



odjel za
kulturologiju



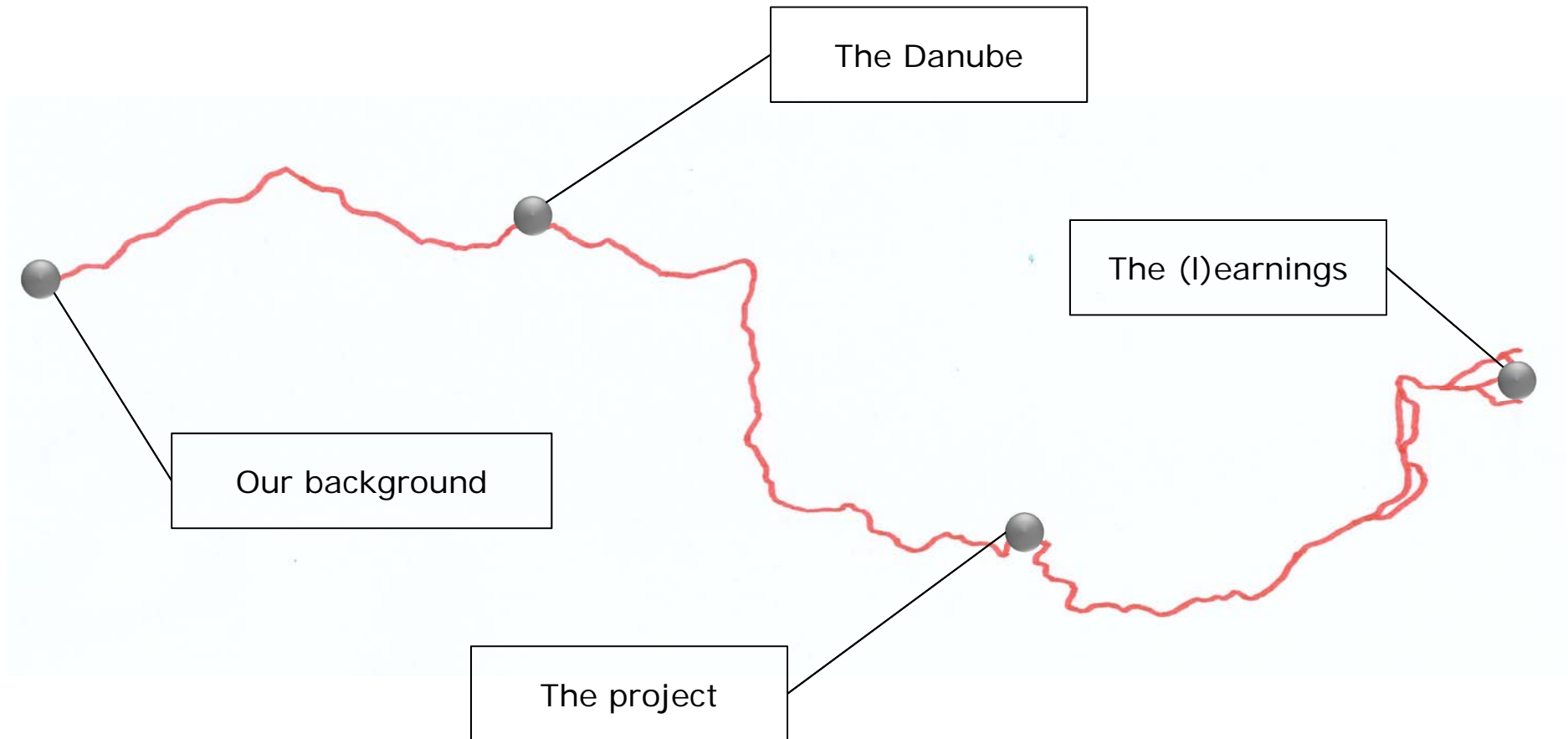
HOCHSCHULE DER MEDIEN



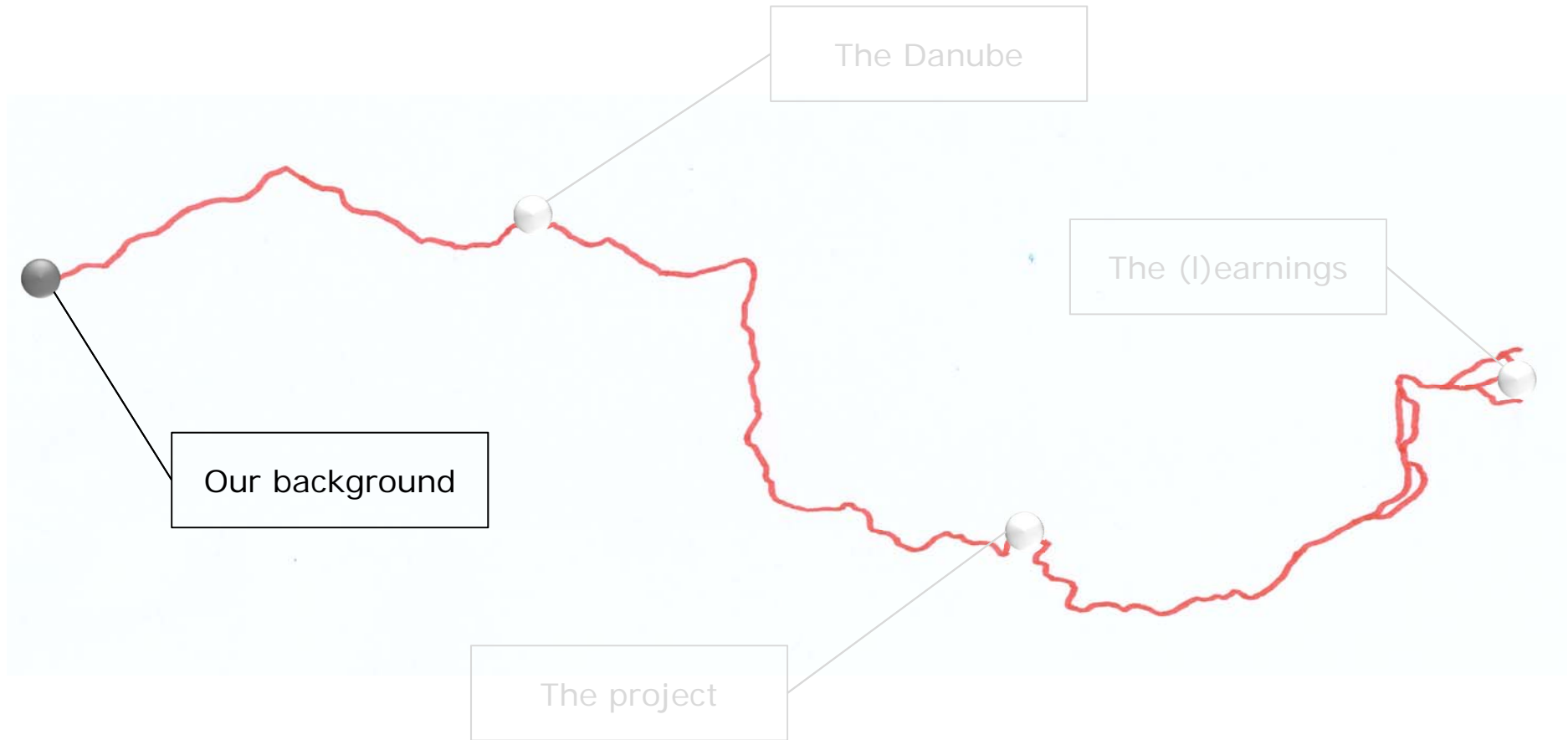
Creative Danube

PLACES TO SEE / PLACES TO BE

CREATIVE DANUBE: PLACES TO SEE; PLACES TO BE



OUR BACKGROUND



CULTURAL & CREATIVE INDUSTRIES (CCI)

Focus sectors of CCI (e.g. Germany)

- | | | |
|-----------------|----------------|--|
| <i>Cultural</i> | - Architecture | - Performing Arts |
| | - Artefact | - Publishing (Books) |
| | - Design | - Publishing (Journals, Newspapers) |
| | - Film | - Radio & TV |
| | - Music | |
-
- | | | |
|-----------------|---|--------------------|
| <i>Creative</i> | - Advertising | - Software & Games |
| | - Others (Arts & Crafts, Regional Products) | |

Definition by German government (Source: BMWi (Ed.), 2012)

