

**CREADIS3**  
Interreg Europe



# **CREADIS 3: REPORT ON TERRITORIAL DIAGNOSIS. CENTRAL FINLAND**



**Regional Council  
of Central Finland**

June 2018

# INDEX

<b>1. General introduction</b> .....	<b>3</b>
1.1. The Project.....	3
1.2. The partner and the project.....	4
<b>2. Regional contexts</b> .....	<b>5</b>
2.1. Territory's General Profile .....	5
2.2. Territory's CCI Profile.....	7
<b>3. CCIs Sector Analysis: evolution and current situation</b> .....	<b>10</b>
3.1. Evolution .....	10
3.2. Current Situation.....	12
3.3. Creative Districts.....	13
<b>4. CCIs sector characterization</b> .....	<b>14</b>
4.1. Stakeholders .....	14
4.2. Mapping 1 - Competences.....	16
4.3. Mapping 2 - Regional creative ecosystem .....	17
4.4. Good practices .....	18
<b>5. SWOT Analysis of the CCI sector</b> .....	<b>21</b>
<b>6. Conclusions</b> .....	<b>23</b>
<b>7. Appendix</b> .....	<b>24</b>

# 1/ GENERAL INTRODUCTION

## 1.1. The project

### **Introduction**

- CREADIS3 addresses the issue of innovation driving territorial development through nontechnological forms of innovation. To tackle economic, social and environmental challenges, innovation is needed, not only based on the technological sectors but in allying these sectors to culturebased creativity.

### **Main objective of CREADIS3**

- The main objective of CREADIS3 is to align territorial public policy agendas to support the development of more efficient CCI policies in territories aiming to generate innovation and economic development in European regions. It is declined in 6 subobjectives along 2 priority themes: Improving institutional governance and Boosting CCIs contribution to regional development

## 1.2. The partner and the project

### **Main objective within the project for Central Finland**

- 2/b. Improve cross fertilisation across culture and technology sectors to trigger spillover effects.

### **Author of the report**

- Raija Partanen.

### **History of the report**

- First edition of the report was written in January 2018
- Revised version based on comments by the LP in April 2018
- Revised version based on general feedback by partners in November 2018

## 2/ REGIONAL CONTEXTS

### 2.1. Territory's general profile

Central Finland is one of Finland's 19 regions, made up of 23 municipalities. In Finland regions are NUTS3 level units. Regional councils are the main bodies promoting the interests of their regions and they also act as statutory joint municipal authorities. Working in cooperation with central government authorities, central cities, other municipalities and universities in their regions and other parties involved in regional development, regional councils are responsible for the regional development strategy and overall regional development.

Strongest branches of economic activity in Central Finland are: machinery and equipment, paper and pulp, wood products, forestry, education and training.

#### **CENTRAL FINLAND STRATEGY 2040** (a.k.a. our RIS3 strategy)

Central Finland RIS3 strategy has been developed with wide cooperation with main stakeholders (e.g. educational institutions, development companies, trade unions, NGOs from

