent to [mobility@on-the-move.org](mailto:mobility@on-the-move.org)

## Section 1: Finding peers: networks, alliances and joint initiatives

*This first sub-section highlights some common initiatives across Europe and Asia that aim to promote, create knowledge about and internationalise the creative and cultural industries and more generally, creative entrepreneurship.*

### **Clusters Collaboration**

This platform provides online quality information and networking support for clusters (organisations and members) aiming to improve their performance and increase their competitiveness through the stimulation of trans-national and international cooperation. You can use their geo-mapping to identify clusters in the creative field.

2012

Europe / International

<http://www.clustercollaboration.eu>

**European Association of Cultural and Creative Industries (EACCI)** is an online community and magazine for the creative industries. It aims to celebrate, inspire and support creative graduates, freelancers, agencies and organisations throughout Europe.

2013

Europe

<http://eacci.tumblr.com/aboutus>

Don't miss their Facebook page and Twitter account with thousands of followers.

**Europe-Asia Roundtable Sessions (EARS)** is a platform focusing on creative industry collaboration between Europe and Asia. EARS events and online media are dedicated to introducing the latest trends and developments from Asia to talented professionals.

2012

Asia / Europe

<http://ears.asia/what-is-ears/>

**European Creative Business Network (ECBN)** is a network of cultural and creative industrial development agencies. The network represents 20 board members and over 220 creative centres. Their main aim is to help creative entrepreneurs to internationalise their work: to do business and collaborate internationally.

2011

Europe

<http://ecbnetwork.eu/>

**European Creative Industries Alliance (ECIA)** provides an integrated initiative that combines policy learning with eight concrete actions, including innovation vouchers, better access to finance and cluster excellence and cooperation. It is an open platform that brings together policy-makers and business support practitioners from 28 partner organisations and 12 countries. Its overall aim is to shape a community in Europe that actively supports creative industries as a driver for competitiveness, job creation and structural change by developing and testing better policies and tools.

Since 2012

Europe

<http://www.eciaplatform.eu/about-ecia/>

+++

Check the **ECIA Cluster 2020** project. It gathers a range of practical ideas to help cluster managers offer a 'next generation' range of services to help their members grow and succeed.

<http://www.cluster2020live.eu/about/>

**European Interest Group on Creativity and Innovation (EICI)** aims to develop itself as the leading European network to promote and defend regional and local interests in European creative industries' and innovation policy. It will try to influence EU strategies and funding on behalf of its members and thereby contributes to more creativity, competitiveness, social cohesion, sustainability and innovation in the EICI regions and cities.

Official network since 2010

Europe

<http://www.creativity-innovation.eu/vision.html>

**European Lab** in Lyon, France, as part of the music festival 'Les nuits sonores' creates a yearly forum for both professionals and the public; for everybody who contributes to tomorrow's culture. The issues of cultural and creative industries are often at the heart of the discussions.

Europe

2011

<http://www.europeanlab.com>

**Impact Hubs** are where change goes to work. Part innovation lab, part business incubator, and part community centre, Impact Hubs offer their members a unique ecosystem of resources, inspiration, and collaboration opportunities to grow their work impact. Hubs are located across Asia and Europe.

Since 2005

International

<http://www.impacthub.net/>

#### **My Performing Arts Agency and the Borak Art Series**

MYPAA is a privately owned arts agency with the express aim of supporting the continuing development of artistic and cultural efforts in Malaysia, by facilitating mutually beneficial collaborative partnerships between the public and private sectors and the creative arts industry, for the benefit of everyone involved in the making and appreciation of the arts. Each year, MYPAA organises the Borak Art Series in Malaysia, a conference for creative practitioners and business leaders from Malaysia, Asia and the world.

Asia

<http://mypaa.com.my>

**Network for Innovations in Culture and Creativity in Europe NICE** is an emerging network that invites stakeholders from all over Europe to join forces and systematically promote the impact of culture on innovation, urban development and economic growth, as set out in the EU 2020 Agenda.