STRUCTURAL PARAMETERS OF CCI

- › Mainly small or very small companies of
 - › young entrepreneurs with
 - › less than 10 permanent employees and
 - › additional freelance collaborators (precarious work conditions) that are
 - › highly educated and with
 - › a low average income.
- › ..but ability and willingness to co-operate (regional, transregional, international)

IMPORTANCE OF CCI FOR EUROPE

› Contribution to EU GDP and employment

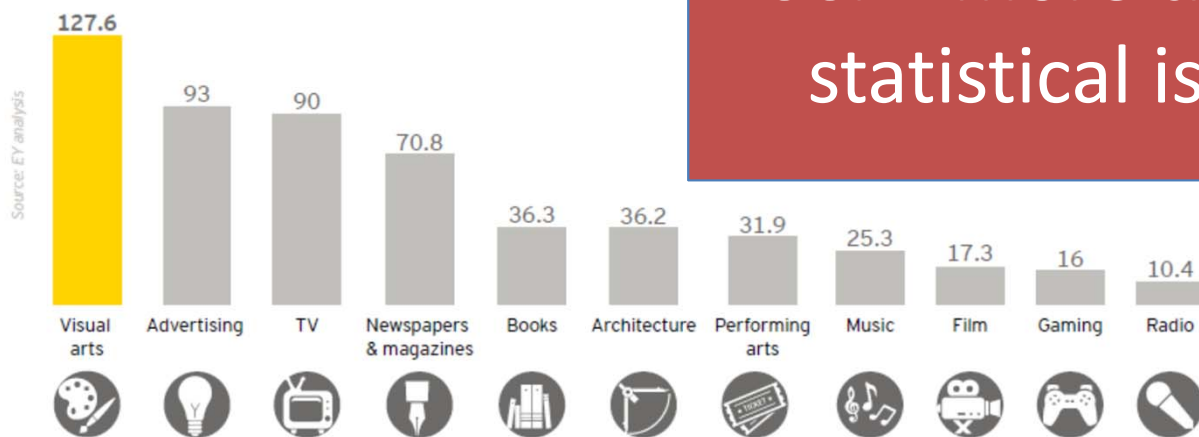


Turnover

With revenues of €535.9b, the creative and cultural industries (CCIs) contribute to 4.2% of Europe's GDP.

The sector is its third-largest employer, after construction and food and beverage service activities, such as bars and restaurants.

