

# **Creative** for **Industries** Strategy **Austria**

SHORT VERSION

**The creative industries – a key economic factor and driving force for Austria as a place of innovation**



**Creative** for  
**Industries**  
Strategy **Austria**

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# **Creative** for **Industries** Strategy **Austria**

SHORT VERSION

**The creative industries – a key economic factor and driving force for Austria as a place of innovation**

# Preface



**Dr. Reinhold Mitterlehner**  
Vice Chancellor and  
Federal Minister of Science,  
Research and Economy

**What I associate with the creative industries.....**

... Driving innovation ... creative ideas ... outside-the-box thinking ... international co-operation and joined-up thinking.

**What Austria would be for me without the creative industries ...**

... It would be at a disadvantage, as the economy, the job market and society all benefit from the creative talents' know-how and problem-solving skills. The creative industries allow future-oriented jobs and act as a vital driving force of growth and innovation

**Where I believe the enormous importance of the creative industries within the economy originates ...**

... From the added value the creative industries bring with them. They stimulate innovation that it then makes feasible and marketable. Products and services from other sectors are being designed to become more attractive, their marketing is being fostered. This way, the creative industries not only tap new markets and opportunities for growth, but also increases the competitiveness of other sectors.

**What my image of the creative industries in Austria in 20 years looks like ...**

... We will have exploited our great potential to the full and keep expanding it. The relevance of the creative industries as a factor for growth and employment will have increased and Austria as a place for innovation will be internationally established and in a top position in the world.

**What I would like to share with the creative talents in Austria ...**

... The creative industries should become even more aware of their role as a dynamic economic factor and cross-sector driving force of innovation. Their high status as an initiator and vanguard for social and ecological change should reflect in their own self-conception.



**Dr. Harald Mahrer**  
State Secretary in the  
Federal Ministry of  
Science, Research and  
Economy



**Dr. Christoph Leitl**  
President of the  
Austrian Federal  
Economic Chamber

... Pioneers ... passion ... motivation ... successful social change ... innovation ... start-ups ... networking ... driving the knowledge society ... high international esteem.

... A sector with a future, quintessentially embodying entrepreneurial action ... a driver of growth in our economy ... a key factor for the future success of Austria as a place of innovation ... a vast pool of people to generate and implement innovation ... steep dynamics..

... Unthinkable in an age of digitisation! The power of the creative industries in terms of innovation and competitiveness is most important for Austria to become an innovation leader again. It is the driving force of progress. The transformative role of the creative industries makes the creative industries indispensable in this dynamic, interconnected economic world.

... I can't even imagine it! The country would lack part of its identity, the economy a crucial initiator and driving force of innovation.

... From the fact that they are pioneering and their implications have long reached beyond typical cultural and economic policies. One in two creative enterprises is responsible for innovation in other sectors. That is a highly inspiring symbiosis that brings Austria one step forward each new day.

... From their huge innovative and transformative potential in Austria and on an international level. If we do not have powerful creative, innovative, communicative and digital achievements, we will not be able to be successful on international markets.

... The creative industries will be held in high esteem and well-rooted in both society and the economy. Their processes, methods, forms of work, problem-solving approaches and flexibility will inform the entrepreneurial self-conception and thereby have become completely natural for society and the economy.

... They will have graduated from being a sector with a future to being a radiating, unmissable pillar of our economy and the Austrian self-conception as a place of innovation and creative output at the very top of the international competition. And the success story shall continue!

... Having a "first mover" status is not always easy. Those who progress as pioneers often cause confusion and sometimes resistance. I am deeply grateful to the creative industries for assuming this vital role as a driver of change and for showing such great motivation and all the passion with which creative talents contribute to making Austria a better, more modern and more humane place. The creative industries are well able to be a figurehead for an innovative Austria across the world.

... Dare to do something new, and remain courageous and visionary even when you face resistance. It is we, the entrepreneurs, who shape the future of this country, firmly rooted in the present with our actions, but with our ideas and observations already in the future.



