

National Taipei University of Education, Taiwan  
College of Humanities and Arts

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# 2009 International Conference on Culture and Creativity Development

2009 October 20 to 25

Taiwan, Taipei County Government Conference Hall

# Culture & Creative Industries in Germany

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The Artists at the Centre of Attention

by

Michael Soendermann

Office for Culture Industries Research  
Cologne, Germany

# who am I

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- Owner-manager of the Office for Culture Industries Research, Cologne, Germany
- President of the Cultural Statistics Working Group in Germany, Austria and Switzerland
- Governing Board Member of the UNESCO Institute for Statistics, Montreal
- Statistical Advisor of the Council of Europe/ERICarts "Compendium Cultural Policies and Trends in Europe"

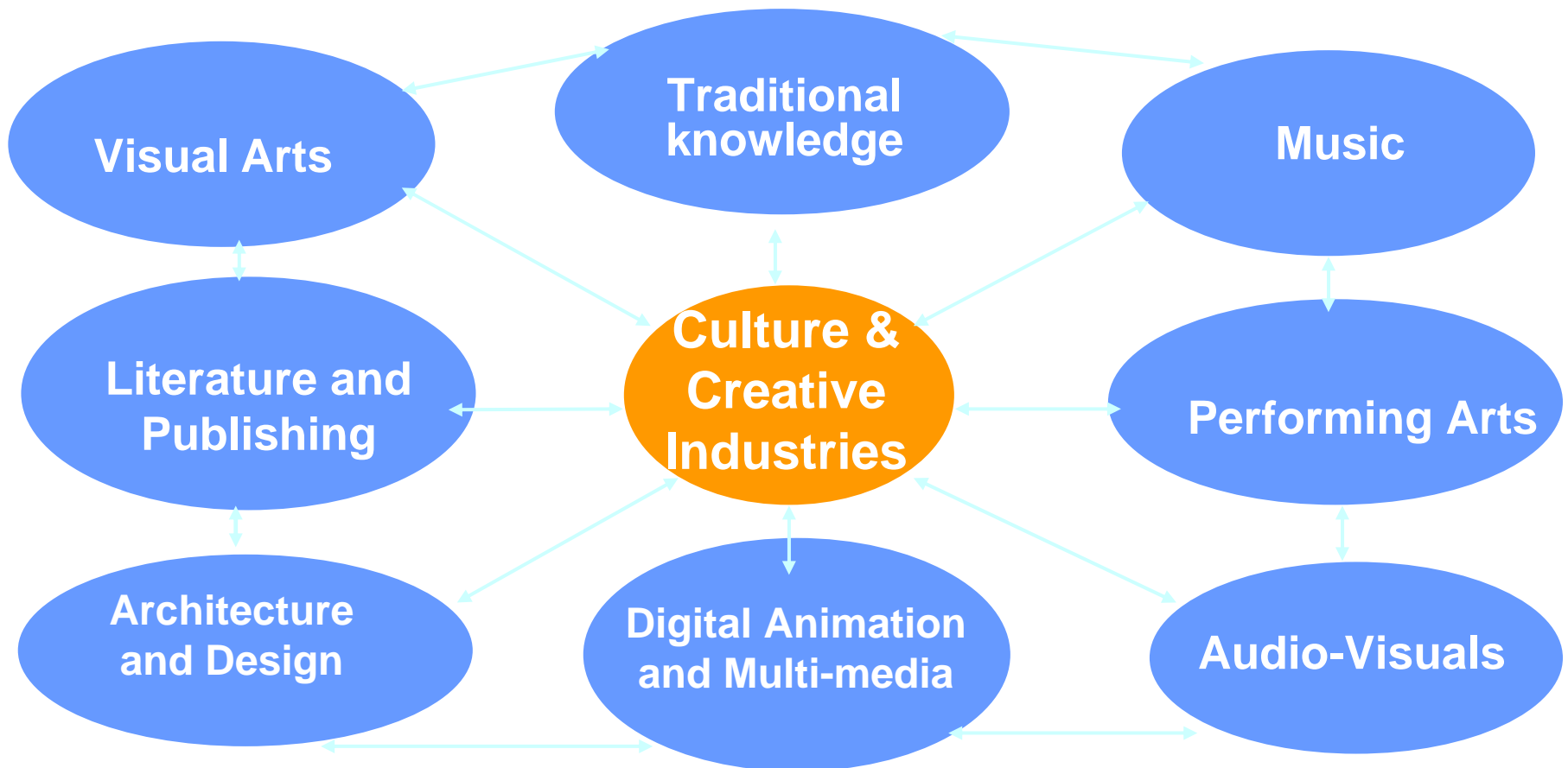
# where do we come from

## National and international initiatives

- Creative industries - UK, Switzerland, New Zealand, China, India, Singapore, Taiwan, Korea, Brasil, Columbia, etc
- Copyright industries - USA, **Australia**, etc
- Cultural industries –Canada, Switzerland France, Germany
- EU/EUROSTAT – Working Group on Cultural Industries Statistics
- WIPO – Creative Industries Division
- **UNCTAD/UNESCO** – Creative Economy Report
- **OECD** – International Measurement of the Economic and Social Importance of Culture