Since 2013

Europe

<http://nice-europe.eu>

*As we could not, at the time of the research, identify networks and alliances in Asia in the same way as for Europe<sup>1</sup>, we encourage you to check the resources' part of this section to delve into introductions, documents and links related to cultural creative industries in Asia.*

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<sup>1</sup> Except this initiative: The Cultural and Creative Industries in Asia Project: <http://cscs.res.in/irps/cidasia-1/the-cultural-and-creative-industries-in-asia-project>

## Section 2: Connect locally: support from local authorities for CCIs

*Quite a number of initiatives supporting cultural and creative industries are related to local authorities in Europe and Asia (cities, regions etc.). Here are some of the examples of this dynamism and related research.*

**8th ASEF Public Forum on Creative Cities in Asia & Europe - *Cities: Living Labs for Culture?*** Follow the news on <http://culture360.asef.org>: a report from this forum will be available, bringing you some insights on this Public Forum.

Asia / Europe

2015

<http://asef.org/projects/themes/culture/3469-8th-asef-public-forum-on-creative-cities-in-asia-&-europe-cities-living-labs-for-culture?>

### **Agenda 21 for Culture / UCLG- Committee on Culture**

The Committee on culture of the world association of United Cities and Local Governments (UCLG) is the global platform for cities, organisations and networks to learn, to cooperate and to launch policies and programmes on the role of culture in sustainable development. The Agenda 21 for Culture and related actions include topics such as heritage, diversity and creativity of culture and economy.

International

2015

[http://www.agenda21culture.net/images/a21c/nueva-A21C/C21A/C21\\_015\\_en.pdf](http://www.agenda21culture.net/images/a21c/nueva-A21C/C21A/C21_015_en.pdf)

The **Creative Cities Research** in Indonesia is a programme led by the British Council in partnership with local community organisations C2o Library and Collabtive (Surabaya) and Tanahindie (Makassar), knowledge partner The Centre for Innovation and Policy Governance (CIPG) and culture and place mapping organisation Noema (UK).

2013

Asia

<http://www.britishcouncil.id/en/programmes/arts/creative-economy/creative-cities-research>

**European Centre for Creative Economy (ECCE)** stems from RUHR.2010 (Germany). In October 2011, following the decision on sustainability by the State of North Rhine-Westphalia and the Regionalverband Ruhr, ECCE and the business development agency Wirtschaftsförderung metropol Ruhr GmbH (wmr) were commissioned, in close co-ordination, to accompany the further development of the Creative quarters Ruhr in the region's creative areas and cultural locations of distinction. And thus, at the end of 2011, the ECCE GmbH located at the Dortmund U was formed.

2011

Europe

<http://www.e-c-c-e.de>

**Culture & the City, the Creative City, by the Forum d'Avignon** is a report that articulates resources and weblinks in French, but some of the information referred to is also in English (including for instance, examples of Asian and European cities, pages 16-17).

2014

Europe / Asia / International

<http://www.forum-avignon.org/en/report-culture-city-creative-city>

### **Southeast Asian Creative Cities Network (SEACCN)**

The Southeast Asian Creative Cities Network (SEACCN) is a network for creative cities and clusters in Southeast Asia. This includes representatives from the cities, agencies, specialists, experts, groups and communities. The initial members include George Town (Penang, Malaysia), Bandung (Indonesia), Cebu (Philippines), and Chiang Mai (Thailand).

2014

Asia

<http://www.seaccn.com/>

**Smart Platform Enabling the Creative Industries for the Future Internet (SPECIFI)** aims to combine NGA and Future Internet infrastructures and platforms for setting up a new European Creative Ring of Smart Cities and Regions, facilitating the set-up, customisation, delivery and sharing of innovative, user co-designed arts, media and leisure services locally, regionally, and across Europe. Resources and documents are available online.

2013-2015

Europe

<http://www.specifi.eu/>

**The Smart Guide to Creative Spill-overs** by KEA is a guide created to assist cities to implement creative spill-overs to other sectors.

2015

Europe

<http://www.keanet.eu/wp-content/uploads/SMARTGUIDE-FINAL-PDF.pdf?4f4eb7>

**UNESCO – The Creative Cities Network** is currently formed of 69 Members from 32 countries covering seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts.

2004

International (but with a strong representation of European and Asian cities)

<http://en.unesco.org/creative-cities/>

### Section 3: Fresh ideas: young and mid-career entrepreneurs

*The emphasis on young entrepreneurs has growing interest and support in the Creative and Cultural Industries of both Asia and Europe. There are many emerging initiatives that offer opportunities.*

**ASEAN Youth Creative Industry Fair** is the first event of its type, held on 29-30 August 2015, with a focus on sustainable development. Models were selected for their capacity in taking into consideration economic, social and environmental dimensions.