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## ABKÜRZUNGSVERZEICHNIS

<b>aws</b>	Austria Wirtschaftsservice
<b>BMWFW</b>	Federal Ministry of Science, Research and Economy
<b>CI</b>	creative industries
<b>EU</b>	European Union
<b>IP</b>	intellectual property
<b>KAT</b>	Kreativwirtschaft Austria
<b>R&amp;D</b>	research & development
<b>SME</b>	small and medium enterprises
<b>SPE</b>	single-person enterprise
<b>SWOT</b>	strengths, weaknesses, opportunities, threats
<b>WKÖ</b>	Austrian Federal Economic Chamber
<b>WKO</b>	Economic Chamber Organisation

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# 2 Objectives and vision for 2025

## 2.1 Objectives

As a highly export-oriented economy with a fragmented business structure, Austria has been relying on steep innovative dynamics more than ever, due to radical changes in society and the economy brought about by globalisation and digitisation. The creative industries<sup>1</sup> play a crucial role: Like hardly any other sector, they have gained relevance in recent years as an economic and competitive factor within the European Union. In Austria, they also constitute a significant driving force for the economy in terms of growth and innovation.

The innovative and transformative force exerted by the creative industries contributes to the generation of sustainable jobs (especially in small and medium-sized enterprises), improves the appeal of cities and regions as business locations and strengthens regional innovation systems. Particularly the creative industries' contributions to the development, dissemination and marketing of new products, services, business and added-value models have substantial influence on the innovation, growth and dynamics of Austria as a business location. The sector must therefore be safeguarded and strengthened for the sake of both our economy and our innovation policy.

**The creative-industries strategy framed under the auspices of the Federal Ministry of Science, Research and Economy mainly pursues the following objectives:**

### → **Strengthening Austria's innovation system:**

The creative-industries strategy, as combined with the Federal Government's strategy regarding research, technology and innovation (the RTI strategy), the Open Innovation Strategy, the Gründerland ("founder's land") Strategy, the Open Access Recommendations, the IP Strategy and the Digital Road Map, shall contribute substantially to the advancement and steep dynamics of Austria's innovation system.

### → **Strengthening the competitiveness of the creative industries:**

The enterprises of the creative industries shall be strengthened and brought forward in order to be able to give even stronger impulses for growth and employment in the future.

### → **Strengthening the creative industries' transformative effect on other economic sectors:**

The creative industries shall become the linking factor and an indispensable connector across all sectors and disciplines regarding innovation and competitiveness.

### → **Strengthening Austria's international image as a creative country of culture and innovation:**

Through their achievements, Austria's creative industries shall shed a stronger light on Austria's positive image in other countries as a place for innovation and creativity.

<sup>1</sup> The creative industries comprise commercial enterprises that are engaged in the creation, production and (media) distribution of creative and cultural goods and services. According to the current definition, it comprises the following fields: architecture, books and publishing, design, advertisement, film business, music business, radio & TV, software and games, market for performing arts.

## 2.2 Vision: The creative industries in 2025

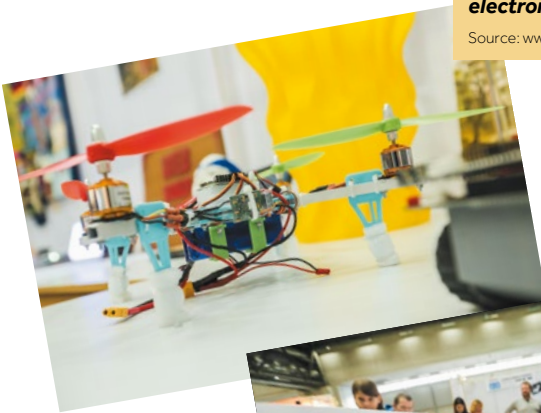
In 2025, the creative industries will enjoy high esteem in Austria. Creative enterprises will be closely interlinked among each other and with enterprises from other sectors, while the young creative talents of 2025 will be recognised early and fostered specifically. Ideal conditions for dynamic, knowledge-based entrepreneurship will make Austria one of the best places for creative enterprises in Europe. This way, the creative industries will contribute significantly to Austria's image as a creative country of culture and innovation.