# The scope of Culture & Creative Industries

## UNCTAD/UNESCO/UNDP

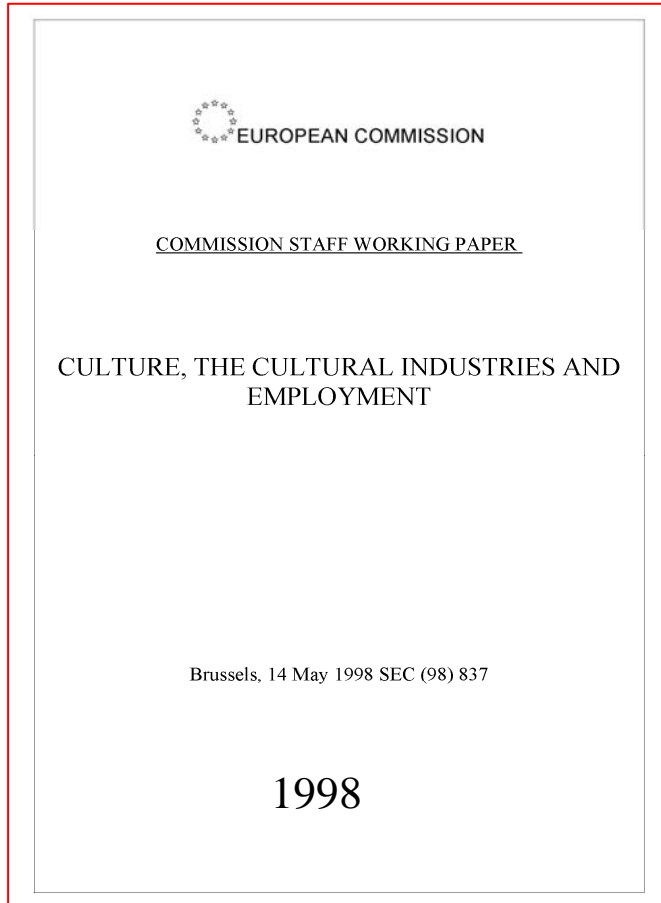


Source: United Nations Conference on Trade and Development(UNCTAD), 2009

Michael Soendermann, Culture Industries Research, Cologne, Germany

chart no. 5

# where do we come from



Germany

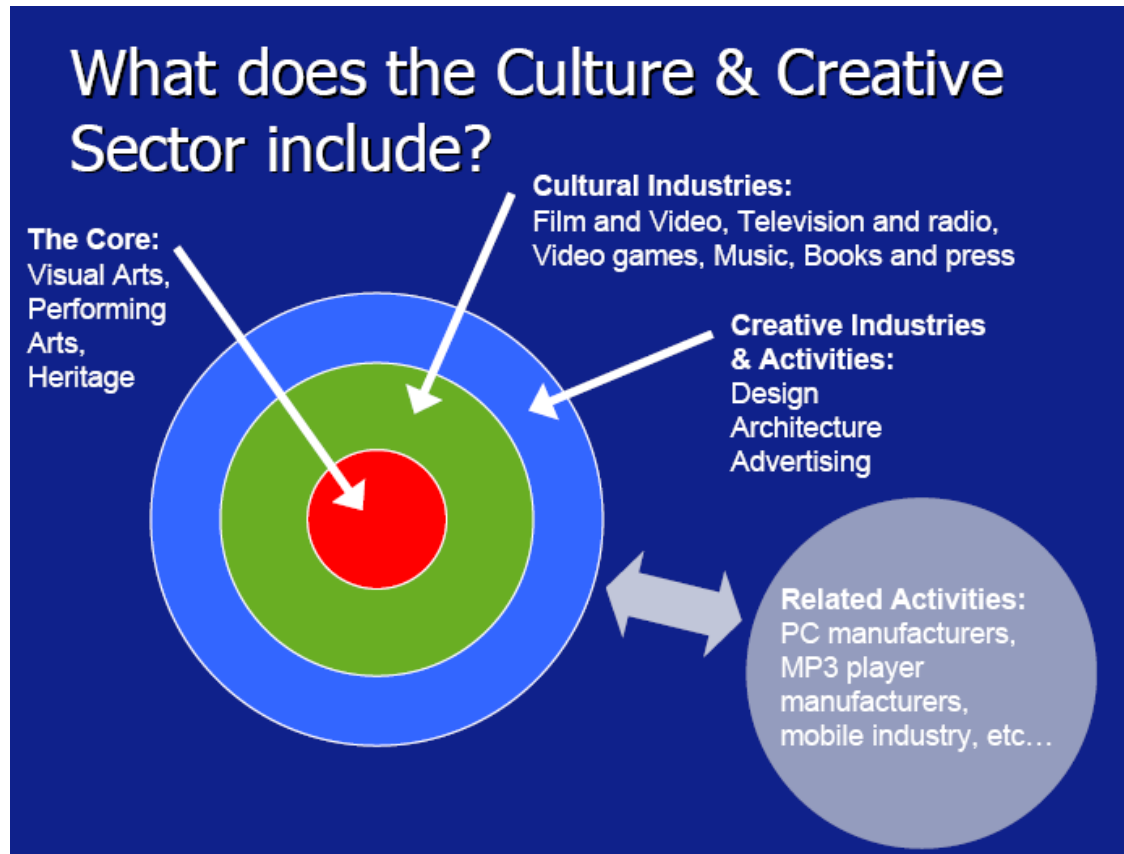
**1989**

First Culture Industries Report  
in North Rhine-Westphalia

**2009**

Culture & Creative Industries in  
