

This document is reference material for the *Creative Skills through open innovation speculation: workshop how-to guide* hosted on the [ekip Knowledge Bank](#).

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**Prompt:** What do cultural and innovation policy mean to CCIs? What skills and experiences do you need to translate policy into practice? Also think about what is missing – in terms of practitioner perspectives, or cultural and creative industries sectors?

What do the following quotes from policy statements communicate? What are the skills you need to decipher them and apply them to your practice? What do policy and policy recommendations do? Do they resonate? Support change? Offer guidance?

Note: All links accessed 14 September 2024

**UK Context:**

Source:	Policy:
<p><a href="#">UK Creative Sector Vision</a> (this was produced under the previous UK Government, in June 2023)</p>	<p>"Increasing innovation in the sector will lead not only to growth within the sector, but also across the economy. Evidence suggests that greater links to the creative industries and their innovative new ideas, through supply chains and labour movements between industries, also increases innovation for non-creative firms. Firms that have above average connection to the creative industries both undertake more innovation activity and have a higher probability of successful innovation. There are therefore 'spillover' benefits from the creative industries that improve the outcomes of other firms and the wider economy. Recent research suggests that, due to these positive spillovers not being accounted for, creative industries firms will undervalue and underproduce their own innovations."</p>

Source:	Policy:
<p><a href="#">Innovate UK - Creative Industries Sector</a></p>	<p>"We can help you take the next step by connecting you with the right funding, people and expertise. Our people have a deep expertise and work with a wide range of companies who are developing new technologies, platforms, products and solutions that enable the Creative Industries to thrive. These companies are innovating in the areas of production, creation, distribution and sales of creative content. They are improving workflows and ways of doing things, enabling inspiring media and content to be produced and sold across the globe...</p> <p>The Creative Industries team will help you find out about opportunities for the sector including funding. We'll also support you when applying for funding so you maximise your change for success. We'll identify partners best suited to your needs from our network of innovators, across sectors and technology areas. By helping connect organisations and people across all sectors, we help shape the future and</p>

	build a better and stronger innovation system."
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### Regulatory frameworks and cross-sector support for culture and creativity:

Source:	Policy:
<a href="#">EU – Culture and Creativity – Regulatory framework</a>	<p>"Cultural and creative industries – more important than ever</p> <p>The culture sector, like many others, is undergoing considerable and rapid change in the wake of the digital revolution. In response to these changes, governments are increasingly identifying a need for continuous assessment in order to ensure the sector's regulatory framework remains fit for purpose.</p> <p>For the culture sector, the increasing importance of digital technologies requires consistent review of legislation on intellectual property rights. EU rules in this area need to reflect the changing digital landscape in order to ensure the rights of artists and organisations are protected, and broad access to culture is safeguarded for the future. Furthermore, audiences and markets are increasingly online, highlighting the need to apply the proper policies to online trading, taxation, and the establishment and operation of businesses."</p>

Source:	Policy:
<a href="#">Creative Europe 2021-2027</a> – The EU programme supporting cultural and creative sectors – Push Boundaries – Cross-Sectoral Strand	<p>"The CROSS-SECTORAL strand will address:</p> <ul style="list-style-type: none"> <li>• Common challenges and opportunities for the cultural and creative sectors.</li> <li>• For the first time, actions to support the news media sector by promoting media literacy, pluralism and media freedom.</li> </ul> <p>The CROSS-SECTORAL strand's supporting actions will focus on:</p>

	<ul style="list-style-type: none"> <li>• Transnational policy cooperation: promoting knowledge of the programme and supporting the transferability of results.</li> <li>• Creative Innovation Labs: promoting innovative approaches to content creation, access, distribution and promotion across cultural and creative sectors.</li> <li>• News media: supporting media literacy, quality journalism, media freedom and pluralism." p.4</li> </ul>
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### Horizon Europe Strategic Plan – Dimensions:

Source:	Policy:
<p><a href="#">Horizon Europe Strategic Plan 2025-2027</a> – Social, institutional and democratic dimensions</p>	<p><i>Innovation and 'spillovers'</i> "...technological, societal and geopolitical factors and policy developments lead to the need for further research on the role and impact of creativity-driven innovation (through cultural and creative industries) on growth and new value chains in a circular economy, and also on human-centred economy and citizens' well-being. In particular, research measuring the impact of design would be needed in the context of its contribution to the competitiveness of enterprises, the twin green and digital transition, and the transformative changes of the economy and society." p.105</p> <p><i>Value, resilience and capacity of cultural and creative industries</i> "On the other hand, these industries demonstrated their value and (still unmeasured) potential for well-being and societal and economic impacts (e.g. a climate-neutral and green Europe, fit for the digital age, where the economy works for the people), and for providing growth and job creation in the European economy. They also play a key role in shaping culture, values and perceptions across the EU and beyond. At the same time, large parts of these industries lack the capacity to take the necessary measures to adapt to and thrive under the twin transition, let alone proactively contribute to societal and cultural</p>