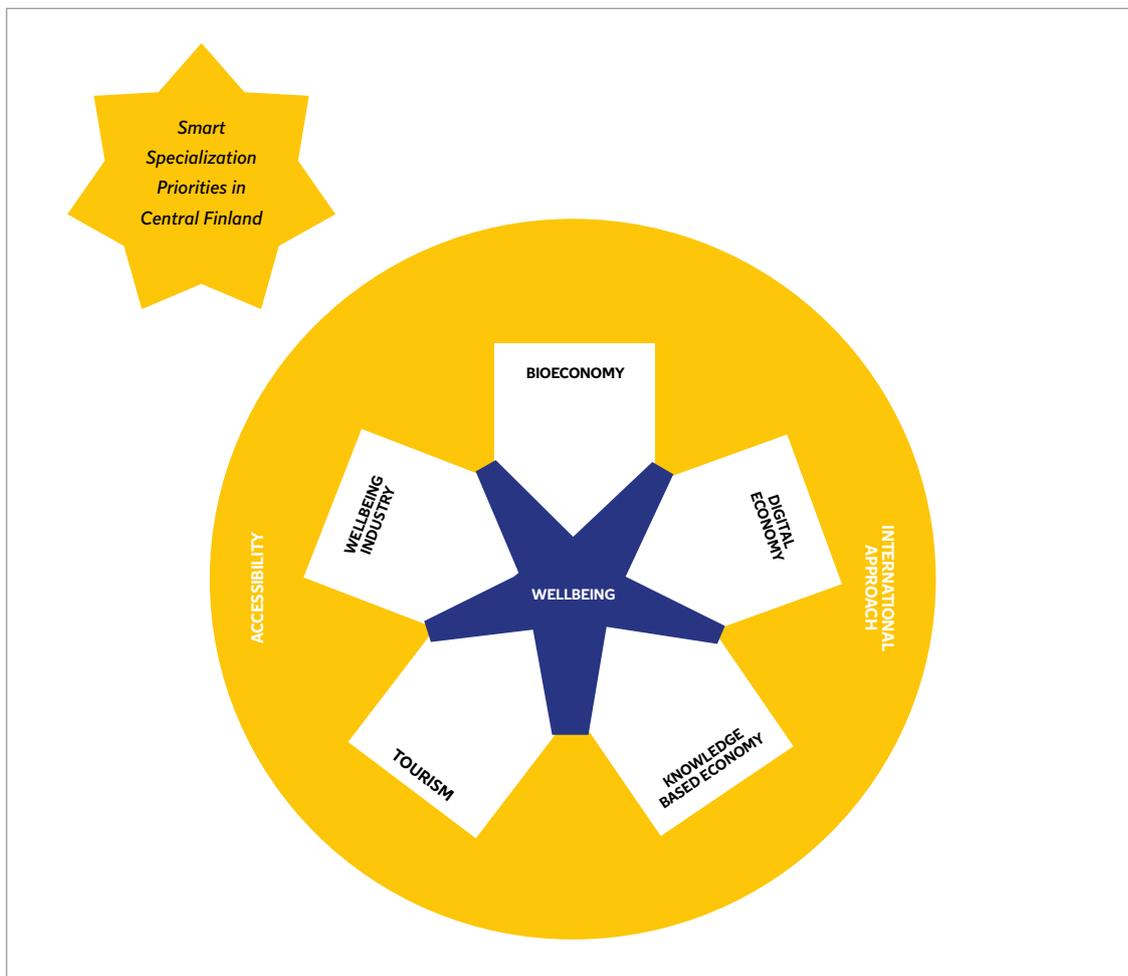
various fields of society). This cooperation has recognized five core fields of development: bioeconomy, knowledge based economy, digital economy, wellbeing industry and tourism.

In Central Finland, the regional development approach is based on the concept of proactive structural change. The resilient approach helps regions to be prepared for unexpected changes in production structures which can cause extensive threats to regional development, especially in terms of employment, production and economic structure.

CCI perspective can be included in all Regional Strategy 2040 priorities, e.g. in form of design and service design, culture as an asset for tourism, wellbeing industry and urban development. In addition, as a resilient sector of economy, it can help regions to adapt to sudden economic changes.

### Central Finland vision 2040

Central Finland is a prosperous, international region. Knowledge, especially in bioeconomy and digital economy creates wellbeing.



## Quantitative elements

- Surface area: 19,950 km<sup>2</sup>
- Population: 276,196
- GDP: 31,663 e per capita
- Development indicators (HDI, standard of living, ...).
  - Life expectancy of newborns: 80,91 (national 81,29)
  - Population education indicator: 356 (national 361)
  - Standard of living: house hold income/person: 19 120 e (national 20,867 e)

## 2.2. Territory's CCI profile

Defining the cultural industries and occupations is not unambiguous and Finland's cultural statistics strive to use EU recommendations. The concept of creative industries is even more complicated due to the fact that new business areas where creativity plays a significant role are arising and old business areas are modified e.g. due to digitalization. E.g. game industry is not included in Finnish cultural statistics even though it is one of the fastest growing sectors within CCIs.

For this reason e.g. a recent study by Finnish Ministry of Education and Culture *“Promoting the creative economy and intangible value creation as spearheading growth sectors. Report of the working group on recognising the creative sectors as a driver of Finnish economy and employment”* does not even try to define CCIs.