Turnover (€b) - 2012



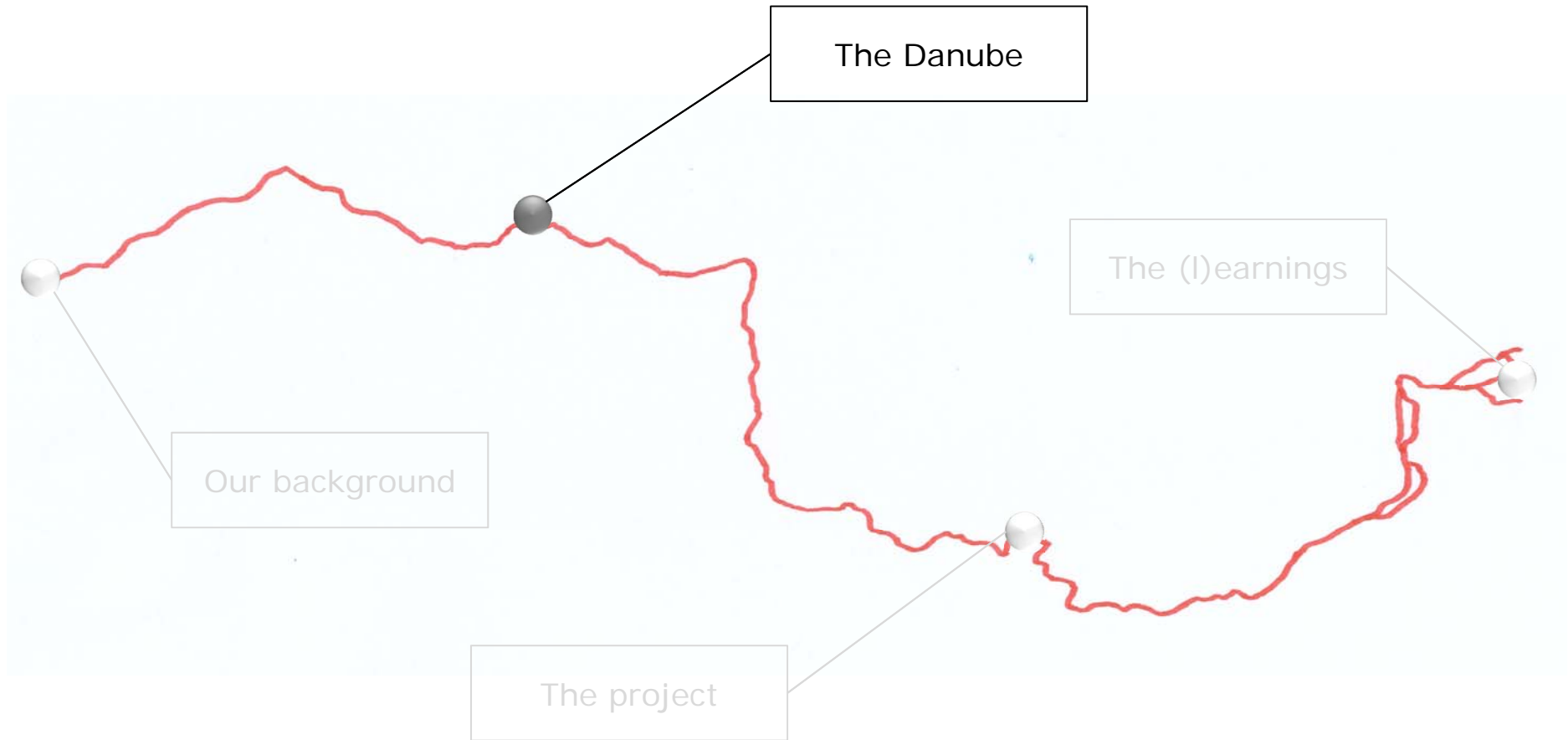
CCI – more than a statistical issue

Source: EYGM (2014): Creating Growth. Measuring cultural and creative markets in the EU

OUR RESEARCH MISSION

- › Stuttgart Media University & University of Osijek investigating the **Creative Industries Sector** concerning
 - › their economic **importance**,
 - › key **success** factors in business,
 - › the impact of **digitization**,
 - › **interactions** with other sectors,
 - › structural **changes** and subsidies policies,
 - › their societal and **identity building** impact.

THE DANUBE



DANUBE REGION



IMPACT OF CCI

Human ingenuity and creativity are the primary resources that drive the creative economy and

transformative change
process.

Source: UNESCO Creative Economy Report 2013

CREATIVE INDUSTRIE IN DR

Sources of creativity: cultural heritage, social and economic transformation

Old industries have left empty factories and inspiration for new generations and new industries

Governments are more aware that creative sector presents attractive opportunity to grow and development

CI_s IN DR - POTENTIALS

CI_s showed more resistant to recession than the rest of the economy

7 Cities – recent European Capitals of Culture /
4 Candidates

Croatia: Share of CI_s students: 34%

Czech Republic & Bulgaria: CI_s 4,5-4,8% GDP
(above EU average)

