

## Creative Skills for Innovation – what, who and how?

Monday 16 September, 11am-12.30pm CET

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/88457673669?pwd=xh7rtama1gZw2DCQo5uE8kPfZWcLMy.1>

Passcode: 486468

<https://creativeskillsweek.eu>

## About ekip

The ekip collaborative platform deals with complex innovation processes involving many stakeholders. Collaborative innovation policies are crucial for the CCIs to thrive, but also to be able to successfully address big challenges like the Green Deal, Digital transformation, and Inclusion. Research shows that involving people early and consistently leads to better results. ekip's approach is based on open innovation principles, aiming to provide evidence-based policy suggestions while involving broad stakeholder groups.

We aim to create a strong network of networks across Creative and Cultural Industries (CCIs) in Europe and beyond, focusing on open innovation. This network will follow open innovation principles, making collaboration, learning, and scaling easier and faster. It will include diverse members and contribute to data collection and policy development. Ultimately, we aim to establish an inclusive pan-European network involving both CCIs and other sectors.

<https://www.ekipengine.eu>

## About the event

What do concepts of innovation and innovation policies mean to the creative and cultural industries? And what skills and literacies do creative and cultural organisations and practitioners need to access them? Such questions underpin the EU's commitments to green transition, digital transition, inclusion, and a better quality of life for Europe's citizens. However, what that means for the cultural and creative industries (CCIs) and examples of how policies translate into practice are not always visible.

Join researchers from ekip, Europe's innovation platform for the creative and cultural industries, funded by the European Union, for a workshop exploring the challenges and opportunities that present themselves when culture and creativity align with innovation policies and principles. The ekip "engine" – the mechanism through which the project's policy platform operates – is developing policymaking about innovation for the CCIs, but also embedding open innovation into its practice.

This interactive session, specifically designed for those working across creative disciplines – organisations, individuals and freelancers – will explore the skills and languages of open innovation through the lens of the work that the cultural and creative sectors do in their everyday practice. Together, we ask; what skills do creative practitioners bring that could make a positive difference to policymaking, and what could policymakers be doing to make best use of the experiences of the cultural and creative industries?

Findings from this participatory workshop will be fed directly into ekip's approaches to iterating innovation policies for the cultural and creative industries. The aim of the session is to bring the voices of a community of creative practitioners to the table in policy discussions and recommendations, and to ensure that ekip's approaches reach not only those who make policies but also those who make Europe's cultural and creative industries happen.

## Participant information

Copies of the Participant Information Sheet and consent form for the workshop are pasted below.

By joining the Zoom webinar you are consenting to the recording of the data you provide on this board. The call will not be recorded.

Any identifying data will be redacted on the Miro board before it is saved. You can sign in or create an account on Miro if you wish, but you can also use the board anonymously without logging in.

## Before the event...

If you have not used Miro before, please watch the video below for instructions. During the event we will mainly work with sticky notes to record ideas.

There are two activities below which you are welcome to complete before the event, or during it.

Use the sticky notes next to each coloured frame to type your responses and drag them on to the board.



You are being invited to take part in a research study. Before you decide if you wish to participate, it is important for you to read this leaflet so you understand why the study is being carried out and what it will involve.

**What is the purpose of this study?**  
The European Cultural and Creative Sectors and Industries Policy Platform (ekip) is an interdisciplinary four-year Horizon Europe initiative running from September 2023-August 2027. The programme aims to create a strong network of networks across Creative and Cultural Industries (CCIs) in Europe and beyond, focusing on open innovation.

This research survey focuses on how policymakers can support people working in the Cultural and Creative Industries through open innovation ecosystems. Results from this study will be shared with the European Commission to help shape future policymaking for the CCIs.

**Why do we want to talk to you?**  
We are looking for people working in and with the Cultural and Creative Industries across Europe, membership organisations and advocacy bodies working on behalf of the CCIs, and policymakers whose remit includes developing policy for the CCIs.

**What will you be asked to do?**  
This online event will explore creative skills for innovation using participatory futuring methods. The workshop will contribute towards the development of future ekip events called Innovation Factories, designed to increase the capacity of small and medium-sized CCI actors to adopt and successfully utilise open innovation principles. These events will target freelancers, entrepreneurs, creative practitioners, and small businesses. Each workshop will be centered around a speculative technology/scenario that will be introduced by invited experts.

We would like to use information gathered from this Creative Skills Week event to help shape these events and future policymaking for the CCIs. This will include screen shots of workshop materials from Miro, discussion boards, notes taken during breakout groups and discussions, and recorded transcriptions of talks. All data collected from these events will be anonymised and stored securely, and instructions will be provided about how to access workshop materials anonymously.