### Makerspaces provide space and tools for creative projects

#### selberMACHEREI (Vienna)

*Makerspaces are places anyone can come to and use machines and tools such as 3D printers, laser cutters and workbenches to realise projects. The premises of Makerspaces are often designed to serve a certain focus, such as engineering or design. Training courses and workshops are frequently offered. Examples of Makerspaces include the Vienna-based association Maker Austria, where members are provided with various kinds of tools, such as 3D printers, CNC milling machines and laser cutters to manufacture materials such as wood, clay, stone and wool for up- or recycling, home improvement, gardening and electronics.*

Source: [www.makeraustria.at](http://www.makeraustria.at)



© Maker Austria e.V.

# 3 An overview of the creative industries

## 3.1 The creative industries as a sector: definition and starting point

### The nine fields of the creative industries

The creative industries comprise commercial enterprises that are engaged in the creation, production and (media) distribution of creative and cultural goods and services. According to the current definition, it comprises the following fields:

1. Architecture
2. Books and publishing
3. Design
4. Advertisement
5. Film business
6. Music business
7. Radio & TV
8. Software and games
9. Market for performing arts

Source: Kreativwirtschaft Austria (KAT), 2016; Preparations of SME Research Austria for the 7<sup>th</sup> Austrian Creative Industries Report 2017

**Table 1:** The creative industries structured by fields

Source: SME Research Austria, Statistics Austria, 2016, based on data from 2013

	Enterprises	Total of jobholders	Employed persons	Turnover in million euros	Gross value added at factor cost in million euros
Architecture	5,850	17,480	9,960	1,740	930
Books & publishing	4,010	22,910	19,070	3,910	1,250
Design	1,920	3,400	1,420	240	110
Advertisement	9,030	26,800	17,840	4,410	1,210
Film business	3,870	10,720	6,850	1,040	490
Music business	1,240	3,120	1,850	420	140
Radio & TV	80	4,830	4,770	1,320	480
Software and games	7,320	36,900	29,840	5,810	2,720
Market for performing arts	8,580	23,510	14,680	2,470	1,330
<b>All creative industries</b>	<b>41,900</b>	<b>149,670</b>	<b>106,280</b>	<b>21,360</b>	<b>8,660</b>

More than one in ten enterprises in Austria belongs to the creative industries. In total, there are 41,900 creative enterprises. The number of enterprises in the creative industries increased twice as fast in recent years as that in the overall economy.

4.5% of all jobholders in Austria work in the creative industries. This equals about 150,000 jobholders, almost a third of which are self-employed. The number of jobholders in the creative industries increased by 9%, which is 5% more than in the overall economy.

Source: SME Research Austria, Statistics Austria, 2016

**Table 2: Structure and development of the creative industries**

Source: SME Research Austria, Statistics Austria, 2016, based on data from 2013

	2013	Percentage of overall economy	Change in % compared to 2010
<b>Enterprises</b>	41,900	10.8 %	2.0 %
<b>Total of jobholders</b>	149,670	4.5 %	8.8 %
<b>Employed persons</b>	106,280	3.6 %	9.3 %
<b>Turnover in million euros</b>	21,360	2.8 %	14.2 %
<b>Gross value added at factor cost in million euros</b>	8,660	4.0 %	21.3 %

The gross value added of Austria's creative industries is **8,660 million euros**. This equals 4% of the gross value added of the overall economy. The gross value added of the creative industries has increased by almost 25%, while the overall economy had a plus of only 8%.

Source: SME Research Austria, Statistics Austria, 2016

The creative industries generate turnovers of **21,360 million euros**. This equals 2.8% of turnovers in the overall economy. The creative industries have managed to increase their turnovers by 14%, which is 2 per cent more than the share achieved in the overall economy.

