

Creative Industries Luxembourg architecture crafts and manufacturing visual arts film and audiovisual design fashion design gaming marketing and communication literature digital media and media publishing performing arts music

Working document for the development of the
Creative Industries Cluster Luxembourg

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1. The background and rationale

The rationale of the Creative Industries Cluster Luxembourg initiative is that the actors of the Creative Industries (CI) have an important function for Luxembourg society at economic, cultural and social level, with the aim of better promoting them and supporting sectoral development.

Creatives contribute significantly to a country's GDP by adding value to the companies and organisations in which they operate.

They are increasingly contributing, as an emerging industry, to the diversification, innovation and identity of a country.

The authors' finding is that CI, in constant transition, need strategic consolidation as has already been implemented by other countries and regions to improve recognition, understanding and visibility nationally and abroad.

To reinforce the situation of CI actors in the Grand Duchy, the proposal is to set up a platform to support this sector. This platform and cluster will have different key missions: to support and increase the competitiveness of the sector, to link up with other players and economic sectors and consequently to stimulate the associated impacts such as the generation of jobs in Luxembourg and to increase awareness of the image of the country to the outside.

... “Cultural and creative industries generate US\$2,250b of revenues and 29.5 million jobs worldwide” ...

<http://ec.europa.eu/DocsRoom/documents/615/attachments/1/translations/en/renditions/pdf>

2. The arguments

- # Creative Industries actors make an important contribution to Luxembourg society: on economic, social and cultural level
- # This sector needs support for awareness raising, promotion and development
- # The creatives contribute significantly to the GDP of a country: create more value to businesses and organisations they work in or collaborate with

- # As an emerging industry, they contribute increasingly to the diversification, innovation and identity of the country
- # Creative Industries are in constant transition and need a strategic consolidation as has already been implemented by other countries to improve the recognition, understanding and visibility nationally and abroad.

3. The vision

- # The CICL will be the network of creative actors of Luxembourg
- # To promote innovation in Luxembourg it is necessary to have creative skills
- # This "creativity" is the result of entrepreneurial activities and support to existing companies and organizations (private and public)
- # The results, authenticity and expertise obtained by these creative activities will be a key factor in the Luxembourg economy

4. Focus on the various divisions of the Creative Industries

Architecture	Marketing and communication
Crafts and manufacturing	Litterature
Visual arts	Digital media and media
Film and audiovisual	Publishing
Design	Performing arts
Fashion design	Music
Gaming	

5. Key indicators of the creative industries

Creative industries (CIs) represent a significant source of jobs and economic growth. With 2.191 companies, the CI represent 6.1% of the total number of Luxembourg companies and weigh a little less than one billion euros in terms of annual turnover (2014). These same creative industries contribute € 390 million in terms of wealth creation (value added to GDP) and occupy about 6,300 people, or nearly 2% of total employment.

44% of the creative industries are individual enterprises (compared with 21% for the Luxembourg economy) and the companies are mainly small-sized companies: 59% of the creative companies do not

employ any employees. (compared to 39% of the whole economy) and 28% employ less than 5 employees.

This information comes from a sectoral data investigation for the year 2014 that took place from December 2016 to January 2017¹.

6. Mission

- # The coordination of the development of the broad range of creative services and to position them in the overall context of the Luxembourg economy
- # Promote the professions and skills of the creative actors (focus on entrepreneurship)
- # Initiate collaborations with new and existing companies to foster innovation
- # Cross border promotion of the national Creative Industries
- # Activities are primarily related to the impact to the economy and businesses
- # The CICL will work as an intermediary between the Government, the private sector (CdC, CdM), the public sector, the Creative Industries sector and the citizen (consumer)

7. Objectives

- # Establishment and operating of the "Creative Industries Cluster Luxembourg"
- # Increase the number of creative businesses
- # Increase the adoption of products and services from creative enterprises by (local) enterprises
- # Increase the country's attractiveness for creative talents
- # Promote intersectoral innovation in the cultural and creative industries
- # Foster the internationalisation of Luxembourg creative industries
- # Valorise creative professions in education
- # Exchange platform for services and products applicants and creative actors

¹ Reference to document Chiffres clés IC Luxembourg JANVIER2017.docx. Please contact us if you need more information.

- # Becoming the single window for the national creative industries
- # Relay between Government, the private sector, the creative industry and its actors
- # Being the facilitator (not spokesman) towards the ministries for the branches or the whole sector when required – Politically neutral

8. Creative Industries Action Plan – 1st Workshop

Considering the strategy to engage as many branches/stakeholders as possible in the decision-making process and that in a bottom-up approach, it was decided to organise a workshop² before the Kick-off event the 31.1.2017 to define the CICAL Action plan.

The workshop took place the 18th of January 2017 at the 1535° Creative Hub, Differdange.