Name(s) of Researchers: Vikki Jones, University of Edinburgh

### Consent Form

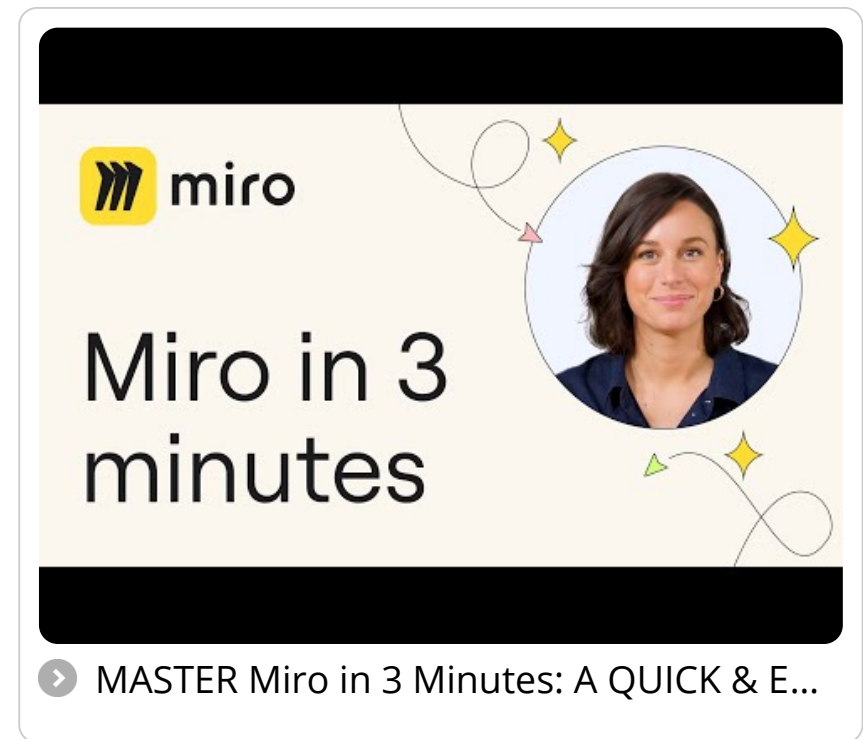
ekip European Cultural and Creative Sectors and Industries Policy Platform – Creative Skills Week – Creative Skills for Innovation: what, who and how?

Please tick each box

1. I confirm that I have read and understood the information sheet (attached) for the above study, I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.
  2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.
  3. I understand that my name will not appear in any reports, articles or presentations without consent being sought for this separately.
  4. I agree that anonymised demographic data, screenshots and anonymised transcripts from this interview may be used as outlined in the attached information sheet and following data policies:
- Data storage**  
Data containing personal information (i.e. consent form, demographic data, interview transcripts and audio recordings of interview) will be stored in the following ways:
5. On a secure encrypted computer, belonging to the University of Edinburgh and prepared to University of Edinburgh standards, for a maximum of ten years.
  6. On secure University of Edinburgh data storage for a maximum of ten years.
- Anonymised data (not containing your personal information) will be stored:
7. On secure University of Edinburgh data storage indefinitely (subject to review every three years).
- Data management/ sharing**
8. Anonymous data can be used by ekip research staff at the University of Edinburgh, Lund University, Delft University of Technology, Politecnico de Milano and Humak University of Applied Sciences in developing academic reports, journal articles and presentations.
  9. Anonymous data can be viewed by ekip partners (see information sheet).
  10. I agree to take part in the above research.

Name of Participant \_\_\_\_\_ Date \_\_\_\_\_ Signature \_\_\_\_\_

Name of Researcher \_\_\_\_\_ Date \_\_\_\_\_ Signature \_\_\_\_\_



### Asynchronous activities

You are welcome to complete this before or during the event  
Use the sticky notes at the sides of the frames to answer some, or all, of the questions. Type your response and drag the note(s) on to the frames to answer.

#### Question 1

##### How connected do you feel to cultural and creative industries (CCIs) policy?

What role does policy play in your practice, at EU, national, regional levels?

What policies do you think you, and CCIs more generally, need?

Post your answers to question 1 here

Sticky stack



#### Question 2

##### What is innovation for you?

ekip explores ideas of open innovation for CCIs, as well as how CCIs support innovation for societal challenges

What does innovation mean in your practice?

How would you define an 'open innovation ecosystem'?