### Beacon for the creative industries in Eastern Styria

#### KAPO (Styria)

*The KAPO company in Pöllau, a Styrian flagship of creativity and innovation, has become established as a beacon for the creative industries in the East Styrian heartland, a region that so far counts as one of the creatively less exploited regions in Austria. Due to its interrelations with the regional and trans-regional creative industries, this manufacturer of windows, doors and furniture manages to create links to architecture, product and communication design. KAPO proactively creates stimuli for fostering creative entrepreneurs with its co-operative projects and initiatives. (<http://kapo.co.at/>)*

Source: Fifth Austrian Creative Industries Report, KAT



© KAPO Holding GmbH

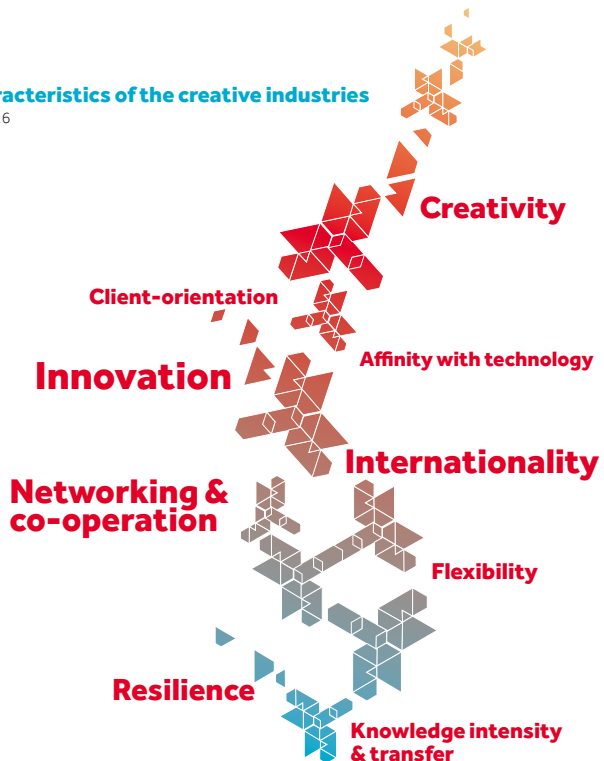
## 3.2 Cross-over effects of the creative industries on the economy, innovation and society

The creative industries have the capacity to cause positive cross-over effects on the economy, the innovation system, regional development, public administration and society at large, effects reaching far beyond their own economic performance. This opens new growth options for the economy, for example, in the form of new markets, making a vital contribution to the competi-

tiveness of other sectors. In these other sectors, the creative industries act as a link between sectors, as their highly specific services (such as design, conception, IT and communication services) in other economic sectors are able to make these more attractive, promote their marketing, improve business processes and advance the digitisation of the economy.

**Figure 1:** Specific characteristics of the creative industries

Source: © KAT, 2016



Reading aid for figure 1: “While the creative industries are characterised by their heterogeneity resulting from the variety of their fields, these fields do have certain important common features characteristic for the entire sector and informing their identity. These characteristics are essential for the resilience and dynamising function of the creative industries on the country as a place for business.”

## 3.3 Strengthening the overall economy via the creative industries' potential for impact

**Figure 2:** SWOT analysis of the overall economy with regard to a specific potential for impact of the creative industries

Source: © winnovation, 2016

Reading aid for figure 2: "Austria's existing strength of having a differentiated, highly developed innovation system can be expanded by the creative industries by means of modernising and advancing the general drive for innovation."

### Strengths

How the creative industries manage to enhance strengths of the overall economy

- Differentiated, highly developed innovation system  
→ **Essential contribution of the creative industries to modernising and advancing innovation**
- High quality of life → **Positioning Austria as a place of creativity and innovation based on the achievements of the creative industries**
- High standard of education including a dual education system → **Adding modern creative industries trainings to the education system**
- A well expanded rural infrastructure compared to international equivalents → **Steep growth dynamics of the creative industries, especially outside of urban sprawls**

### Weaknesses

How the creative industries can counter the weaknesses of the overall economy

- Increasing unemployment  
→ **heavily increasing employment in the creative industries**
- Low economic growth  
→ **high increase in turnover of creative enterprises**
- Lack of service exports  
→ **large tendency to export in the creative industries**
- Low investment activity in the overall economy  
→ **large tendency to export in the creative industries**
- Relatively poor percentage of newly founded businesses in the overall economy → **high percentage of newly established enterprises and tendency for entrepreneurship in the creative industries**

