



Creative hubs and their role in inclusion, youth employment and the collaborative economy

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How to define entrepreneurship in cultural and creative sectors?

OMC report on Innovation and Entrepreneurship
(publication forthcoming):

Entrepreneurship and business models are to be considered in a **wider sense**, as new organisational models, including not only profit making entities, but also sustainable **not-for-profit** cultural organisations and CCS self-employed individuals. Business models are to be seen in a broader context of value creation, which also includes the effects of the CCS on other sectors and on the well-being of society.

CCIs role - regional

CCIs role is increasingly **appreciated**:

More than **70 EU regions** have chosen CCIs as a priority of their **smart specialisation strategies** as part of regional funds,

recognising them as a **driver for regional growth and locally-rooted jobs.**





*What are **Creative hubs** ?*

A creative hub is an infrastructure or venue that uses a part of its space for networking, organisational and business development within the cultural and creative sectors.

EUROPEAN

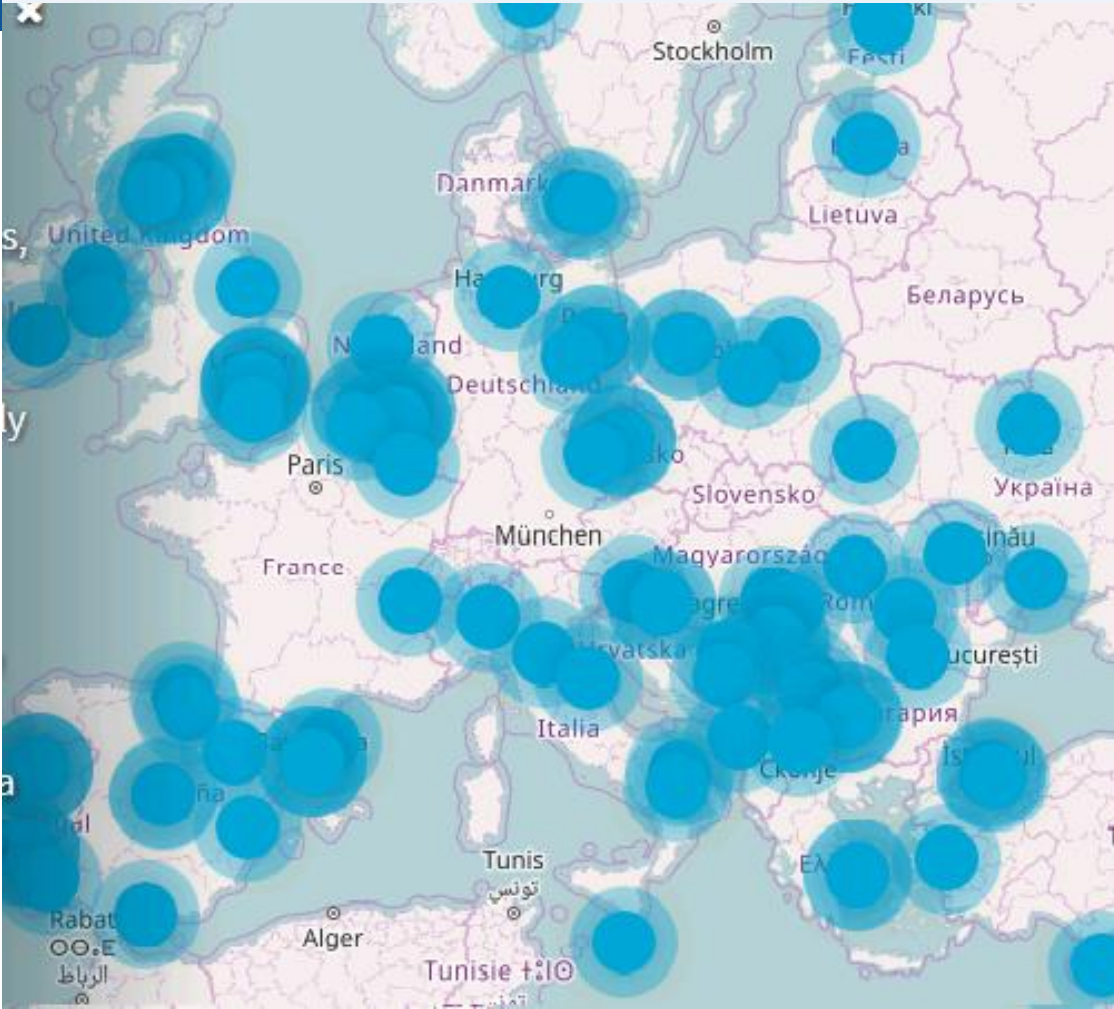
CREATIVE HUBS

NETWORK

Creation of an **online platform**, which enables connection with and between European creative hubs, access to online tools & resources, and information from the sector



Co-funded by the Creative Europe Programme of the European Union



<http://creativehubs.eu/>





European Creative Hubs Fora & Workshops

Refining of a creative hubs mapping, identification of new creative hubs and invitation to join the network and the events.