Germany  
German Federal Government

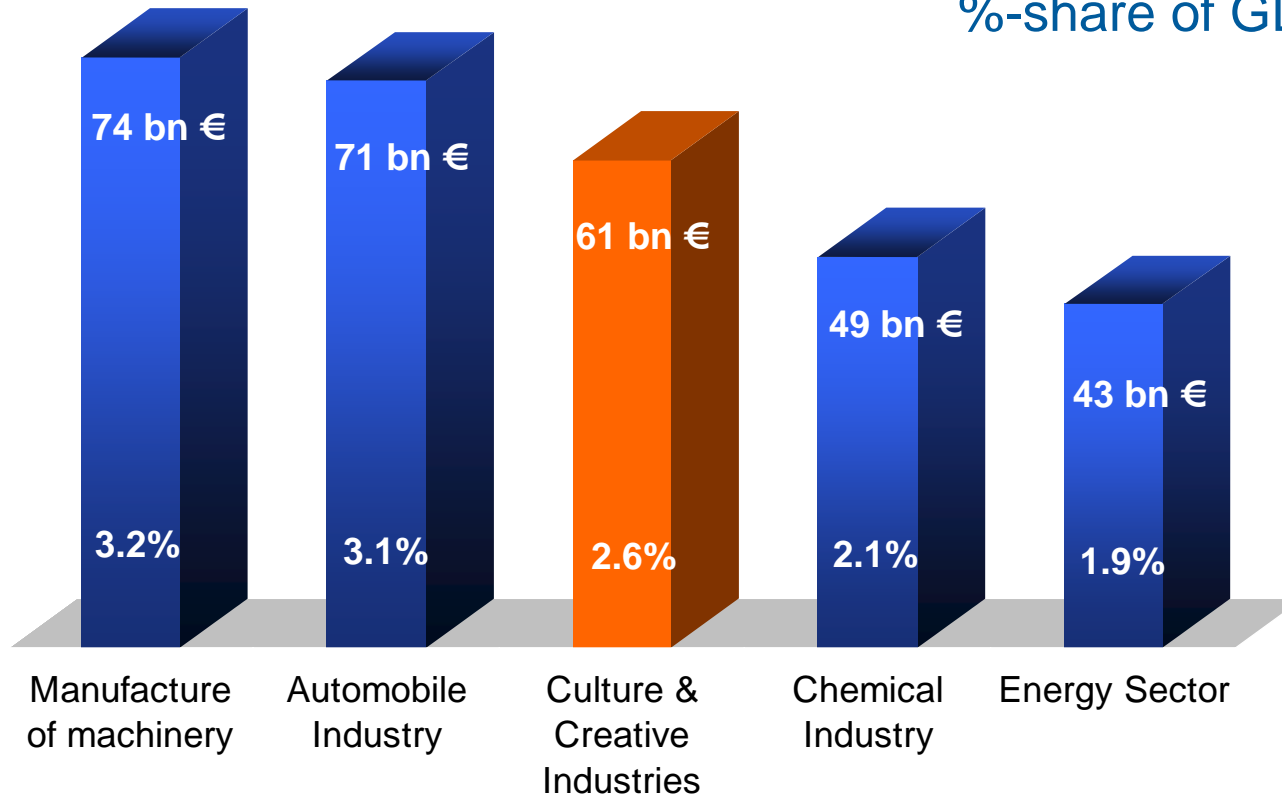
# where does the EU head to



Source: European Commission, DG Education and Culture, S. Pasqua, 2007

# where does Germany head to

German gross value added by selected industries in billion €, %-share of GDP, 2006

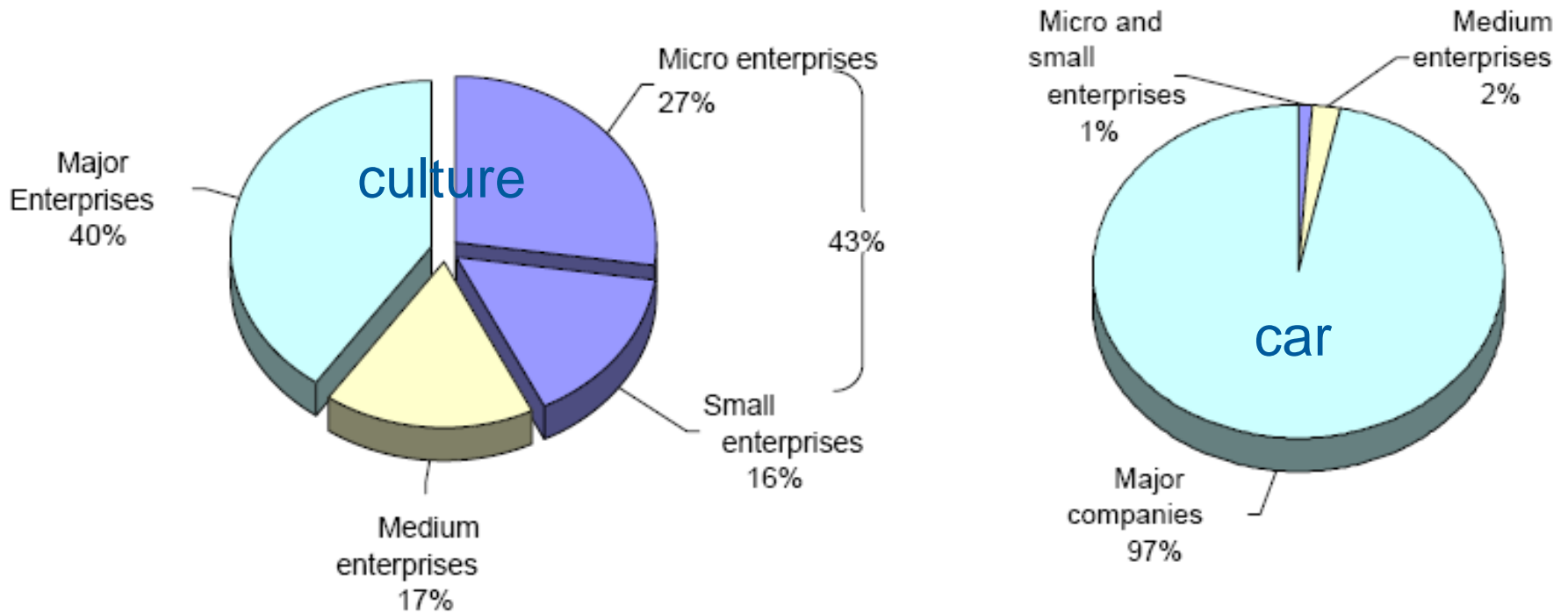


Source: Research Report on Culture&Creative Industries of the German Federal Government, 2009