### Opportunities

How the creative industries can expand opportunities in the overall economy

- Opening and advancing the innovation system  
→ **the creative industries as a crucial link between sectors and disciplines**
- New growth impulses by digitisation and Industry 4.0  
→ **strengthening digital change by technology-friendly, innovative creative enterprises**
- Enhanced export activity of the enterprises  
→ **further increase in creative industries exports**
- Increasing awareness of sustainable value creation among clients → **sustainable solutions and new business models originating from the creative industries**
- New value creation systems and forms of co-operation between enterprises → **the creative industries as a forerunner in work and value creation systems**

### Threats

How the creative industries can reduce threats to the overall economy

- Intensification of global competition  
→ **creation of unique, high quality, creative and cultural achievements by the creative industries**
- Ageing in society → **creation of novel, age-friendly solutions (apps, wearables, services etc.) by the creative industries**
- New health challenges, increasing health costs → **development of new, smart health solutions by the creative industries**
- Climate change (especially threatening tourism and agriculture)  
→ **climate-friendly solutions originating from the creative industries**
- Integration of migrants into the job market → **the creative industries support integration by means of social innovation**
- Further decrease of jobs in the producing economy  
→ **creating new hardware businesses by employing digital technologies (e.g. 3D printing)**

# 4

# Fields of action and measures of the creative-industries strategy for Austria

**Figure 3: Overview of the three pillars empowerment, transformation and innovation including fields of action and measures**

Source: © winnovation, 2016

<b>Empowerment</b>	
<b>Strengthening the entrepreneurial skill of creative entrepreneurs</b>	
Measure 1	Expanding networks for peer learning
Measure 2	Intensifying education and advanced training for creative entrepreneurs
Measure 3	Providing special guides for creative entrepreneurs
<b>Improving location-related conditions for creative enterprises</b>	
Measure 4	Granting creative enterprises financial and bureaucratic relief
Measure 5	Facilitating and de-bureaucratising co-operation
Measure 6	Pushing area-wide broadband expansion
<b>Fostering young talents in the creative industries</b>	
Measure 7	Making dual training in the creative industries more attractive
Measure 8	Identifying talent for and within the creative industries
Measure 9	Facilitating the establishment of businesses
<b>Supporting the internationalisation of creative enterprises</b>	
Measure 10	Positioning the creative industries on international markets
Measure 11	Building a reputation and push advocacy groups within the EU

<b>Transformation</b>	
<b>Communicating and visualising the creative industries' transformative potential</b>	
Measure 12	Measuring and quantifying the achievements of the creative industries
Measure 13	Visualising the transformative power of the creative industries on a national and international level
Measure 14	Creating awareness of the creative industries in people starting in childhood
<b>Enhancing incentives for cross-over effects</b>	
Measure 15	Enhancing incentives for cross-sector collaboration with the creative industries
Measure 16	Employing innovation based in the creative industries in the public sector
Measure 17	Initiating new innovative partnerships via matchmaking

<b>Innovation</b>	
<b>Specifically strengthening creative entrepreneurs' innovative know-how</b>	
Measure 18	Making innovation spaces accessible to creative entrepreneurs
Measure 19	Expanding knowledge about innovative methods
<b>Improving access to funding and venture capital</b>	
Measure 20	Continuing and enhancing innovation support measures in the creative industries
Measure 21	Improving the accessibility of general tools of innovation funding
Measure 22	Enhancing tax incentives in connection with investments



At the centre of the creative-industries strategy for Austria are the goals to make the creative industries tangible as a key economic and competitive factor and to strengthen them, to foster the initiating role of the creative industries for Austria as a place for innovation and to support Austria's international image as a creative country of culture and innovation. Fields of action and measures to achieve this are based on three complementary pillars:

- 1. Empowerment** – strengthening the competitiveness of Austria's creative industries
- 2. Transformation** – exploiting the transformative effect the creative industries have on other sectors of the economy, public administration and society
- 3. Innovation** – strengthening the innovation system by innovation taking place in the creative industries

Each pillar includes specific fields of action specified and operationalised by a total of 22 measures. Existing measures are described, while new ones are proposed.