Photo 1 by Ezri Kahn

Generic actions

The main actions can be classified in to these categories:

- # Sensitise and inform about CI

² For more information please ask for CICAL WORKSHOP Methodology 18JAN17.docx

- # Encourage collaboration with CI
- # Increase the visibility and access to CI
- # Increase the entrepreneurial skills of CI
- # Intermediate and expert for the Government, institutions & professional chambers

Action plan - conclusions and remarks

Generally, there was a high interest in taking part the workshop. 51 experts from the sector collaborated intensively in groups during three hours. The core output of the workshop was a set of priority support actions voted by the participants. See the CICL workshop document for the methodology.

1. Digital communication platform - Website (40 votes)

- # Database/guide of CI actors by profession/competence/branch
- # Instrument for promotion
- # "Guichet unique" for information around CI
- # Events / calls announcements (with partners of the greater region)
- # Newsletter
- # Offer & demand platform – professional opportunities
- # Free for all CI actors

2. Unique voice (Intermediate and expert for the Government, institutions & professional chambers) (16 votes)

- # Bring all the actors of the creative world together as a super-federation, which takes steps when there are problems.
 - # The cluster meets regularly the governmental bodies to: Implementation of tax credits; Setup a fund; Defends interests in government reforms
 - # Have regular follow-up meetings (with expert) sharing the state of the sector and especially anticipate the future and tendencies of the creative industry.
- A short, medium and long term vision.

3. International export (Encourage collaboration with CI) (16 votes)

- # Presence at fairs and festivals abroad
- # Aid for CI actors that (need to) go abroad
- # Participation at "Missions économiques"

4. "Try and error mind set" (Increase entrepreneurial skills) (14 votes)

- # Create a safe space for learning, trying and failing under the guidance of inspiring (non-directive mentor)
- # Offer networking opportunities: 1. Education 2. Start-up & financial help 3. Coaching and inspiration 4. Events
- # This goes beyond networking. The idea is to migrate the "thought-pressure on the social individual from the school that forbids any failure" into "thinking-building the entrepreneur" = non-fearful fear of risk. Past failure is one of the conditions for future success ". We are talking here of a multidimensional approach on the construction of the individual, which must be inculcated from the point of view of education. It is a philosophy of society, to be integrated into a government (from education, and then accompanied by mentors of innovation and entrepreneurship, etc.).
- # Life-long learning in cooperation with the House of Training
- # Guidance for intellectual property

5. Education (Sensitising and inform about CI) (10 votes)

- # Week of creativity for youth – national event
Workshops; Studio visits (open doors); Museums; projects with schools;

6. Label Created/Designed in Luxembourg (8 votes)

- # Increase the visibility and the recognition of the sector
- # Commercially an added value
- # Contributes to the identity of Luxembourg

7. (Bi-)annual cross sector event (4 votes)

- # Central event that showcases all branches, informs and sensitises about the professions. In combination with schools and higher education abroad
- # See Education: could be combined

8. Creative Hubs (4 votes)

- # Every region of Luxembourg a similar hub as 1535°

9. Pool of experts (Intermediate and expert for the Government, institutions & professional chambers) (3 votes)

- # Experts that create links between ideas and finance (access) ...
- # This organisation is catalyst and accelerator.
- # Offer fiscal advantages for investors that invest in creativity.

10. Magnitude of the sector (2 votes)

- # Availability and access to up to date statistics for analysing the sector and its development.

11. Price list (1 vote)

- # Minimum wage for creative work
- # Organizing standard tariffs for the sector

Notes from phase 1: What are the main concerns? What is missing?

These conclusions are based on the number of post-it's on the subject and the way the concern is contextualised.

- # **Legal status & framework of a creative actor:** During the discussions and on the boards, these unclear aspects of the issue are an important subject that ask for workgroups with the various chambers and ministries to find solutions.
- # **Statistics:** There is a need for actual and precise statistical information about the sector: mapping and regular monitoring
- # **Cluster governance:** How will the cluster be managed?
- # **Promotion of creativity and its added value** - Awareness raising

These activities, coming from the main concerns, are sometimes “overlapping”, but should be considered:

Professionalising and increasing the visibility of the sector; Concentration of information and activities; In a flexible working manner and central digital place, close to the actors; Facilitate improving business services and support to entrepreneurs; Help improving the basic conditions (framework) for successful creative work; Help increasing entrepreneurial skills of the creative actors; Accompanying administrative steps; Facilitation of networking of national actors and the creative sector; Cross-fertilisation of the sector; Awareness raising in education; Promotion of the creative industries sector - nationally and internationally; Intermediate and expert for the Government – Facilitate workgroups for specific subjects; Accompaniment of financial incentive strategies for CI – Funding; Support to the establishment of a system for measuring CI impact; Support to the measurement of the impact of national GDP and the number of actors; Intensify awareness and information of the importance of intellectual property (IPIL)

9. Governance and Financing

The related decisions can only be taken after additional discussions between the key stakeholders involved have taken place.

As per agreement of the key stakeholders involved, Luxinnovation will start the hiring process for a Cluster Manager on 31 January.