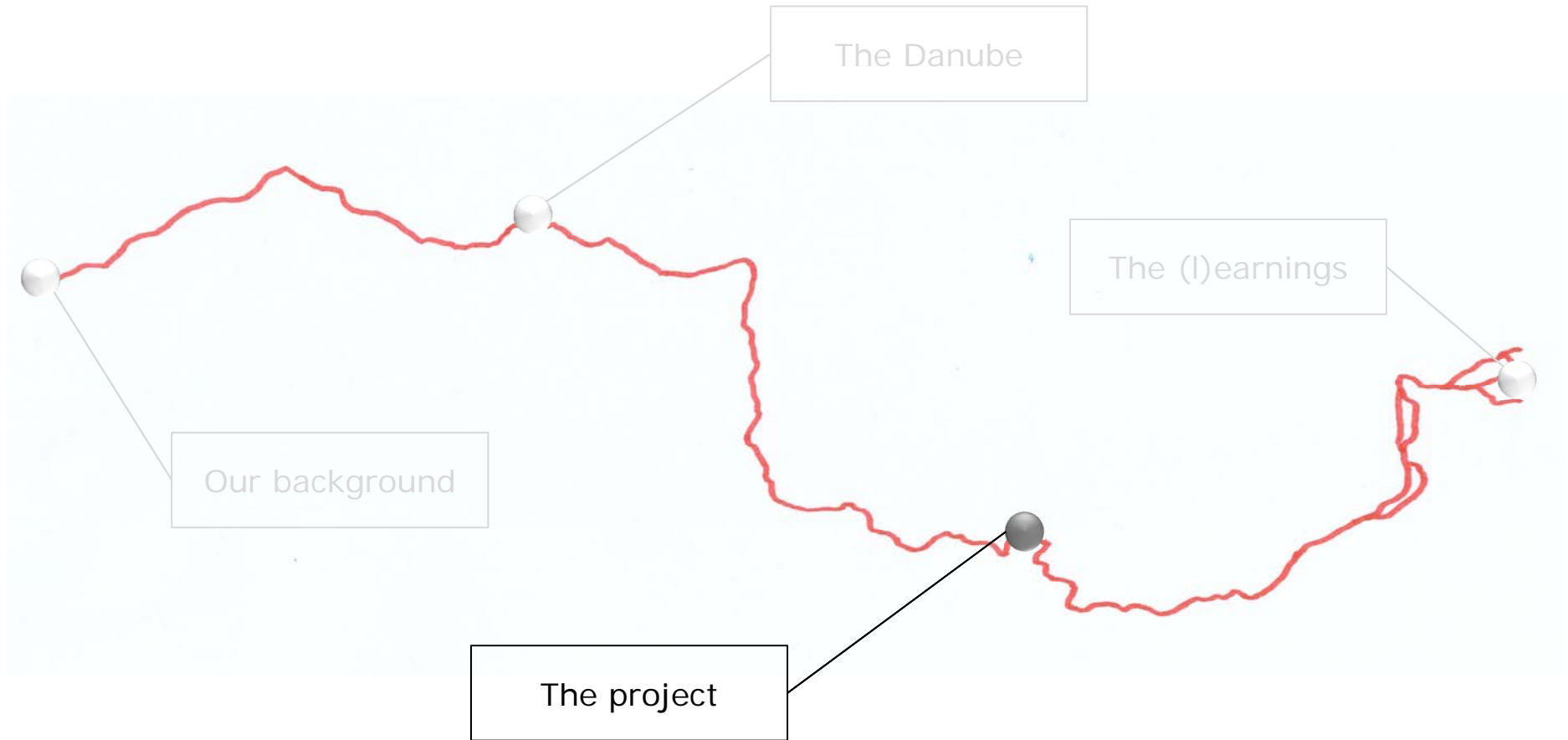
Serbia: Avg. productivity of CI_s: 30% higher than
economy average

