

Recommendations for creative growth

The creative industries have a need for special frame work conditions, which are essential for their contribution to growth. Creative Forum has identified the following central barriers for release of the growth potential that exists within the creative industries:

- affordable and flexible lease for newly established companies,
- easy access to venture capital,
- competences within business and market development,
- internationalisation,
- growth strategies for the creative industries.

On the basis of these barriers the think tank Creative Forum presents the following recommendations for strengthening of the frame work conditions for the creative industries:

Affordable and flexible lease

- Development of a model that can document the effects of the private developers' investment in affordable square metres for the creative industries. The model should document how creative environments can generate growth by attracting residents, business, and increase in sales and lease prices in areas that today are less attractive.
- Subleasing of square metres for creative industries in public and private buildings placed in the areas of Refshaleøen, Ørestaden and Nordhavn. Subleasing should happen on attractive terms and at lowest price possible.

Access to venture capital

- Attraction of new money in terms of EU means for co-financing of projects and activities for the creative industries as well as for professional counselling and knowledge about other international funds that are relevant for the creative industries.

Business development

- Activities that can help small creative industries finding each other for partnerships, B2B sales, co-operation about common staff, establishment of supplier groups that can ensure that these small companies can bid for large public and private tenders.

Public purchases from the local creative industries

- Introduction of criteria for tenders that emphasises cross-profession groups of supplier and dispensation from formal demands/criteria when it comes to small tenders. Also, there should be a public purchase counsellor helping the creative industries.

Internationalisation

- Copenhagen as an international design city through a membership of UNESCO's Global Alliance of Design Cities. This ensures an international platform for marketing of the design, fashion and architecture industries in Copenhagen.

Growth strategies

- Establishing of a platform for dialogue and knowledge that should provide the overview and insight in the creative industries in Copenhagen as well as assisting the creative industries in creating a higher degree of business branch identification.
- Yearly international summits, where targeted growth strategies for a specific branch of the creative industries are developed. (With a changing focus on branch each year).