## 4.1 Empowerment of the creative industries

Only strong, competitive creative industries will be able to support the renewal of society and the economy to a substantial extent. Economically healthy creative enterprises with a permanent will to learn and conducive conditions at their locations are crucial prerequisites for allowing the transformative and innovative power of the creative industries to unfold completely. The empowerment pillar thus focuses on the strengthening and advancement of creative enterprises in four fields of action:

### 4.1.1 Field of action 'Strengthening the entrepreneurial skill of creative entrepreneurs'

While creative enterprises boast a variety of specific technical skills, the situation is a heterogeneous one. There are often gaps to be found regarding their entrepreneurial abilities. It should also be appreciated that clients have high expectations: They require creative entrepreneurs to put themselves in their place, understanding their respective entrepreneurial challenges, business models and methods. Anticipating client expectations is of high relevance also for acting within international markets, given Austria has only a limited domestic market. In order to guarantee dynamic growth, creative enterprises must conquer new international markets.

**Measure 1:** *Expanding networks for peer learning*

**Measure 2:** *Intensifying education and advanced training for creative entrepreneurs*

**Measure 3:** *Providing special guides for creative entrepreneurs*

### 4.1.2 Field of action 'Improving location-related conditions for creative enterprises'

Creating the necessary prerequisites for high-performance, innovative creative industries requires the right conditions. At the moment, a plurality of bureaucratic specifications and regulations impede the work life of creative entrepreneurs. Dues, taxes and an excess of red tape constitute a burden, especially to small enterprises. To creative entrepreneurs, the complexity of service contracts and the existing legal insecurity in co-operating with freelancers constitute a massive obstacle for co-operations. The lack of area-wide broadband connections is highly challenging particularly for creative entrepreneurs in peripheral regions.

**Measure 4:** *Granting creative enterprises financial and bureaucratic relief*

**Measure 5:** *Facilitating and de-bureaucratising co-operation*

**Measure 6:** *Pushing area-wide broadband expansion*

### 4.1.3 Field of action 'Fostering young talents in the creative industries'

Austria faces the challenge of not just being an attractive location for existing enterprises, but also breeding and specifically training young talents in the creative industries. Only by doing that can we keep the sector dynamic and capable of permanently self-renewing and delivering achievements of the highest quality. Young talents in the creative industries, however, arise in various communities and along thematic 'brackets' (check watchwords like maker movement, social entrepreneurship and sharing economy) and are also found outside traditional institutions

like schools or universities. An apprenticeship may also constitute a new approach to creative entrepreneurship.

**Measure 7:** *Making dual training in the creative industries more attractive*

**Measure 8:** *Identifying talent for and within the creative industries*

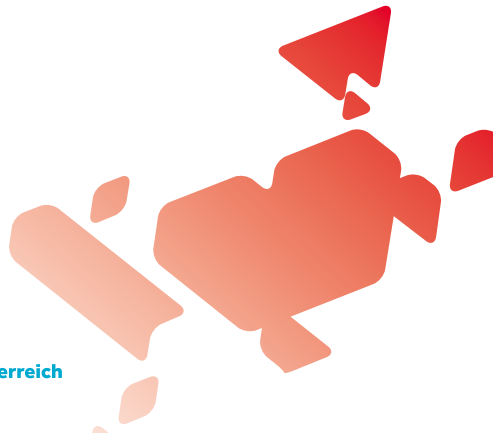
**Measure 9:** *Facilitating the establishment of businesses*

### 4.1.4 Field of action 'Supporting the internationalisation of creative enterprises'

Successfully expanding and acting on international markets is of particular relevance for the creative industries because Austria has such a limited domestic market. Almost 15% of turnover in Austria's creative industries is currently generated abroad, but globalisation and digitisation exacerbate global competition. In order to raise the creative industries' export power further, the following measures are crucial:

**Measure 10:** *Positioning the creative industries on international markets*

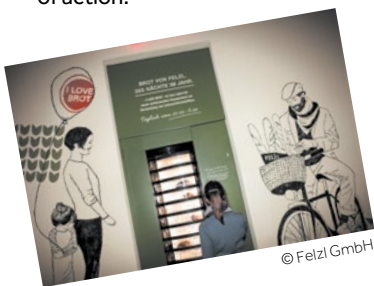
**Measure 11:** *Building a reputation and push advocacy groups within the EU*



## 4.2 Transformation of society and the economy through the creative industries

Creative entrepreneurs are pioneers in developing and applying new forms of work and organisation, new business models and digital technologies. They are aware of trends and the needs of consumers and users. This openness and progressive drive allows them to support the fundamental transformation of society and the economy in a positive manner, as the creative and formative know-how of creative entrepreneurs is often the basis of new services and business and organisation models in large dynamic economic fields such as tourism, mobility and food or in public administration, municipalities, cities and regions. Digital creative services such as the development of apps, gamification solutions, user interfaces and social media interfaces are core components of Industry 4.0 allowing successful digital change in the productive sector as well as the general implementation of the Digital Roadmap Austria<sup>3</sup>.

The pillar 'Transformation of society and the economy' thus focuses on the issue of how spill-over effects between the creative industries and other sectors may be created and multiplied. This is addressed in two fields of action:



3 Digital Roadmap Austria: in development as of 2016

### 4.2.1 Field of action 'Communicating and visualising the creative industries' transformative potential'

The creative industries' importance for the advancement of other sectors, enterprises and non-profit organisations as well as the creative entrepreneurs' problem-solving skills, are still not sufficiently widely known. The creative industries are not perceived as the driving force of positive change to the extent that they would deserve based on their achievements. This is especially true for sectors and areas that would especially profit from a collaboration with the creative industries, such as crafts and trade, commerce, traffic and public administration. It is therefore an objective of this field of action to raise awareness of the creative industries' transformative potential in the entire economy and society, and to provide the sector with a generally positive reputation. This will be especially done by the following measures:

**Measure 12:** *Measuring and quantifying the achievements of the creative industries*

**Measure 13:** *Visualising the transformative power of the creative industries on a national and international level*

**Measure 14:** *Creating awareness of the creative industries in people starting in childhood*

#### „I love brot“

##### Dankl Design and the Felzl bakery (Vienna)

*Designer Katharina Dankl is concerned, among other things, with avoiding food waste. Together with the Vienna-based Felzl bakery and some experts in the field of sustainability, Dankl initiated an innovation process. By using old bread to make bread chips and introducing a bread-vending machine allowing customers to buy bread and bakery goods even after hours, they developed a new business area based on the reduction of bakery waste.*

Source: Rothauer, Doris, 2016: Kreativität – Der Schlüssel für eine neue Wirtschaft und Gesellschaft, Vienna, Facultas: p. 97

### 4.2.2 Field of action 'Enhancing incentives for cross-over effects'

For the transformative potential of the creative industries to become effective, incentives for the creation of new partnerships and relationships across the limits of sectors and disciplines have to be offered. It should be easy for both sides, i.e. providers and potential buyers of creative services, to identify and contact potential partners and to evaluate whether collaboration might create an added value and be otherwise expedient. What is important there is not only overcoming distances (in the broadest sense) but also achieving the greatest possible match between potential partners regarding factors such as performance, personal chemistry, styles of working and the price, to name but a few examples. More cross-sector connections shall be achieved by respective measures especially in the following areas:

**Measure 15:** *Enhancing incentives for cross-sector collaboration with the creative industries*

**Measure 16:** *Employing innovation based in the creative industries in the public sector*

**Measure 17:** *Initiating new innovative partnerships via match-making*

## 4.3 Innovation originating in the creative industries

The innovative power of the creative industries is essential for society and the economy in order to be able to design and address the variety of partly radical changes we face in a positive manner. A very important means of achieving this is using a broad concept of innovation that covers non-technological and non-R&D-based innovation (see design-driven innovation, business model innovation). This applies to the economy, but also to public administration, and it specifically affects the design of funding programmes, which need to include substantial incentives in order to make innovation based in the creative industries increasingly demanded, developed and implemented on the market. However, the creative enterprises themselves are also challenged to deal more intensely with the innovative processes in their clients' businesses, as well as the wide range of innovative methods (open innovation, citizen science etc.). Only if they do that will they be able to contribute their know-how specifically in innovative partnerships and co-creation processes and support their clients professionally in the field of innovation.

