

2018

THE ARTS+

“European Manifesto on Supporting Innovation for Cultural and Creative Sectors

Fair of European Innovators in Cultural Heritage - Breakout session 3 'Shared management of cultural heritage'

FUNDING PARTNERS:

The Innovation Summit was organized as part of ALDUS, the European Book Fairs' Network, and was co-funded by the Creative Europe programme of the European Union.



INNOVATION SUMMIT:

THE BIGGER PICTURE: HOW CAN THE CULTURAL AND CREATIVE SECTORS BRIDGE THE INNOVATION GAP?

Wednesday 11 October 2018
THE ARTS+, Frankfurt Book Fair

A peer-to-peer conference with 100 experts from over 20 countries
organized in cooperation with 15 partners

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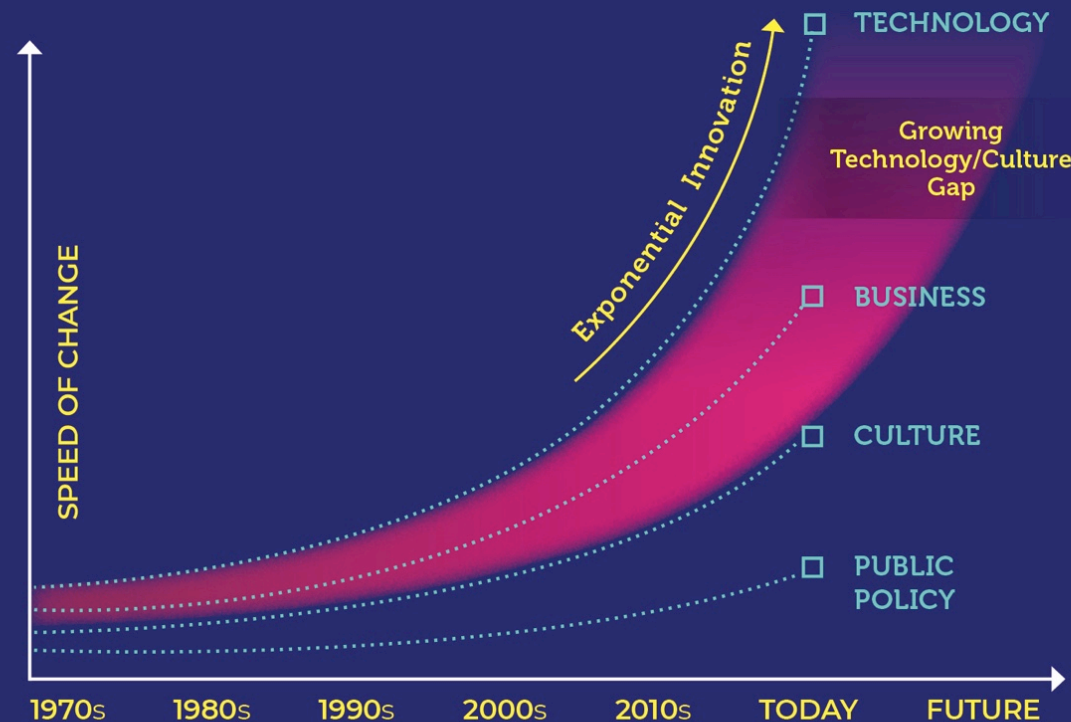




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The Technology/Culture Innovation Gap in the Cultural and Creative Sectors (CCS).



THE ARTS+ helps to close this innovation gap. Until recently, players in the creative sectors have been trying to cope with the challenges on their own. We believe **there are now good reasons to unite and build a new international creative ecosystem together, and to turn common challenges into common opportunities!**

INNOVATION SUMMIT

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BREAK-OUT SESSION ON CULTURAL HERITAGE

What are the main barriers to tech-triggered innovation in the cultural heritage sector? Are these unique to the sector, or are there overlaps with other creative sectors? How can we overcome these barriers? And what is the role of the public sector in this?

Main Partners:

[Fitzcarraldo Foundation](#)/ [ArtLab](#) (Italy)
European Creative Business Network
([ECBN](#)) /european centre for creative economy ([ecce](#))
[NEMO, The Network of European Museum Organisations](#) (Germany)
[Europeana](#) (Netherlands)



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european centre for creative economy (ecce)



INNOVATION SUMMIT

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STRATEGIC & FUNDING PARTNERS:



PROGRAMME PARTNERS:



NETWORK PARTNERS:



6 most relevant barriers to innovation within the cultural & creative sectors

1. **A high degree of fragmentation and a silo mentality** that reflect sectoral, language and country divisions, despite the fact that cross-sector and cross-boundary collaboration are crucial.
2. **A general lack of investment, funding and financing:** little investment comes from outside investors, and few public funding policies of an appreciable scale exist.
3. **The specific characteristics of the creative sectors, and how they affect innovation, are not easily measured nor readily understood.** They have not yet been recognised by public policy makers.
4. **Technical and entrepreneurial skills** are poorly integrated.
5. **Value networks are changing,** bringing a need for new value and business models.
6. **Culture and creativity exist in an increasingly global context,** yet cultural and political actors often still have a local mind-set.