# our motivation

Germany`s culture and creative industries and car industry,  
breakdown of turnovers in 2006

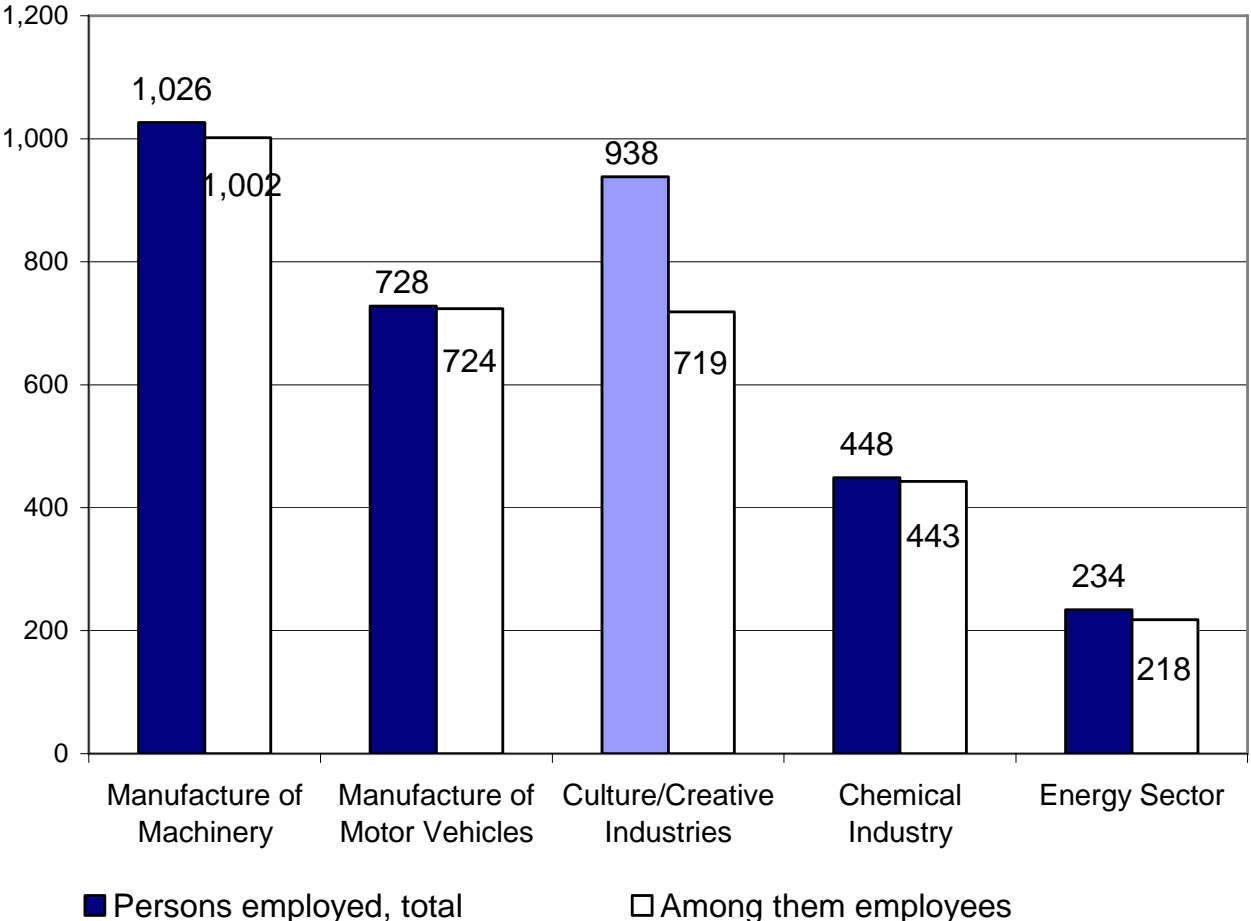


Source: Research Report on Culture&Creative Industries of the German Federal Government, 2009

# our motivation

## Employment in various sectors, 2006

No. of persons employed in thousands, 2006



# our debate on economics and culture

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## Economic Policy

- The OECD discovers culture and creative industries as a potential for employment.
- EU: The Lisbon Strategy incorporates culture and creative industries.
- European Parliament: Committee for Industry, Research and Energy of the European Parliament recommends support to culture and creative industries in Europe.

# our debate on economics and culture

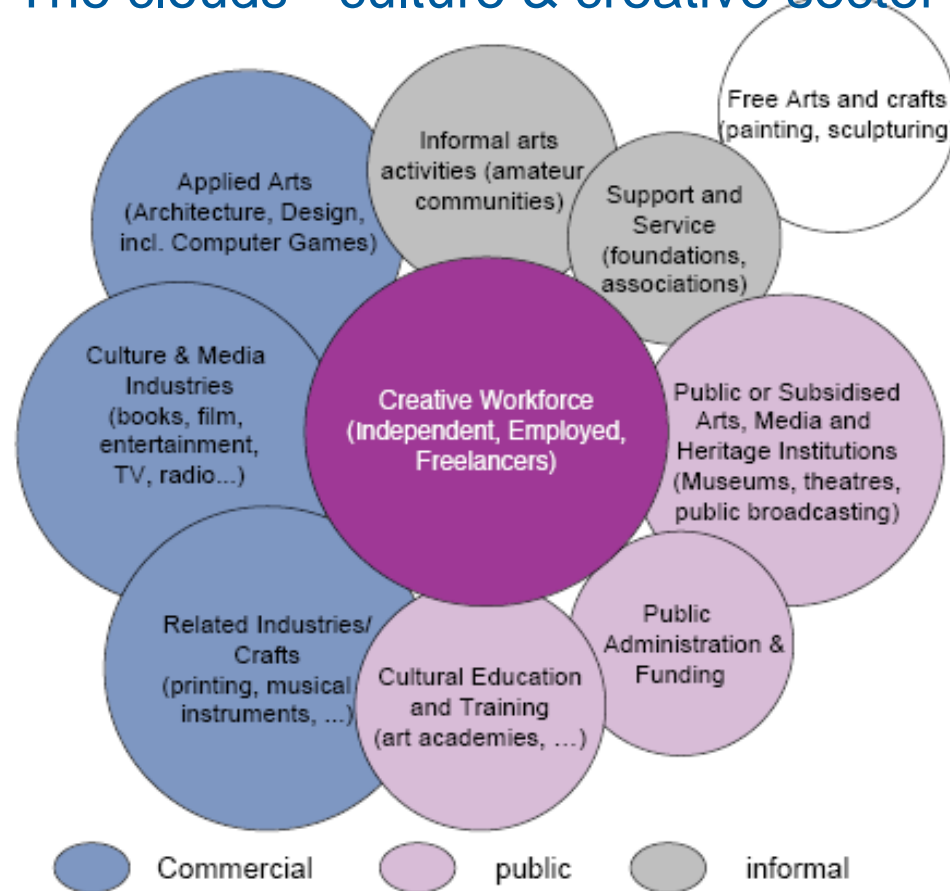
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## Cultural Policy