Post your answers to question 2 here

Sticky stack



## Creative Skills for Innovation Job Search

Looking ahead into the near future, what will the job market look like for the Creative and Cultural Industries? How will familiar roles and skills begin to shift, and how will new jobs, in new spaces and organisations, emerge?

Take a look at your group's imagined job advertisement below, and use sticky notes to add text to each of the areas on the grid. A short sentence description has been added to help you get started, but feel free to add to this.

This job profiles are informed by ekip's 'social listening' trends research conducted on social media platforms by NextAtlas, <https://www.nextatlas.com/>

Sticky stack



### GROUP 1

#### Artist

**Description:**

Freelancer comfortable with generative AI and analogue making required for practice-based research in a community arts organisation.

**Essential skills:**

**Desirable skills:**

**Essential experience:**

**Desirable experience:**

Sticky stack



### GROUP 2

#### Code Librarian Creative Code Exchange

**Description:**

Support creative practitioners to find, use, adapt and develop Europe's largest library of creative coding projects.

**Essential skills:**

**Desirable skills:**

**Essential experience:**

**Desirable experience:**

Sticky stack



### GROUP 3

#### Experience Design Technologist ConvergeEU

**Description:**

Blend immersive and convergent technologies and real-world design to work at the cutting edge of bold creative experiences.

**Essential skills:**

**Desirable skills:**

**Essential experience:**

**Desirable experience:**

Sticky stack



### GROUP 4

#### Lead Project Data Custodian Cultural Data Cooperative

**Description:**

Project manager with extensive experience in data-driven innovation, open data principles and ethical data practice to maintain data standards and support expansion of the Cooperative's work.

**Essential skills:**

**Desirable skills:**

**Essential experience:**

**Desirable experience:**

Sticky stack



### GROUP 5

#### Creative Communications Lead Cultural & Creative Industries Impact Centre

**Description:**

Help us to communicate a vision for creative and cultural industries impact that maximises the role of the sector in Europe's green and digital transitions.

**Essential skills:**

**Desirable skills:**

**Essential experience:**

**Desirable experience:**

**CCI and Innovation Policy Translation**  
 What do cultural and innovation policy mean to CCI? 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?

Think about the jobs we discussed earlier, and the Cultural and Creative Industries, more generally. What do these 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 respond? 'Support change?' Or... guidance?

Use sticky notes or text boxes to translate your policy into practice, or comment on its implications for CCI practitioners. You may not have time to look at both panels. Feel free to pick one quote to focus on, and move on to the rest if you have time. All links accessed 14 September 2024

**GROUP 1**  
UK context

Policy	Transition
<p><b>UK Creative Sector Vision This was produced under the previous UK government, in June 2021</b></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 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 average connections 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 underestimate and underproduce their own innovations."</p> <p><a href="https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/100000/creative-industry-vision-2021-2025.pdf">https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/100000/creative-industry-vision-2021-2025.pdf</a></p>	<p><b>Sticky note</b></p>

Policy	Transition
<p><b>Innovate UK - Creative Industries Sector</b></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 to you maximise your chance for success. We 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 build a better and stronger innovation system."</p> <p><a href="https://www.ukri.gov.uk/about-us/creative-industries/">https://www.ukri.gov.uk/about-us/creative-industries/</a></p>	<p><b>Sticky note</b></p>

**GROUP 2**  
Regulatory frameworks and cross-sector support for culture and creativity

Policy	Transition
<p><b>EU - Culture and Creativity - Regulatory Framework</b></p> <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 terms of its business models, its products and its markets. 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> <p><a href="https://culture.ec.europa.eu/en/culture-creative-industries/eu-framework">https://culture.ec.europa.eu/en/culture-creative-industries/eu-framework</a></p>	<p><b>Sticky note</b></p>

Policy	Transition
<p><b>Creative Europe 2021-2027 - The EU programme supporting cultural and creative sectors - Push Boundaries - Cross-Sectoral Strand</b></p> <p><b>"THE CROSS-SECTORAL strand will address:</b></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><b>THE CROSS-SECTORAL strand's supporting actions will focus on:</b></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." 1-4</li> </ul> <p><a href="https://ec.europa.eu/culture/en/publication/cross-sectoral-strand-2021-2027">https://ec.europa.eu/culture/en/publication/cross-sectoral-strand-2021-2027</a></p>	<p><b>Sticky note</b></p>