CIs IN DR – EU'S PERSPECTIVE

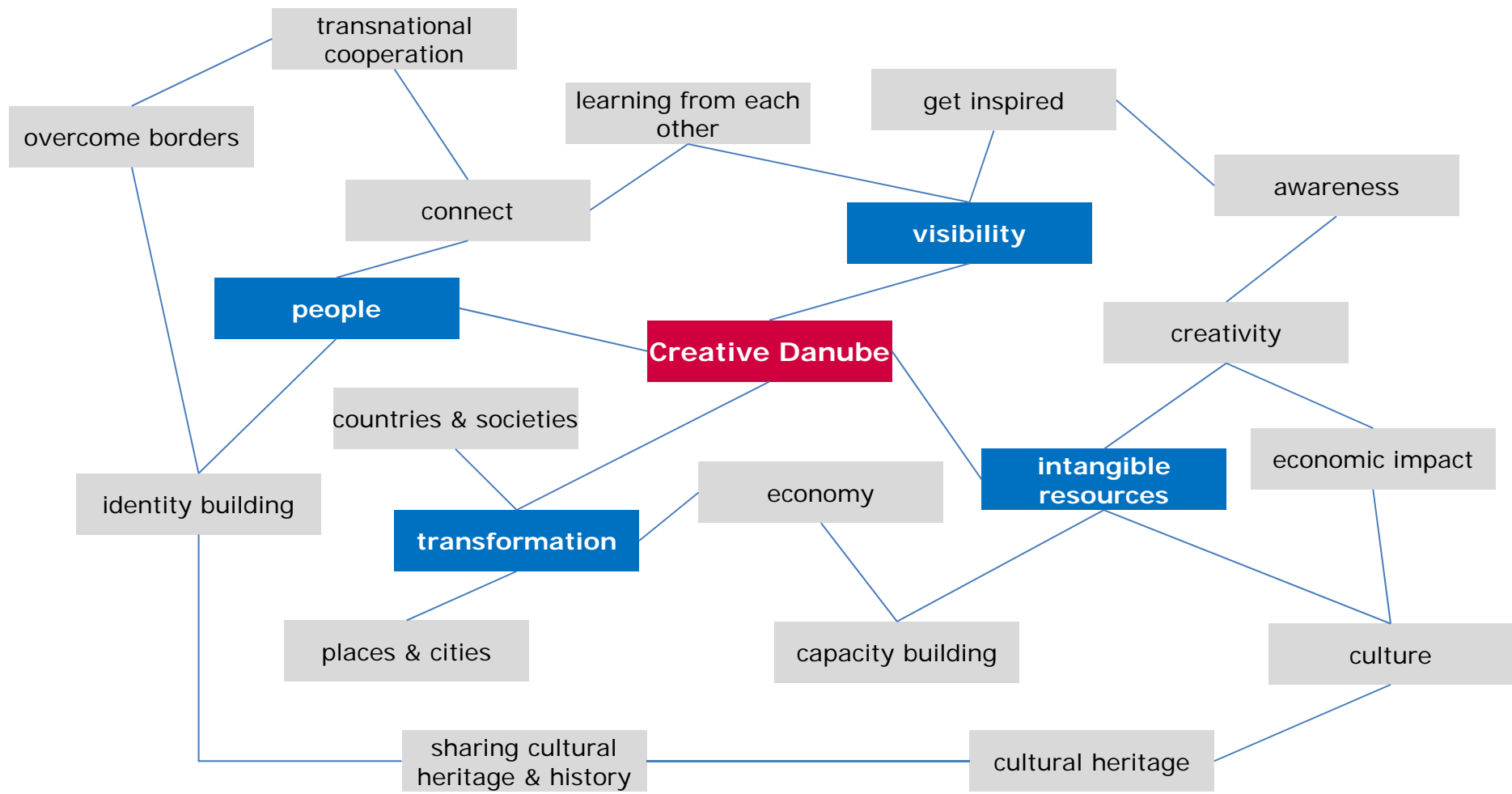
„In this diverse cultural environment and ethnic mixture the Danube could become the symbol of the cooperation [...] This region means economic resource (creative industry) and natural value at the same time for the population [...]“ (CESCI 2014, p. 383)

„ [...] more emphasis on promoting and encouraging the faster development of creative industries in the region's EU transnational programme [...] is likely to bear fruit in the medium run.“ (CESCI 2014, p. 246)