- Through the support to and development of cultural infrastructure, cultural policies contribute significantly to the development of cultural productions and achievements
- Artists and creative workers are the genuine producers
- Cultural policy per se is oriented towards the development conditions of cultural production in its entirety

# our model of the culture & creative industries

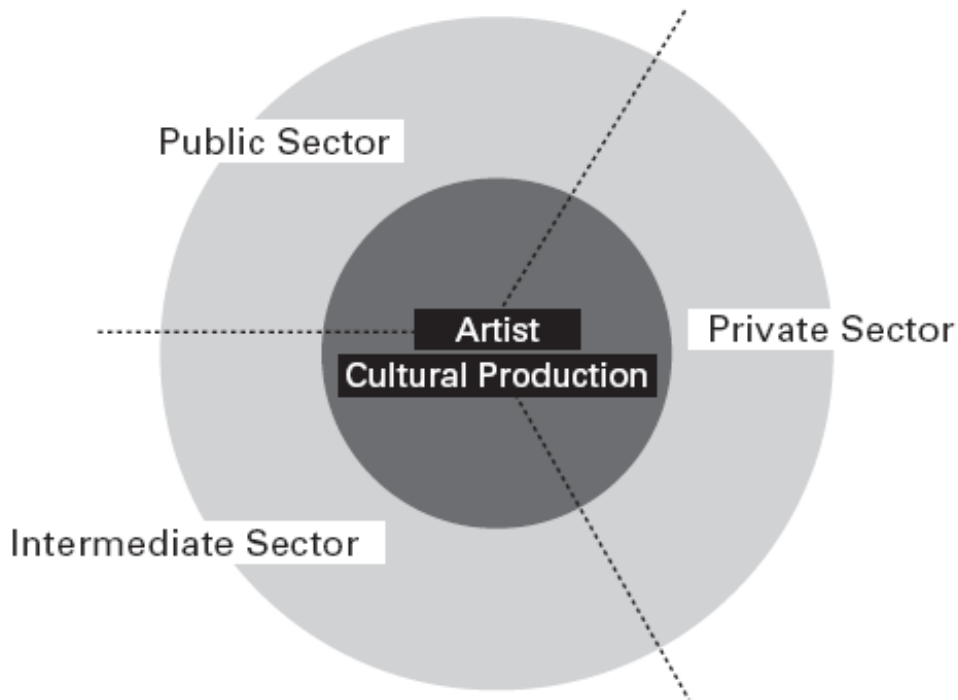
## The clouds - culture & creative sector



Source: Wiesand, A. J.; Söndermann, M. (2005). The "Creative Sector". European Cultural Foundation.