2015

Asia

<http://www.asean.org/news/asean-secretariat-news/item/asean-welcome-its-creative-youth-to-creative-industry-fair>

**ArtS**

The purpose of the ArtS project is to respond to a strong need for a partnership between the Cultural and Creative Sectors (CCS), social partners and training providers that will identify the current and future skill requirements of the cultural and creative labour market in Greece, Italy and Spain and develop a joint training programme which will provide sectors with the mix of skills needed for creative entrepreneurship.

2015

Europe

<http://arts-project.eu>

**Chevening/Clore Fellowships**

The Chevening/Clore Fellowship offers mid-career professionals in the arts and culture sector an exceptional opportunity to undertake an individually tailored professional development programme in the UK. See for instance the call for applications for 2015 accepting applications also from China and India.

2003

Europe / International

<http://www.chevening.org/programme/clore-leadership>

**EXCITE** is a project under the **Erasmus for Young Entrepreneurs (EYE) programme**, aiming to stimulate growth and entrepreneurship throughout Europe by financially supporting young entrepreneurs looking for experience and senior knowledge abroad. Within this programme, EXCITE represents a consortium of seven partners with a particular focus on stimulating entrepreneurship in the Creative and Cultural Industries.

2014

Europe

<http://ecbnetwork.eu/participating-in-excite/>

**Living Arts Fellow by Cambodia Living Arts**

The Living Arts Fellows Program provides an exciting career development opportunity to leaders and innovators from the arts and culture sector. The Living Arts Fellows Programme is a key strategy of the Greater Mekong Hub for Cultural Innovators. The hub will connect 40 Fellows from within the Greater Mekong Region over the next 5 years, and will join the global network of Young Cultural Innovators developed by Salzburg Global Seminar.

2015

Asia

<http://www.cambodianlivingarts.org/our-work/programs/living-arts-fellows/what-is-it/>

**The Space**

The Space supports new talent and great artists from all art forms, creative industries, technical and digital backgrounds, through regular open calls, commissions and partnerships.

Europe

<http://www.thespace.org>

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At the time of writing, the European Commission has launched a call for tender for a **Pilot Project Supporting Networks of Young Creative Entrepreneurs: EU and third countries** (including Asian and ASEAN countries).

2015

EU/Asia

[http://ec.europa.eu/culture/calls/general/2015-eac-s11\\_en.htm](http://ec.europa.eu/culture/calls/general/2015-eac-s11_en.htm)

The European League of Institutes of Arts (ELIA) is one of the coordinators of the NE©XT Accelerator project related to cultural entrepreneurship.

2015

Europe

<http://www.elia-artschools.org/>

#### Section 4: Learning to inspire: Creative hubs and incubation programmes

Recent documents include mapping and new toolkits related to creative hubs mostly focused on Europe (as far as we could identify them). They also provide a useful resource and reference to starting a creative hub.

##### **“Best Incubation Practices Aimed at Supporting Creative and Digital Businesses” - a report by Cluster 2020**

2014

Europe with some international examples

[http://www.eciapatform.eu/wp-content/uploads/2014/06/Best-Incubation-Practice\\_EBNReport\\_Cluster2020\\_FINAL.pdf](http://www.eciapatform.eu/wp-content/uploads/2014/06/Best-Incubation-Practice_EBNReport_Cluster2020_FINAL.pdf)

**“Creative hubs: Who they are, what they do?”** written by the British Council and Addict-Portugal. This research, based on 100+ survey responses, 12 in-depth interviews, and analysis of nearly 200 other Hubs, provides the starting point for understanding Europe’s Creative Hubs.

2015

Europe

<http://www.slideshare.net/CallumLee1/europes-creative-hubs?ref=http://ecbnetwork.eu/europes-creative-hubs-mapping/>

One of the British Council’s main focuses is on cultural and creative industries. The **Creative Hub Kit** is a free toolkit for people looking to set up a hub. It is made up of best practice examples, helpful experiences and tried-and-tested approaches from some of the most successful hubs in the UK and Europe.

2015

Europe

<http://creativeconomy.britishcouncil.org/blog/15/06/28/creative-hubkit-made-hubs-emerging-hubs/>

**ACCELERATE** is a tailored leadership skills development programme by the British Council. It is designed to provide Aboriginal and Torres Strait Islanders (Australia) working within the creative industries, the skills and networks to generate, take up and excel in leadership positions.