	<p>resilience." p. 105</p> <p><i>Cultural Heritage</i>          "the full potential of cultural heritage, arts and cultural and creative sectors as a driver of sustainable innovation and a European sense of belonging is realised through a continuous engagement with society, citizens and economic sectors as well as through better protection, restoration and promotion of cultural heritage" p.130 quoting Impact 8 from 2021-2024 strategic plan</p>
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**Horizon Europe Strategic Plan – Research Gaps:**

<p>Source:</p>	<p>Policy:</p>
<p><a href="#">Horizon Europe Strategic Plan 2025-2027</a>          – Gap Analysis for Cluster 2 – Culture, Creativity and Inclusive Society – Gaps identified in 2021-2024 strategic plan and programmes</p> <p>Research gaps identified in culture, cultural heritage and creativity p.130</p>	<p>"Developments in science, technology, AI, culture, international economic relations, geopolitics and policy, and the post pandemic reality that has emerged have lead to new research gaps, including gaps on:</p> <p>Cultural Heritage</p> <ul style="list-style-type: none"> <li>● the European Collaborative Cloud for Cultural Heritage</li> <li>● cultural heritage in the context of climate change and sustainability</li> <li>● tangible and intangible (including digital and digital-born) heritage in the context of cultural literacy, the role of the arts, the accessibility of culture, European integration and cohesion, and social inclusion</li> <li>● silver age tourism and dissonant heritage (referring to visiting places that have been associated with genocide, ethnic cleansing, war or disaster), including the cultural heritage of colonialism</li> </ul> <p>Digital skills</p> <ul style="list-style-type: none"> <li>● the need for digital skills in the sector</li> <li>● dedicated cultural and creative industry platform, and targeted research on specific cultural and creative industries and on their business models</li> </ul>

	<p>Various areas (p.105)</p> <ul style="list-style-type: none"> <li>● small cultural organisations</li> <li>● the role of volunteering and the role of young people in a new European identity</li> <li>● provenance research"</li> </ul>
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**Building Blocks for Transition:**

Source:	Policy:
<p><a href="#">Blueprint for the development of transition pathways for industrial ecosystems (2022)</a></p>	<p>"A building block approach to support the drafting of transition pathways?" p.7</p> <p>"To break down the work into more manageable portions, Task Force 2 has come up with a building block approach. Each building block covers a key aspect of the twin transition and the move to greater resilience. Task Force 2 has identified seven such building blocks:</p> <ol style="list-style-type: none"> <li>1. Sustainable Competitiveness: assessing how the ecosystem is performing on green and digital relative to other ecosystems and to similar ecosystems in third countries, including whether there is a dynamic SME and start-up community that is contributing to the transition and resilience;</li> <li>2. Regulation and Public Governance: assessing the extent to which the regulatory framework is helping or hindering the transition and move to greater resilience, and identifying both regulation or public initiatives that can help and existing situations that can create barriers;</li> <li>3. Social Dimension: assessing both the social implications of the green and digital transition and the measures that can be taken mitigate these, social market economy practices and institutions, i.e. the social dialogue;;</li> <li>4. R&amp;I, Techniques and Technological Solutions: looking at how research and innovation and the promotion of sustainable and advanced techniques and key enabling technologies can help the</li> </ol>

	<p>transition and move to greater resilience;</p> <p>5. Infrastructure: looking at the changes needed for the physical infrastructure to best support the green and digital transition or to overcome potential barriers;</p> <p>6. Skills: assessing the skills needs in making the green and digital transition, and how these can best be met; including through social dialogue</p> <p>7. All these building blocks should in turn help identify the Investments and Funding needed in the ecosystem to make the transition and ensuring greater resilience, coupled with a mapping of possible sources of appropriate public and private financing at local, regional, national and EU level.</p> <p>...The pathway drafters will need to consider each of these building blocks from the perspective of three horizontal dimensions:</p> <p>The green transition – environmental sustainability and climate neutrality;</p> <p>The digital transition;</p> <p>The move to greater resilience." p.8</p>
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