# our model of the culture & creative industries

## The three-sector-model of the culture & creative sector

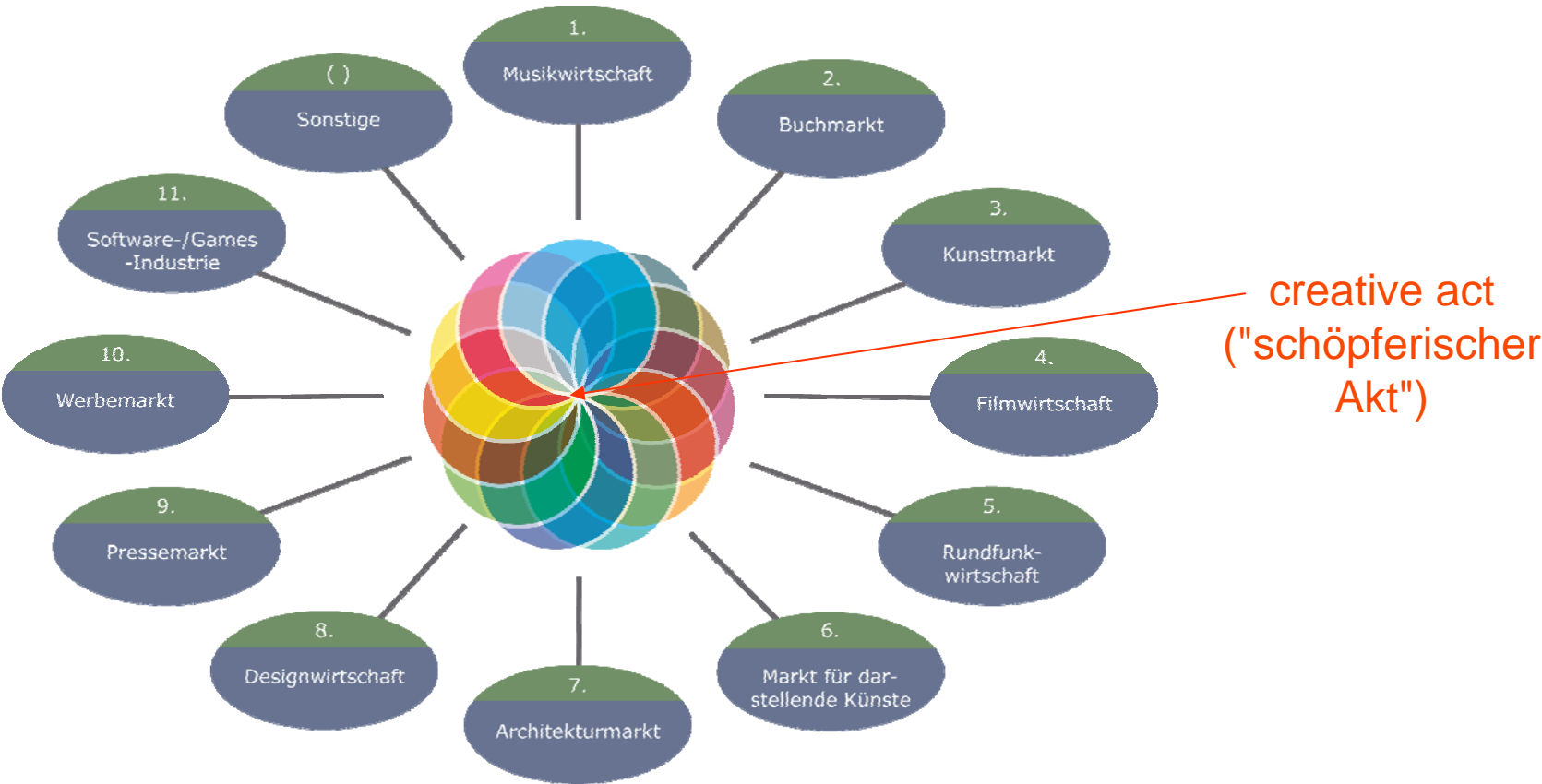


Source: First Culture Industries Report Switzerland 2003

<b>I. Culture industries</b>
1. Music industry
2. Book market
3. Art market
4. Film industry
5. Broadcasting industry
6. Performing arts market
7. Design industry
8. Architectural market
9. Press market
<b>II. Creative branches</b>
10. Advertising
11. Software/ Games industry
<b>I. + II. Culture and creative industries</b>

# our model of the culture & creative industries

The eleven branches of the culture & creative industries



Source: Research Report on Culture&Creative Industries of the German Federal Government, 2009

# our model of the culture & creative industries

## Definition – the creative core

- The connecting element of all cultural and creative industries activity is the creative act, creating artistic, literary, cultural, musical, architectural or creative content, works, products, productions or services.
- Culture and creative industries activities include all creative acts, whether they result in unique analogue items, live performances or serial or digital productions or services.
- The creative acts may be copyright protected in the widest sense (patent, intellectual property, brand name, design rights). They may, as well, be non-copyright related (e.g. for performing artists).



# our model of the culture & creative industries

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## Definition – the commercial type

- Culture and creative industries comprise of all cultural and creative enterprises that are mainly market-oriented and deal with the creation, production, distribution and/or dissemination through the media of cultural/creative goods and services
- It should be emphasised that the clear reference to the commercial type of enterprise is of central importance for the overall understanding of the field of culture and creative industries

# our model of the culture & creative industries

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## Definition – the special focus on the artist - I

- Artistic, cultural and creative professions carry out, as described above, the creative act, which is the connecting element for all sector segments of the culture and creative industries
- As an occupational category, artistic, cultural and creative professions can be used in a sociological sense as well as in the classification of occupations