[http://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/79725/Luova%20talous%20ja%20aineettomat%20arvot\\_FINAL.pdf](http://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/79725/Luova%20talous%20ja%20aineettomat%20arvot_FINAL.pdf) - abstract in English

In Central Finland regional statistics are collected on business areas related to top fields defined in regional strategy: bioeconomy, digital economy, knowledge-based economy, and as newcomers tourism and wellbeing. CCIs as such is not among these fields and therefore updated regional statistics on CCIs are not available (without major efforts and costs).

Previous regional CCIs statistic approach was produced in 2012 as part of CREA.RE project. Our approach in CREADIS3 project is not to limit to promoting the conventional creative sectors individually, but more to the efficient utilisation of intellectual and creative capital as a driver for economic added value across the entire enterprising sector. Therefore the

exact data of separate fields of CCIs is not relevant for us, especially as in CREADIS3 budget there is no funding dedicated to data collection and processing.

The 2012 CREA.RE CCIs regional analysis shows that in Central Finland there were 873 companies working in the field of CCIs (some 4,4% of total 20.000 companies in CCIs in Finland). The total number of all enterprises in Central Finland is 16 561 enterprises. The data is based on Statistic Finland statistics on Enterprise openings and closures, latest release 2016.

For CREA.RE CCIs regional analysis the data of 2012 was collected from Statistic Finland's statistics of 2010. In Standard Industrial Classification TOL 2008 creative industries are located under eight headings: Manufacturing, Wholesale and retail trade; repair of motor vehicles and motorcycles, Information and communication, Professional, scientific and technical activities, Education, Human health and social work activities, Arts, entertainment and recreation, Other service activities. The data was collected on 5-digit level, and all non-creative businesses were removed. Finally, the data was re-classified to match the national definition of creative industries used at that time.

**A recent study titled "In search of Finnish creative economy ecosystems and their development needs—study based on international benchmarking"** was published in October 2018, carried out by VTT Technical Research Centre of Finland Ltd, on behalf of Prime Minister's Office, available in English. <http://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/161083/50-2018-Creaeco.pdf>

This study, though reflecting the CCIs on national level, includes also regional data. The methodology of data collection is based on creative intensity concept, defined as the proportion of workers in any given creative industry that are engaged in a creative occupation, hence including a definition of both industries and occupations.

In the study the concept of **creative economy** consists of a combination of three types of employment:

**Creative Specialists:** those working in creative occupations in creative industries

**Support Creatives:** those working in a creative industry, but who are not themselves employed in a creative occupation

**Embedded Creatives:** those working in creative occupations outside creative industries

The mapping methodology is described in full detail in Appendix 1, on pages 114 – 124 of the study. <http://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/161083/50-2018-Creaeco.pdf>

**According to this study, in Central Finland:**

- The number of creative specialists is 1738.
- The size of creative economy is 5592 persons.
- Total workforce is 90752 persons.

**Quantitative elements**

- Number of jobs: N/A.
- Growth: N/A.
- Part of the GD: N/A.
- .....

# 3/ CCI-S SECTOR ANALYSIS: EVOLUTION AND CURRENT SITUATION

## 3.1. Evolution

In this section are detailed the most important facts and significant elements for the regional/state CCI industry and policy over the past 20 years: different plans, legislation or another key milestone.

