New European Media

NEM Position Paper: Innovation support for the creative industries:

A first assessment of what is needed

Nina Klein, Frankfurt Book Fair, NEM General Assembly May 2017, Brussels

Why do we need a NEM position paper on Innovation Support for the Creative Industries (CI)?

- we are really at a **starting point** when it comes to understanding innovation support for the CI.

- this is due **largely to the fragmentation of the different sectors**, and due to the fact that the sectors have only now begun to converge = there are no dedicated innovation support structures (yet)

- the outcome of the first NEM CI Working Group event at the last NEM Summit showed: **NEM is best placed to take over an important function when it comes to innovation support – yet we need to rally and lobby much more, to strenghten this function.**

The 3 aims of the NEM position paper on innovation support for the CI:

- To **kickstart the NEM working group on the C**I by profiling NEM members with an interest in the CI, and thus to rally stakeholders

- **To raise awareness that there is no such thing as a "unified voice of the CI"** when it comes to an Innovation Roadmap (yet!) and that the **goal must be to differentiate between sector-specific approaches whilst at the same time to find the overlapping interests of CIs**, ideally

- This notwithstanding: to present the views of different CI stakeholders within NEM when it comes to innovation support and to **present a few very concrete suggestions for innovation support for the next WP 2018-2020 within Horizon2020 and beyond.**

Here is a list of people who are interested – and we are looking for more participants!

- Ana-Cruz García Belenguer, Programme Director, Ciudad Politécnica de la Innovación, Valencia (Spain)

- Nina Klein, Associate Partner, Frankfurt Book Fair (Germany)

- Marta Izquierdo Vaquero, Director of Public Affairs - Europe at U-Tad, Ilion Animation Studios and Pyro Mobile (Spain)

- Paul Walland, Innovation Director, IT Innovation Center (UK)

- Enrico Turrin, Federation of European Publishers (Belgium)

- Jean-Dominique Meunier, Technicolor, NEM Chairman (France)

- Verónica Buey-Cieslak, Madrid Audiovisual Cluster, NEM Vice Chair, Cluster Interaction (Spain)

First insights:

1. the creative industries **need a CI-specific approach**, and possibly also a **sector-specifice approach**, because they are crucial for society (freedom of press, publishing, expression; knowledge & entertainment; also: jobs & growth), yet they are not able to "boost" technologically triggered innovation within the whole sector on their own, due to fragmentation

2. the exchange between industry and research/ R&D is lower in the CI than in other sectors. This means concretely: H2020 needs a **dedicated strand for the creative industries**, otherwise the competition is too big for this fragmented sector

3. **"innovation needs" in the creative industries are largely uncharted territory** yet, which is why we need more CSAs to cover this and to build the adequate structures

First insights:

4. Creative sectors **deal with another "type" of innovatio**n, which is not yet clearly defined nor researched: it is technologically triggered innovation which in turn triggers innovation on all levels (product, services, processes, marketing/ communication, organisation....). The use of technology in this innovation is high, yet the most important point is how technology is adopted and adapted. In order to ensure market uptake of new technologies, **future funding programmes need to have a different cut --> focussing more on market uptake, and at the same time more on enabling sustainable collaborative research environments**

In short: innovation support combines lots of aspects. Here are the 3 most important ones:
- Adaptation of technology into new business models
- Financing of technologically triggered innovation
- Skills & Competences & Cooperation Networks

First insights:

5. The combination of content/ creativity & technology is something which decides about how "good" a product or service is nowadays (think of: design & Apple). The STARTS initiative was a good start to tackle this, yet the angle was focussed on bringing "real artists" into R&D - with no or little regard to market uptake. Pursuing this, we would like to see **funding programmes that also bring together creative industries and R&D, with the aim of enabling an exchange between content/ creativity & technology**. This would promise more success in market uptake.

First insights:

6. Overall, instead of funding small consortia and looking for "disruptive technologies", funding should **support an infrastructure for innovation** which helps the whole CI sectors, and not only a few.

7. To do so, we need **more exchange also on a policy leve**l, e.g. between DG CONNECT, DG GROWTH, DG Research, DG Regio and DG EAC, but **also between EU and national levels**.

8. EU Funding for the Creative Industries is larger right now than national funding (largely because of EFRE funds). The **EU approach is crucial in funding the CI, as creative industries are very often international** (i.e. their markets are international, cross-border exchange is vital), they f**ace similar problems in all countries**, and **pre-competitive cooperations work best when done with international partners** (to avoid competition in the national country). EU funding for CI should be strenghtened overall.

... these were just the first insights:

... and now, we would like to build on this together with you!

The NEM network is very strong – let's use it for the CI!

Full list: http://nem-initiative.org/structure-membership/general-assembly/

Please get in touch if you're interested to contribute to the NEM Position Paper on Innovation Support for the Creative Industries.

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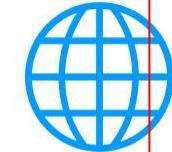
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