**GROUP 3**  
Horizon Europe Strategic Plan - Dimensions

Policy	Transition
<p><b>Horizon Europe Strategic Plan 2025-2027 - Social, Institutional and democratic dimensions</b></p> <p><b>Innovation and "spillovers"</b></p> <p>The culture sector, like many others, is undergoing considerable and rapid change in the wake of the digital revolution in terms of its business models, its products and its markets. 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> <p><a href="https://culture.ec.europa.eu/en/culture-creative-industries/eu-framework">https://culture.ec.europa.eu/en/culture-creative-industries/eu-framework</a></p>	<p><b>Sticky note</b></p>

Policy	Transition
<p><b>Horizon Europe Strategic Plan 2025-2027 - Gap Analysis for Cluster 2 - Culture, Creativity and Inclusive Society - Gaps Identified in 2023-2024 strategic plan and programmes</b></p> <p><b>Research gaps identified in culture, cultural heritage and creativity a 130 "Developments in science, technology, AI, culture, international economic relations, geopolitics and policy, and the post-pandemic reality that has emerged have led to new research gaps, including gen-on:</b></p> <p><b>Cultural Heritage</b></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 diasporic 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><b>Digital skills</b></p> <ul style="list-style-type: none"> <li>the need for digital skills in the sector</li> <li>dedicated cultural and creative industry platforms, and targeted research on specific cultural and creative industries and on their business models</li> </ul> <p><b>Workforce gaps (162)</b></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>prevalence research?"</li> </ul> <p><a href="https://ec.europa.eu/culture/en/publication/culture-creative-industries-gap-analysis-2023-2024">https://ec.europa.eu/culture/en/publication/culture-creative-industries-gap-analysis-2023-2024</a></p>	<p><b>Sticky note</b></p>

**GROUP 4**  
Horizon Europe Strategic Plan - Research Gaps

Policy	Transition
<p><b>Horizon Europe Strategic Plan 2025-2027 - Gap Analysis for Cluster 2 - Culture, Creativity and Inclusive Society - Gaps Identified in 2023-2024 strategic plan and programmes</b></p> <p><b>Research gaps identified in culture, cultural heritage and creativity a 130 "Developments in science, technology, AI, culture, international economic relations, geopolitics and policy, and the post-pandemic reality that has emerged have led to new research gaps, including gen-on:</b></p> <p><b>Cultural Heritage</b></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 diasporic 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><b>Digital skills</b></p> <ul style="list-style-type: none"> <li>the need for digital skills in the sector</li> <li>dedicated cultural and creative industry platforms, and targeted research on specific cultural and creative industries and on their business models</li> </ul> <p><b>Workforce gaps (162)</b></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>prevalence research?"</li> </ul> <p><a href="https://ec.europa.eu/culture/en/publication/culture-creative-industries-gap-analysis-2023-2024">https://ec.europa.eu/culture/en/publication/culture-creative-industries-gap-analysis-2023-2024</a></p>	<p><b>Sticky note</b></p>

**GROUP 5**  
Building Blocks for Transition

Policy	Transition
<p><b>Blueprint for the development of transition pathways for industrial ecosystems (2022)</b></p> <p><b>"A building block approach to support the drafting of transition pathways" p.7</b></p> <p><b>"To break down the work into more manageable portions, Task Force 2 has each set 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:</b></p> <ol style="list-style-type: none"> <li><b>1. Sustainable Competitiveness:</b> assessing how the ecosystem is performing on green and digital related 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><b>2. Regulation and Public Governance:</b> assessing the extent to which the regulatory framework is helping or hindering the transition and move to greater resilience, and identifying both regulatory or public initiatives that can help and existing situations that can create barriers;</li> <li><b>3. Social Dimension:</b> assessing both the social implications of the green and digital transition and the measures that can be taken mitigate these, social market economy practice and institutions, in the social dialogue;</li> <li><b>4. R&amp;D, Techniques and Technological Solutions:</b> looking at how research and innovation and the promotion of sustainable and advanced techniques and key enabling technologies can help the transition and move to greater resilience;</li> <li><b>5. Infrastructure:</b> looking at the changes needed for the physical infrastructure to best support the green and digital transition or to overcome potential barriers;</li> <li><b>6. Skills:</b> assessing the skills needs in making the green and digital transition, and how these can be best met including through social dialogue;</li> <li><b>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.</b></li> </ol> <p>...the pathway drafters will need to consider each of these building blocks from the perspective of its historical dimensions: <b>the green transition</b> - environmental sustainability and climate neutrality; <b>the digital transition;</b> <b>The move to greater resilience"</b> p.8</p> <p><a href="https://ec.europa.eu/industrial-ecosystems/en/blueprint">https://ec.europa.eu/industrial-ecosystems/en/blueprint</a></p>	<p><b>Sticky note</b></p>