DATE	FACTS & FIGURES
2004-2008	Luova Foorumi (Creative Forum), Regional Council of Central Finland, ERDF, objective: visibility, communication and networking of creative expertise in Central Finland
2004-2007	LINKO project, Jyväskylä University of Applied Sciences, ESF, objective: to improve business skills of creative actors in Central Finland
2005-2011	Seed funding for creative businesses in Central Finland, annual call, objective: to support creative companies to develop their business
2008-2011	LYSTI project, Jyväskylä University of Applied Sciences, ESF, 247,166 e, objective: Creativity and creative activities in health and social care
2009-2010	Maali project, Regional Council of Central Finland, ERDF, 173.300 e, objective: to increase knowledge of the potential of creative know-how in traditional industry sector
2010-3/2013	CREA.RE, Regional Council of Central Finland, Interreg IVC, 358,531 e, objective: better, stronger and sustainable embedment of the cultural and creative industries in the regional policies
3/2012-2013	TAILIKU, Jyväskylä University of Applied Sciences, ESF, 203,167 e, objective: to develop art, culture and physical exercise related methods to improve wellbeing at work
2014-2014	LUKAS project, Regional Council of Central Finland, regional fund, 170,000 e, objective: support measures for growth and internationalisation for creative businesses
2015-2016	Jyväskylä Game Lab, innovative methods to support education of game industry in educational institutions, ESF, Jyväskylä University and Jyväskylä University of Applied Sciences
2015-2017	PLAY, internationalization of music technology-related pedagogical expertise, ESF, Jyväskylä University of Applied Sciences and Jyväskylä Educational Consortium
2015-2017	My Life Matters, utilization of computer games in rehabilitation of mental disorders, ESF, Jyväskylä University of Applied Sciences
2018-2021	CREADIS3, Regional Council of Central Finland, Interreg Europe, 198,442,00 e, objective: to align territorial public policy agendas to support the development of more efficient CCI policies in regions to generate innovation and economic development

The development of CCIs in Central Finland started in 2003 when a pre-study about the possibilities and challenges of the sector in the region was published (On luovan toiminnan aika, [https://www.keskisuomi.fi/filebank/162-on\\_luovan\\_toiminnan\\_aika.pdf](https://www.keskisuomi.fi/filebank/162-on_luovan_toiminnan_aika.pdf), available only in Finnish). In 2004 started two first projects, Luova Foorumi and LINKO (see description above). From very beginning it was obvious that development of CCIs cannot rely on one institution or organization only, but responsibilities have to be spread to all those organisations that have any connection to CCIs or its subsectors. This meant inclusion of cultural organisations, regional development companies, educational institution, state and regional authorities with connection to CCIs, NGOs, enterprises and single content producers in CCIs.

However, it was also obvious that there has to be one organization to coordinate the development work on regional level, and the best suitable for this role was Regional Council of Central Finland, as statutory organization for overall regional development.

Since 2004, Regional Council of Central Finland has had several project on CCIs development, and also other organisations have joined the development work. From the end of 2010's to present, the focus on regional level has shifted from development of CCIs to development of creative economy. This means that the general approach is to monitor CCIs from a wider regional development point of view, as cross sectoral cooperation, CCIs mixed with other economic sectors, not as an independent industry as such.

### 3.2. Current situation

In this section is detailed the description of the Regional Strategy 2040.

POLICY NAME	SECTOR TARGETED	MAIN FEATURES	ON-GOING STRATEGY
Regional Strategy 2040	bio economy, digital economy, knowledge economy, wellbeing and tourism.  CCI perspective can be included in any of these sectors.	<b>Regional Strategy 2040</b> <ul style="list-style-type: none"> <li>• A strategic instrument directing the use of public funding (ESF, ERDF) in the region</li> <li>• Defines the most important development efforts in the region</li> <li>• Is a combination of desired longterm development objectives with necessary strategic choices and development strategies as well as the most important projects in terms of regional development</li> <li>• Covers also longterm development in land use planning</li> <li>• Local and national government authorities must take into account in their own operations and other actions</li> </ul>	

### 3.3. Creative districts

Current situation of Creative Districts in the region or state.

*Creative District definition: an ecosystem that generates collaboration across public authorities and industrial stakeholders in order to foster the development of culture and creative industries as well as innovation according to its RIS3.*

Based on our previous activities and development measures, complemented with CREADIS3 activities, we are slowly approaching the concept of Creative Districts (as defined above). However, it will still take a lot of long-lasting efforts from all our stakeholders to guarantee the sustainability of the concept in our region.

The CREADIS3 priority and collaboration framework for Regional Council of Central Finland is to improve cross fertilisation across culture and technology sectors to trigger spillover effects. This means that our general approach is to monitor CCIs from a wider regional development point of view, as cross sectoral cooperation - CCIs mixed with other economic sectors, especially those mentioned in our RIS3 strategy, not as an independent industry as such.