Two fields of action are therefore central to pillar 3, 'Innovation originating in the creative industries':

### 4.3.1 Field of action 'Specifically strengthening creative entrepreneurs' innovative know-how specifically'

Creative entrepreneurs need to advance their own innovative activity while at the same time being able to specifically satisfy their clients' needs in the field of innovation. In order to be noticed on the market as an expert consultant on creativity-based innovation, knowledge concerning various processes and methods of innovative development become increasingly important. In order to achieve this goal, the following measures need to be taken:

**Measure 18:** *Making innovation spaces accessible to creative entrepreneurs*

**Measure 19:** *Expanding knowledge about innovative methods*

### 4.3.2 Field of action 'Improving access to funding and venture capital'

In order to generate larger leaps in innovation and to be able to develop innovative products, services and business modes, creative entrepreneurs need access to funding and venture capital.

**Measure 20:** *Continuing and enhancing innovation support measures in the creative industries*

**Measure 21:** *Improving the accessibility of general tools of innovation funding*

**Measure 22:** *Enhancing tax incentives in connection with investments*

# 5. Implementation

As the success of the creative-industries strategy can only be as great inasmuch as the implementation of the specific measures is successful, a creative-industries committee of experts can conduct an annual monitoring of the package of measurements and phrase recommendations. Each year the BM-WFW provides 8 million euros for measures to promote innovation originating from the creative industries. The BMWFW thus plans to invest 40 million euros in the effect of the creative industries as a driving force for innovation and transformation (2016–2020).

#### MEASURE 20:

##### Promoting and expanding innovation in the creative industries

*In order to strengthen the innovative potential of the creative industries in a directed and targeted manner, specific promotion programmes for innovation originating from the creative industries shall be continued and advanced.*

#### IMPLEMENTATION INITIATIVES:

*Promoting innovation originating from the creative industries: In order to be able to address various innovation projects and/or phases in a directed and targeted manner, the existing programmes in this field, aws impulse XS and XL, shall be continued. They provide monetary support programmes for enterprises both in their early innovation phases and in the development phase.*

*Strengthening regional innovation systems: Innovation is typically based on networks and enabling structures with respect to specific topics and/or in specific regions. It is therefore important to target those innovation networks specifically with financial support in which the creative industries act as a catalyst (such as by aws impulse Creative Catalyst).*

# 6

## From working out to presenting the creative-industries strategy: the entire process in images

The present creative-industries strategy has been devised in a co-creative process of several months in the spring of 2016, led by the Federal Ministry of Science, Research and Economy (BMWFV) in co-operation with Kreativwirtschaft Austria (KAT), the Austrian Federal Economic Chamber, austria wirtschaftsservice (aws) and winnovation consul-

ting gmbh. About 100 creative agents from all federal provinces of Austria participated in devising the strategy and contributed vital input as part of a stakeholders' workshop.

The strategy was then presented by State Secretary Harald Mahrer together with WKÖ Vice President Martha Schultz.

**The stakeholder workshop to devise a creative-industries strategy for Austria took place on April 27<sup>th</sup>, 2016.** (photos by Katharina Gossow)





**The creative-industries strategy for Austria was presented on June 15<sup>th</sup>, 2016**  
(photos by Michele Pauty)

***“Creativity will decide tomorrow’s competitions. But already today, every other creative enterprise is responsible for innovation in other economic sectors. We intend to expand the pioneer role of the creative industries with this new strategy and stimulate other sectors with this positive spirit of growth.”***

Dr. Harald Mahrer  
State Secretary, Federal Ministry of Science, Research and Economy