Asia / Europe

<http://www.britishcouncil.org.au/programmes/arts/accelerate>

##### **ELEVATE by the British Council**

Developed and presented by the British Council, ELEVATE aims to build a global community of creative problem-solvers, who will meet practical challenges with innovative solutions.

ELEVATE provides a platform for innovative thinkers to come together, to discuss issues, to learn and to develop projects using culture and creativity in Health & Wellbeing; Education & Play; Creative Cities; Environment; Conflict & Safety.

2015

International

<http://www.britishcouncil.org.au/programmes/arts/elevate>

## Section 5: Sharing: Learn from other research and experiences

*We have identified some online research, documents and reports and categorised them according to sub-subjects to facilitate your search of information and contacts in Asia and Europe.*

### **On the economic impact of cultural and creative industries and new business models**

#### **GESAC report: Creating Growth: Measuring cultural and creative markets in the EU**

Supporting the initiative to set up a project aimed at analysing the cultural and creative markets in the EU, the European Grouping of Societies of Authors and Composers (GESAC), commissioned Ernst and Young to conduct this study.

2014

Europe

[http://www.ey.com/Publication/vwLUAssets/Measuring\\_cultural\\_and\\_creative\\_markets\\_in\\_the\\_EU/\\$FILE/Creating-Growth.pdf](http://www.ey.com/Publication/vwLUAssets/Measuring_cultural_and_creative_markets_in_the_EU/$FILE/Creating-Growth.pdf)

#### **European Expert Network on Culture (EENC) report: New Business Models in the Cultural and Creative Sectors (CCSs)**

The paper presents a brief outline of new business models found in the CCSs and explains how they are different from normal business structures and logic.

2015

Europe

<http://www.eenc.info/eencdocs/papers-2/new-business-models-in-the-cultural-and-creative-sectors-ccss/>

#### **EENC report: Opportunities for CCSs to Access Finance in the EU – Short Analytical Report**

2014

Europe

<http://www.eenc.info/reports/opportunities-for-ccss-to-access-finance-in-the-eu-short-analytical-report/>

#### **EENC report: Export and Internationalisation Strategies for the Cultural and Creative Industries**

2012

Europe

<http://www.eenc.info/news/report-on-export-and-internationalisation-strategies-for-the-cultural-and-creative-industries/>

#### **EENC report: The resilience of employment in the Culture and Creative Sectors (CCSs) during the crisis**

2015

Europe

<http://www.eenc.info/reports/the-resilience-of-employment-in-the-culture-and-creative-sectors-ccss-during-the-crisis/>

#### **KEA research: Measuring economic impact of CCIs policies**

An outline on how to justify investment in cultural and creative assets, it contains a benchmarking raster and Innovation and Environment Regions of Europe Sharing Solutions (INTERREG IVC) projects.

2012

Europe

[http://www.keanet.eu/download/publications/culture-and-territories/measuring-economic-impact-of-ccis-policies\\_final\\_create.pdf?4f4eb7](http://www.keanet.eu/download/publications/culture-and-territories/measuring-economic-impact-of-ccis-policies_final_create.pdf?4f4eb7)

### **UNESCO – Creative Economy Report**

The special edition of the report focuses on creative economy at the local level in developing countries. It is co-published by UNESCO and the United Nations Development Programme (UNDP) through the UN Office for South-South Co-operation. The Asia-Pacific region is covered in this report.

2013

International / Asia

<http://www.unesco.org/new/en/culture/themes/creativity/creative-economy-report-2013-special-edition/>

***Mapping of cultural and creative industries and initiatives (a selection)***

***In Asia and Europe***

**ASEF report: Enabling Crossovers, Good Practices in the Creative Industries**  
2014

<http://asef.org/pubs/asef-publications/3251-enabling-crossovers>

KEA research: **Mapping the Cultural and Creative Sectors in the EU and China**, EU-China Project on the Protection of Intellectual Property Rights (IPR2), China Ministry of Commerce, European Commission (Chinese version)

2011

[http://www.keanet.eu/download/publications/culture-and-territories/china\\_eu\\_creative\\_industries\\_mapping\\_full.pdf.html](http://www.keanet.eu/download/publications/culture-and-territories/china_eu_creative_industries_mapping_full.pdf.html)

***In Asia (by alphabetical order of countries when identified)***

For policies and programmes in **Australia**

<http://www.austrade.gov.au/Export/Export-Markets/Industries/Cultural-Precincts>

The Cultural Fund supports the Australian publishing and visual arts industries.