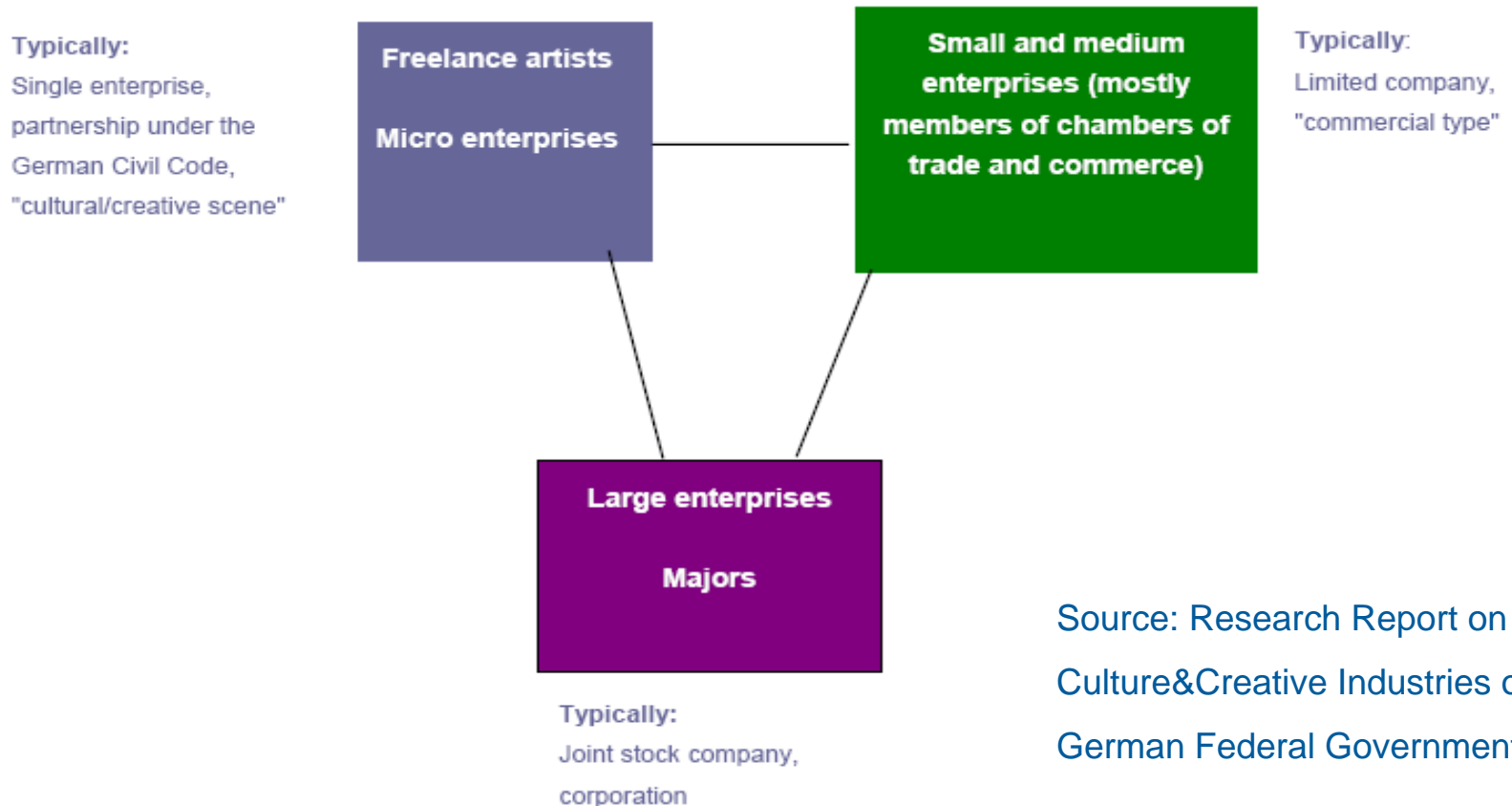
# our model of the culture & creative industries

## Definition – the special focus on the artist - II

- As an economic category, artistic, cultural and creative professions empirically capture freelance professionals, self-employed persons or entrepreneurs in classification systems of economic activities
- Artistic, cultural and creative professions are usually genuine producers or authors of works or creative acts with a crucial relationship towards their users. The relationship between the authors and the users is probably the most decisive issue for the overall development of the culture and creative industries

# our model of the culture & creative industries

The main actors – the internal segmentation of the culture and creative industries



Source: Research Report on Culture&Creative Industries of the German Federal Government, 2009

# our policy instruments

## Supporting the culture and creative industries (CCI) - I

1. Opening of existing support programmes to innovative enterprises from the CCI
2. Setting up a network of consultants for the actors of the CCI
3. Extending the concept of innovation according to the needs of the CCI

Source: Research Report on Culture&Creative Industries of the German Federal Government, 2009

# our policy instruments

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## Supporting the culture and creative industries (CCI) - II

4. Development of small-scale financing measures
5. Extension of support to trade fairs
6. Extension of Federal Awards

Source: Research Report on Culture&Creative Industries of the German Federal Government, 2009

# our policy instruments

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## Supporting the culture and creative industries (CCI) - III

7. Development of criteria for banks and providers of support programmes
8. Setting up a nation-wide platform of economic branches

Source: Research Report on Culture&Creative Industries of the German Federal Government, 2009

# thank you for your attention

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**Research Report on Culture & Creative Industries of the German Federal Government, 2009**

**Source:**

**Soendermann, M./Backes, C./ Arndt, O./Brünink, D. (2009):  
Culture and Creative Industries in Germany. Defining the  
Common Characteristics of the Heterogeneous Core Branches  
of the "Cultural Industries" from a Macro-economic Perspective,  
on behalf of the German federal Government, Cologne, Berlin, Bremen**