Creative Hubs Fora

Belgrade (Sept. 2016) :
How Work Works
(collaborative spaces,
communities and
business models)

Athens (Jan. 2017):
Growth & Innovation

**Sheffield (end Nov.
2017):** What's next for
hubs leaders, lead
communities into the
future

Brussels (Jan. 2018):
Closing Forum

Workshops

**Madrid (March
2017):** Defining
the vision:
today's ideal
creative hub.
Tools &
processes.

**Berlin (June
2017):** How to do
it differently?

**Edinburgh (Oct.
2017):** The
future of creative
hubs





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Peer-to-peer exchange scheme



Mobility for creative hub leaders

Who? Creative hubs founders, managers, community managers, projects and departments leads

Why? To exchange knowledge, learn from each other & improve, co-create & run cooperative international projects

When? 2 semesters:
October – December 2016

1)

March-August 2017

2)

How?

<https://creativehubs.eu/activity/peer-to-peer-scheme/>



What can we learn?



What can we learn?

Social and urban dimensions – creative hubs, cultural centers and their surrounding communities



What can we learn?

New forms of delivery of public services

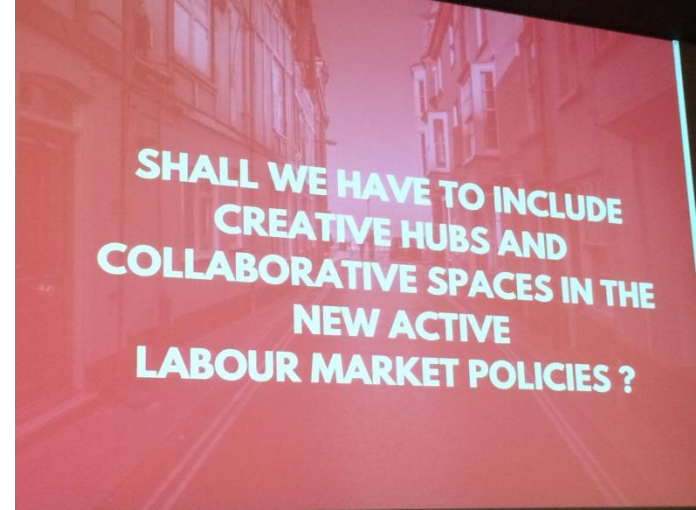
Hubs as "3rd spaces"
providing **non-formal education** (f.ex. Bosnia: 3D-printing and coding workshops for school-kids for the Ministry of Education)

Youth employment services (f.ex.: the Warehouse in Italy/Marche)



What can we learn?

New forms of delivery of public services



creative hubs and collaborative spaces should be included in new active labour market policies.



Example: with ERDF and in particular ESF financing, the Warehouse carried out a project ("Geronimo"), combining the services of public administration, job center and the university within their creative hub

Warehouse also runs a "crowdfunding hub " with different countries involved at a regional basis and young entrepreneurship training with 3rd countries.

What can we learn?

Inclusion

working together on sth. concrete in a two-way learning process between the elderly/ youth/ refugees through a maker-space (f.ex. STPLN Malmö or Depo2015 in Pilsen), or advice on different issues,...



What can we learn?

Youth employment -

...or new ideas – La Colaboradora collaborative time-bank scheme (Zaragoza, La Azucarera creative hub)



What can we learn?

on the collaborative economy



JRC Policy Labs

(also with creative hubs)
<http://blogs.ec.europa.eu/eu-policylab/>

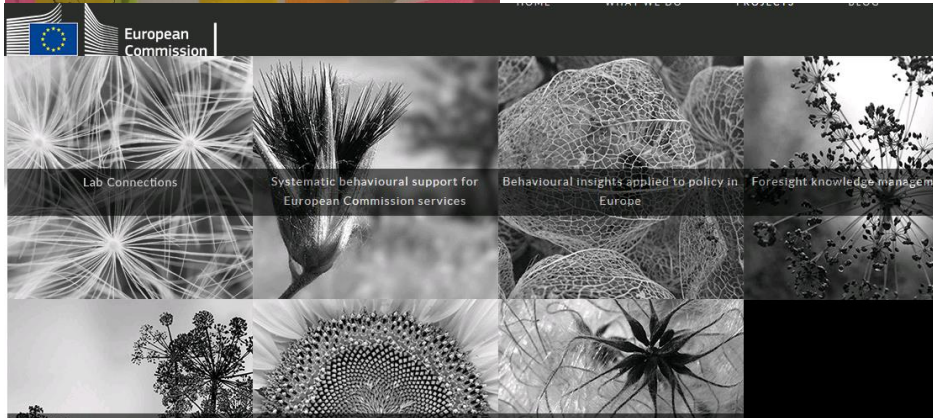
SMART



smart.coop [S'abonner](#)