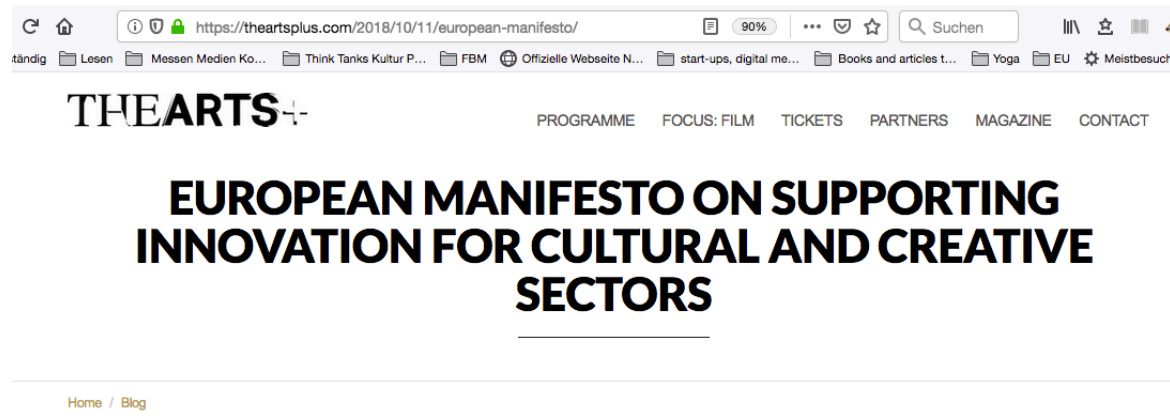
6 possible solutions for enabling tech-triggered innovation:

1. **Acknowledge the converging and hybrid structure of the sectors**, and introduce more explicit policies to support their innovation potential.
2. **Raise public investment in the cultural and creative sectors** to a level which befits their relevance as a key sector and tailor funding programmes to their needs.
3. **Make it more attractive to invest in the sectors** by strengthening alternative forms of investment and enabling new revenue sources.
4. **Strengthen the dialogue** between policy, culture, technology and industry stakeholders, as well as intermediaries, research actors and civil society.
5. **Support a broader definition of innovation** to include “soft” innovation.
6. **Strengthen the international character of the cultural and creative sectors**, by enhancing the role of supranational policies and innovation support measures, especially at EU level.

Manifesto

Read the Manifesto online at

<https://theartsplus.com/2018/10/11/european-manifesto/>



European Manifesto on Supporting Innovation for Cultural and Creative Sectors

Frankfurt am Main, 11/10/2018

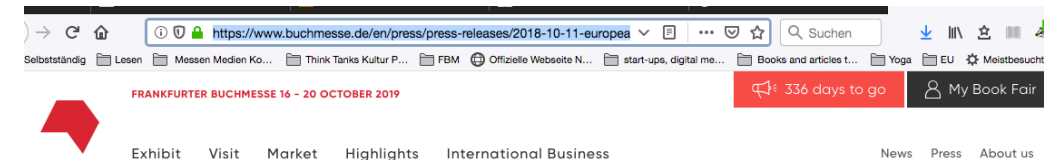
WHY THE CULTURAL & CREATIVE SECTORS MUST UNITE – AND WHY THEY SHOULD BE TREATED AS A KEY SECTOR: BARRIERS TO INNOVATION, AND SOLUTIONS FOR A STRONG INNOVATIVE ENVIRONMENT FOR CULTURE AND CREATIVITY IN EUROPE

1. Where do we see a problem?

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Press release:

<https://www.buchmesse.de/en/press/press-releases/2018-10-11-european-manifesto-supporting-innovation-cultural-creative-sectors>



European Manifesto on Supporting Innovation for Cultural & Creative Sectors

Frankfurt, 11 October 2018 – How can the cultural and creative sectors thrive in the digital age, and cope with the challenges of new technologies such as artificial intelligence, virtual reality and blockchain? What are the best ways of supporting technology-driven innovation at European, national and regional levels? What

Manifesto

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Thank you for your attention!

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