<http://copyright.com.au/culturalfund/>

Report on **Chinese Creative Industry** 2012-2013 for the Frankfurter Buchmesse  
2014

[http://www.book-fair.com/images/fbm/dokumente-ua-pdfs/2014/report\\_on\\_chinese\\_creative\\_industry\\_2012-2013\\_en\\_43810.pdf](http://www.book-fair.com/images/fbm/dokumente-ua-pdfs/2014/report_on_chinese_creative_industry_2012-2013_en_43810.pdf)

**First cultural mobility experiences for European artists and cultural professionals in China** by On the Move (page 14 for references to CCIs)

<http://on-the-move.org/about/ourownnews/article/16171/first-cultural-mobility-experiences-for-european/>

For an insight on cultural and creative industries in **India**

2014

<http://www.worldcp.org/india.php?aid=423>

**Creative Industries: Reality and potential in Japan** by Emiko Kakiuchi and Kiyoshi Takeuchi  
2014

<http://www.grips.ac.jp/r-center/wp-content/uploads/14-04.pdf>

Creative Industry Development Fund (CIDF-MCMC) – **Malaysia**  
2015

<http://www.skmm.gov.my/Content-Development/Overview/Dana-Pembangunan-Industri-Kreatif-%28DPIK-SKMM%29.aspx>

The hub for creativity in **New Zealand, We Create**

<http://clients.saltinteractive.com/wcreate/home/access-content-new/>

**Cultural and Creative Industries in Pakistan**, a publication produced by the British Council  
2014

[http://www.britishcouncil.pk/sites/britishcouncil.pk/files/britishcouncil\\_culture\\_and\\_creative\\_industries\\_report\\_0.pdf](http://www.britishcouncil.pk/sites/britishcouncil.pk/files/britishcouncil_culture_and_creative_industries_report_0.pdf)

The **Creative Industries Agency in Russia** includes reports and documents related to CCI in Russia on its website

<http://creativeindustries.ru/eng/analytics/>

The British Council has priority countries, providing information on creative industries, including for Asia (**Vietnam and Indonesia**)

<http://creativeconomy.britishcouncil.org/blog/14/06/18/collective-creativity-indonesias-answer-social-cha/>

Symposium report « **Creative Industries in East and Southeast Asia** » (including information for Korea, Japan and Singapore etc.)

The symposium this report refers to was held in London at the Japan Foundation and Richmix on 29-30 June 2012

<http://www.jpf.org.uk/images/newsfiles/1344266324ReportforCreativeIndustriesinEastandSoutheastAsiaConferenceSymposium.pdf>

### **Additional resources**

#### **Resources by Forum d'Avignon on hybridisation of economic models**

List of references updated since 2009

Europe / International

<http://www.forum-avignon.org/en/economic-models-hybridization>

List of links related to the **creative economy in the UK and overseas**

Europe

[http://creativeeconomy.britishcouncil.org/resources\\_new/](http://creativeeconomy.britishcouncil.org/resources_new/)

**Asian Creative Transformations**, a research lab led by Professor Michael Keane (with resources under Creative Landing Pad)

2014

Asia (and in particular articles related to **China**)

<http://www.creativetransformations.asia>

European Network of Cultural Administration Training Centres (ENCATC): Thematic Areas provide a space for specialised knowledge in specific fields of Culture and External Relations, including Diplomacy, Heritage, Museums, Performing Arts, Arts and Wellbeing, **Creative Industries**, Cultural Data and Urban Management.

Since 2007

Europe / International

<http://www.encatc.org/pages/index.php?id=177>

**ASEF's cultural portal (culture360.asef.org)** under the Creative Industries' section

Since 2005

Asia / Europe

<http://culture360.asef.org/tag/creative-industries/>

**Culture Agora Platform** has a wiki page on the arts, culture and CCIs mainly connected to Europe and the Mediterranean region.

Since 2014

Europe / International

<http://www.cultureagora.info/en/home>

**World Cultures Connect** is a 'new generation' cultural information provider for global cooperation. It connects artists and cultural organisations across the globe, putting artists, creators and producers in touch with promoters, spaces and festivals and services. It aims to give access to a worldwide market for work, audiences, ideas and collaborations.

Since 2014

International

<http://www.worldculturesconnect.com/>