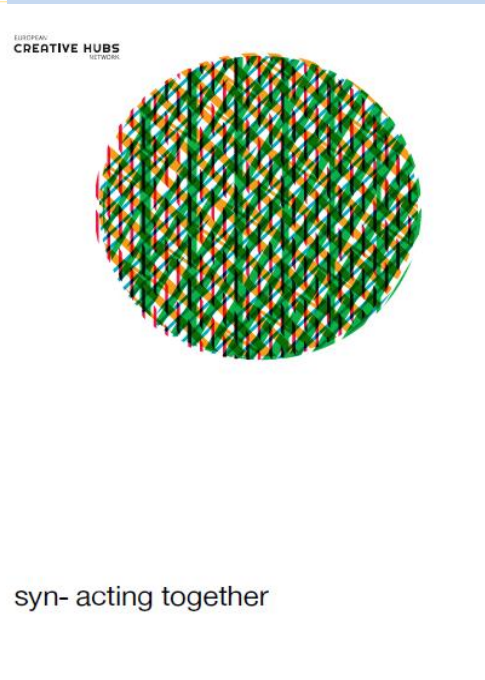
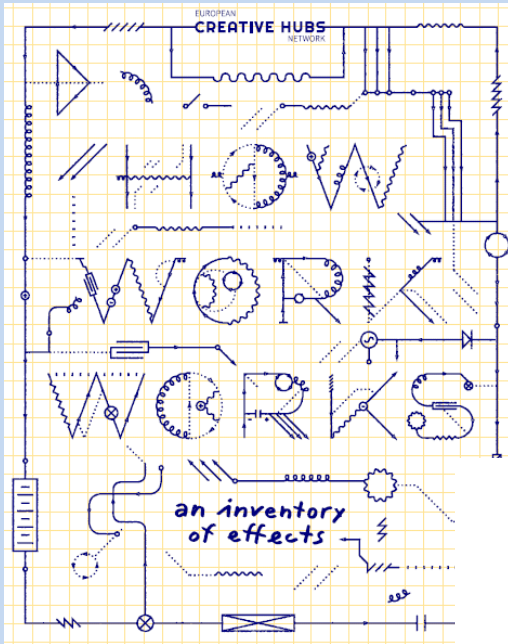
494 publications 738 abonnés 26

SMart Accompagnement des travailleurs au sein d'un cadre sécurisé * SMart: de coopération
www.smartbe.be



Collaborative economy, what it means for creators

(precarity and also new chances,...)



Creative hubs: Policy work and publications

By December 2017:

- development of a skills toolkit
- a European Creative Hub Barometer
- Policy work and Recommendations

<http://creativehubs.eu/tools-learning/>

New EU study on youth work and entrepreneurial learning (2017):

- Terminology: entrepreneurship needs to be seen in a **wider definition** also in EU-MS, not only business-oriented...
- **Social entrepreneurship**, combining innovation and social impact with a sustainable business model
- interesting **case-studies**, also on youth employment and social innovation (f.ex. the Yard social enterprise in Ireland, or Laboratori Urbani)



Crowdfunding4culture – some findings

Crowdfunding is also about **community/audience development, democracy/participation and marketing/publicity**, as the study shows



More than Funding

- 46% Reach out to a wider audience
- 42% New skills (marketing, comms, strategy)
- 38% Increased community involvement

Matched Crowdfunding for the Arts and Heritage Sectors

Archaeology / In Your Hands
DigVentures supports and delivers exciting crowd-funded and crowdsourced archaeology projects around the world

Dutch National Ballet Audience Development

FIRST KISS for Creative Entrepreneurs

10 000€ collectés sur KISSKISSBANKBANK = 20 000€ prêtés par ST'ART !

30.010 € en 2020
5 dagen
222 donateurs

So join us!



Creativity is a strategic resource for Europe.

The cultural and creative industries can achieve

- above-average **growth**
- create **jobs**
- can contribute to strengthening **social** links and active citizenship



Thank you!

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