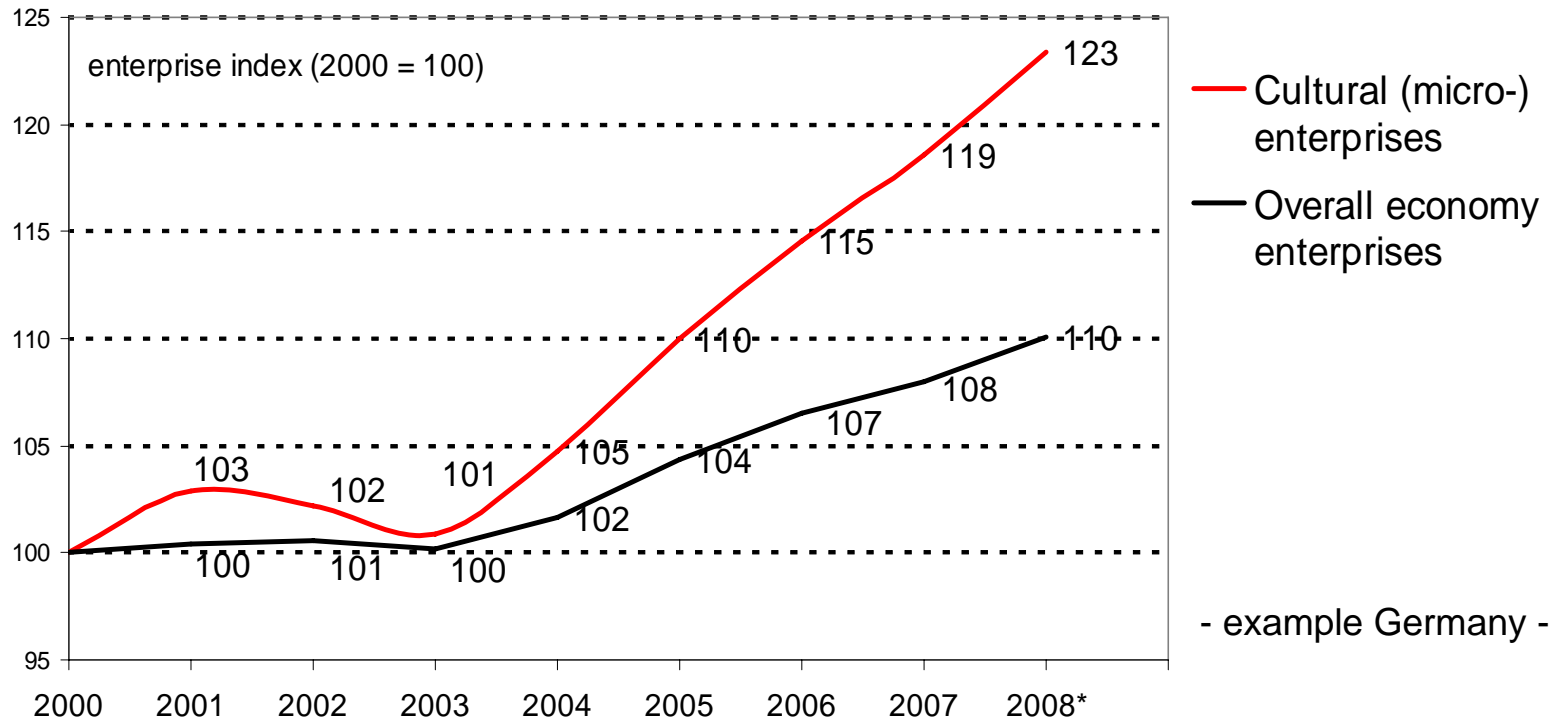


# other materials

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# our addition to Europe's value

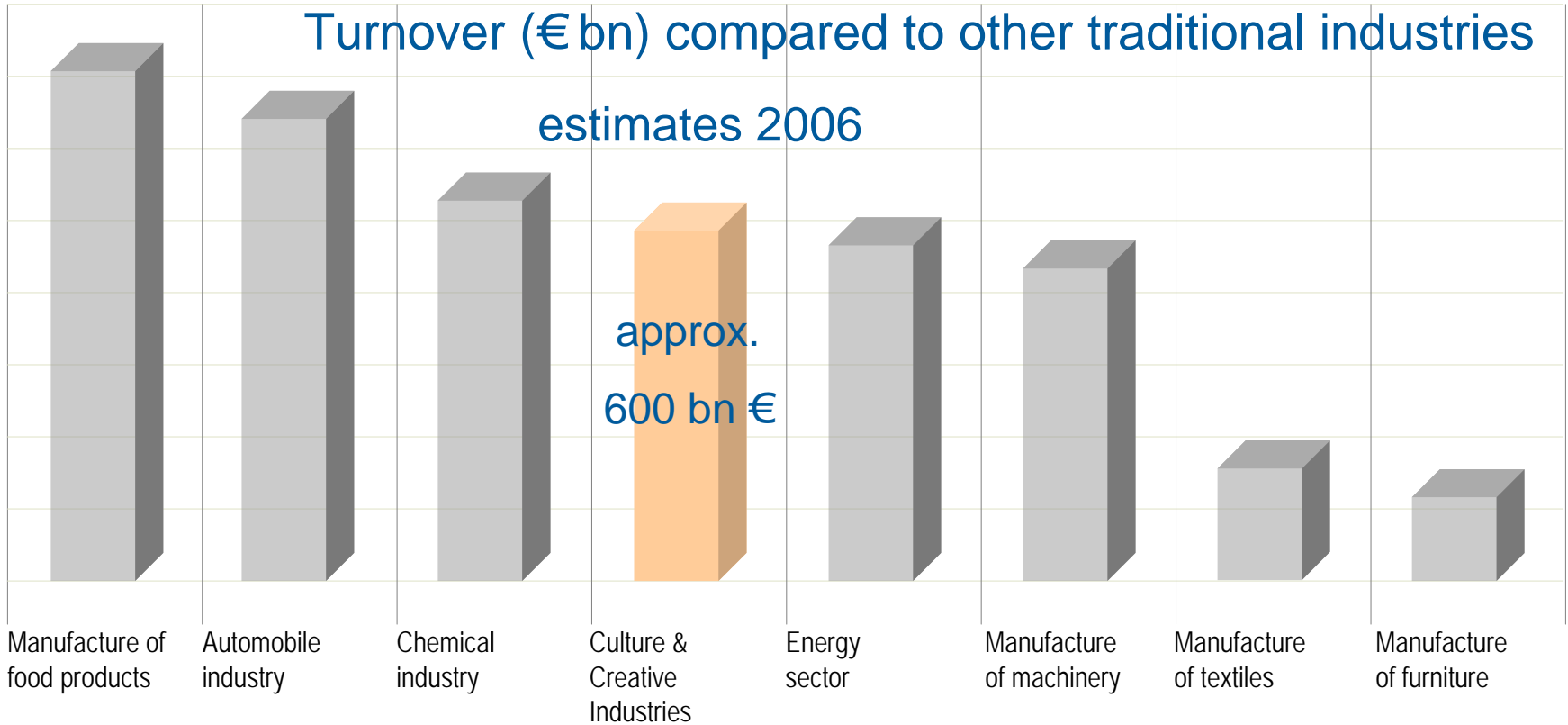
Europe's freelancers, self-employed persons, independents in culture & creative industries are the jobs of tomorrow



Source: Destatis; Michael Soendermann/Office for Culture Industries Research, 2009. \*2008 estimate

# our addition to Europe's value

The European level of the Culture & Creative Industries.  
Turnover (€ bn) compared to other traditional industries



Source: Eurostat, Destatis; estimates Michael Soendermann/Office for Culture Industries Research, 2009