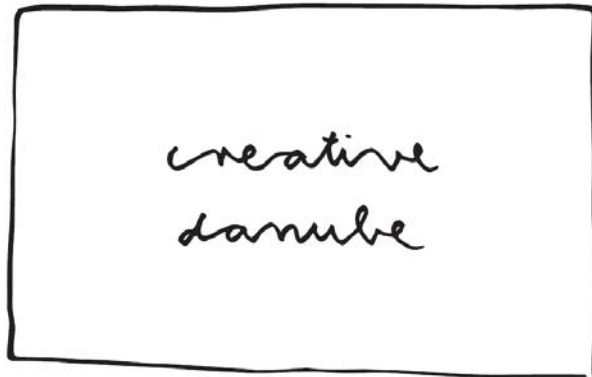
THE PROJECT



CREATIVE DANUBE: A NET OF GOALS



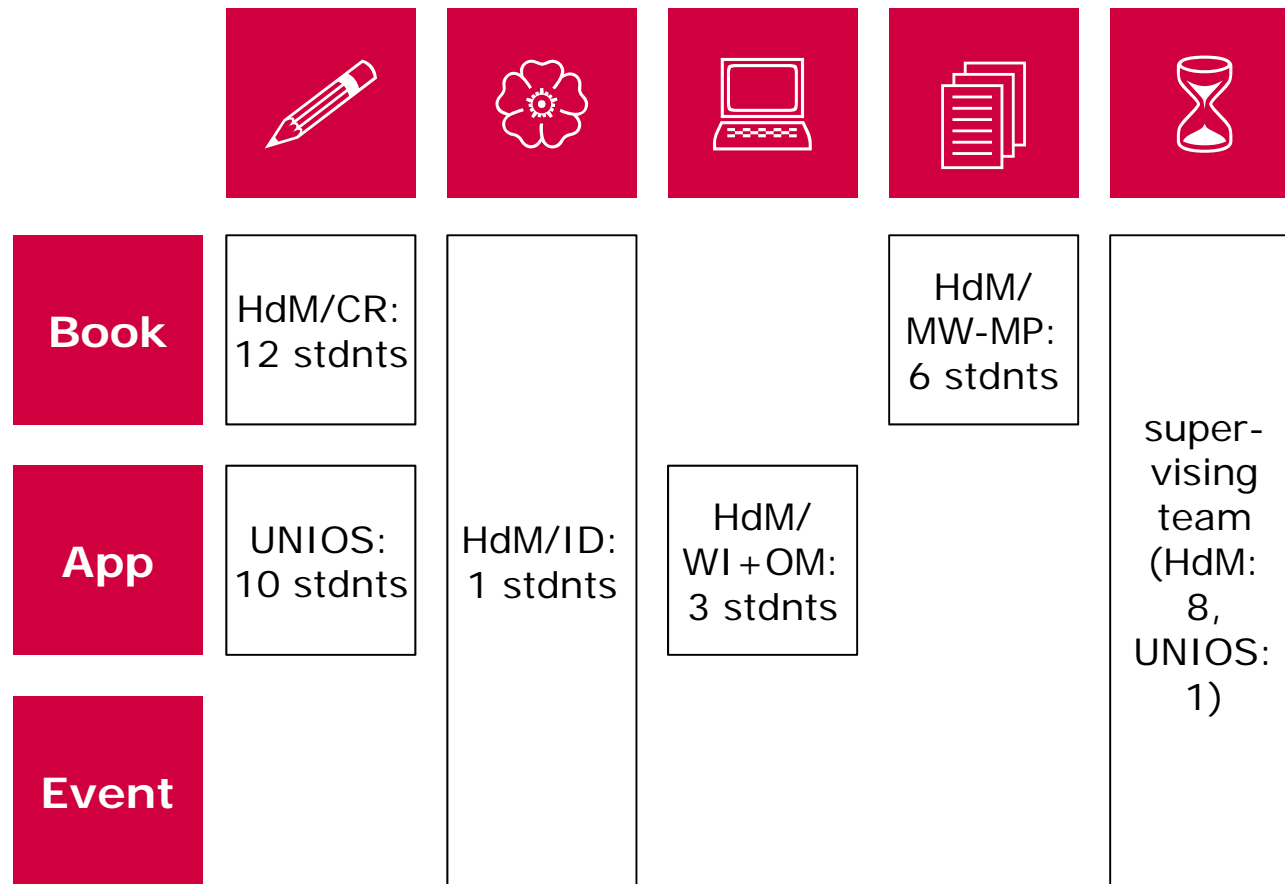
FACT SHEET „CREATIVE DANUBE“-PROJECT



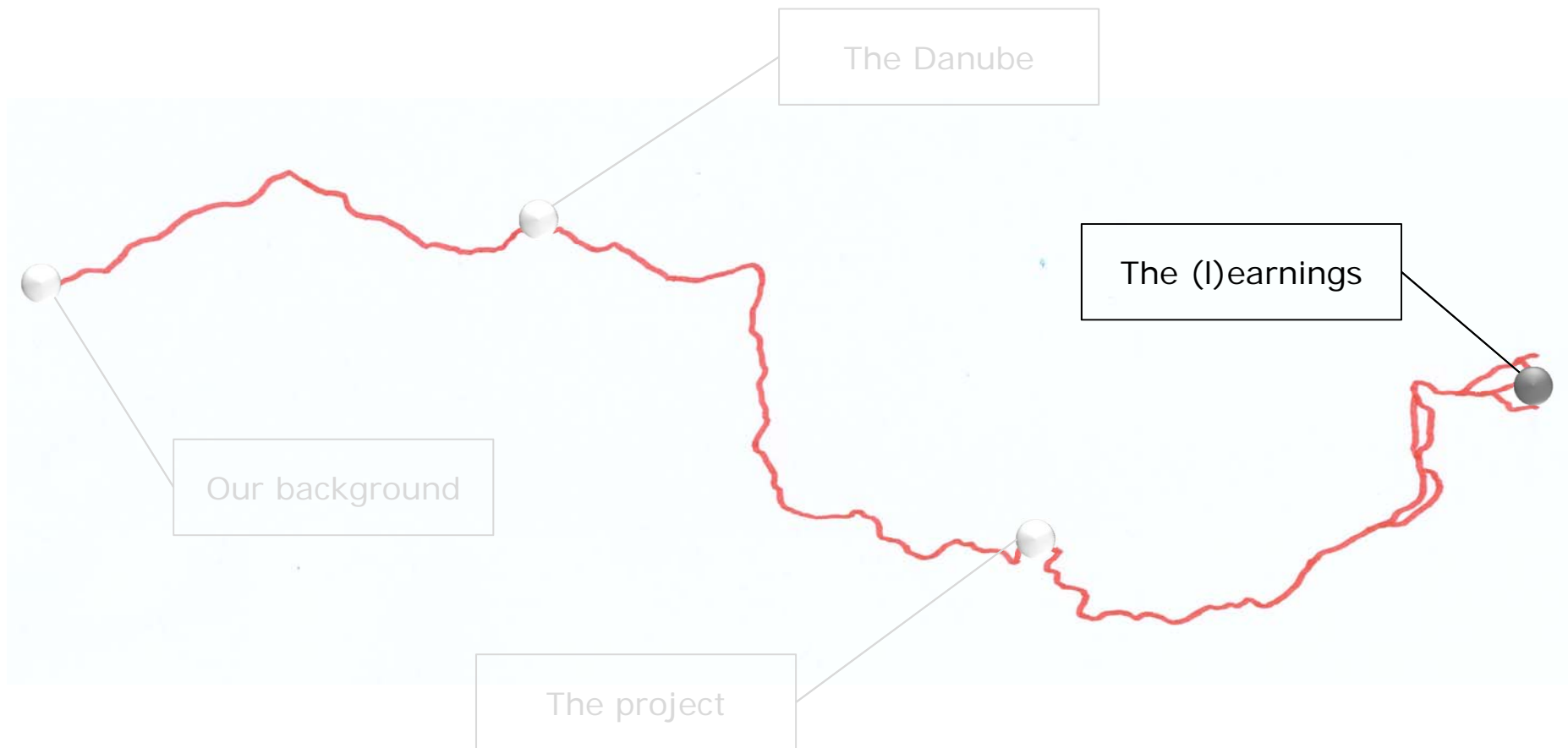
- **Project partners:** Josip Juraj Strossmayer University of Osijek - Department of Cultural Studies, Stuttgart Media University, Mikser House Belgrade
- **Multi-media and transnational project done by students:** 1 book, 1 app, 1 event
- **Content scope:** 8 countries, 14 cities, 40+ places
- **Team:** 30+ students, 7 study programmes
- **Duration:** May 2015-February 2016
- **Funding:** 45.000 EUR by BW-Foundation



PROJECT: INTERNATIONAL, INTERDISCIPLINARY



THE OUTCOME



PLACES TO SEE; PLACES TO BE



- German-Croatian tandem teams travelled to 8 countries and visited 14 cities.
- They met local artists, musicians and cultural activists...
- explored over 40 places of production, display and relaxation and...
- wrote reports about people, their background and the creative life in their cities.

THE BOOK



- With the reports a team of six students produced a book.
- They were in charge to prepare the texts for the print production...
- had to choose the paper, binding and finishing and...
- negotiated the price with the printer.

THE APP



- A Team of 3 students compiled a concept for the app ...
- programmed front- and backend...
- implemented and adjusted the content...
- and made the app available in the Google Play Store as well as on Apple Itunes Store

THE EVENT



- The projects results were presented in Mikser House Belgrade.
- At the two day event people from the Danube region came together...
- to work together in different workshops...
- and laid the foundation for future cooperation.

THE EVENT – THANKS TO THE TEAM



CREATIVE DANUBE ON TOUR



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