## 4/ CCI-S SECTOR CHARACTERIZATION

### 4.1. Stakeholders

Stakeholders classification and selection criteria.

The priority and collaboration framework for Regional Council of Central Finland is to improve cross fertilisation across culture and technology sectors to trigger spillover effects. This framework has also outlined the composition of the stakeholder groups.

In internal discussions we have elaborated and defined the very objectives and fields of intervention of CREADIS3, based on current status of the execution of the regional strategy (regional RIS3). The main pillars of the regional strategy are bioeconomy, digital economy and knowledge based economy, complemented by wellbeing and tourism.

The best development so far has been in the field of bioeconomy which is why we will also in CREADIS3 concentrate on topics related with bioeconomy. One reason for the favourable development is the investment of EUR1,2 billion made by pulp factory Metsä Fibre in Äänekoski.

This has accelerated diverse activities and development efforts around bioeconomy on many sectors and levels.

The bioeconomy perspective also needs differentiation - at the moment bioeconomy seems to be top majority in nearly every regional and governmental strategy, not only in Finland but globally as well.

The CREADIS3 perspective to bioeconomy will, however, be large and include following development sectors as a starting point – this will be reflected in the core stakeholder group composition:

- **Crafts and design:** sustainable use of pulp mill residue.
- **Tourism:** industrial tourism (combined with cultural assets and other attractions).
- **Food sector:** local food (Valio, market leader in key dairy product groups in Finland, has a factory in Äänekoski, sole producer of Finnish blue cheese).

The selection of these sectors is also based on the view that in CREADIS3 partner consortium there are organizations from which we can learn how these aspects should be effectively taken into account in regional strategies and development plans.

As the project time-frame is three years, some changes might be necessary during project life time. Therefore our project approach will be experimental and evolutive and if appropriate, above mentioned sectors can be complemented with new ones. Should this happen, also the composition of the core stakeholder group will be modified accordingly. Also the working method of the core stakeholder group will be subject to experimentation –to guarantee interaction and effective results, it might be necessary to develop additional working methods to complement the one meeting/semester method.

Members of the core stakeholder group are:

- Ms. Sari Åkerlund, director for economic policy, Äänekoski Municipality.
- Ms. Anna-Liisa Juurinen, development manager, Regional Development Company Jämsek Oy.

- Ms. Anu Tokila, development director, Jyväskylä Educational Consortium.
- Ms. Lea Goyal, specialist for education, Central Finland Centre for Economic Development, Transport and Environment.
- Ms. Susanna Nuijanmaa, Senior Lecturer, Tourism and Service Business and Master's Degrees, Jyväskylä University of Applied Sciences.

We have discussed among the core stakeholder group about the role of the extended stakeholder group which should be put together as described in the application form. Instead of large general meetings (like the extended stakeholder group meetings), the stakeholder group members have decided to take up CREADIS3 aspects in each one's other discussions and meetings, whenever appropriate. This is because in our previous projects we have learned that it is almost impossible to gather relevant people at the same time at the same place. We have also discussed that for our project approach this kind of interventions would work more effectively than large meetings.

## 4.2. Mapping 1 - Competences

### **Abstract and analysis of Mapping of competencies**

Similar analysis as required for CREADIS3 competence mapping, was already made for CREA.RE project, using e.g. mind map technique, and it was used as the basis for current CREADIS3 mapping. As there have been some changes in the network (e.g. some of the organisations do not exist any more, and a few new ones have been established), all the data was updated according to current situation.

Sectors included in the mapping are:

- Architecture, Interior Design
- Audiovisual (film, video, TV, radio, stage design, costume design).
- Performing Arts (music, dance, theatre, circus, events).
- Literature, Publishing.

- Crafts and Design (production).
- Intermediaries and Exhibitors in Crafts, Design and Visual Culture (museums, galleries, framing, antique shops).
- Education and Consultancy in Creative Industries (adult education, consultancies).
- Marketing (communication services, advertising).
- Cultural Events, Experience Tourism.
- Applied use of Arts.
- New Media (animation, 3D, games, web).
- Visual Culture (fine arts, graphic design, photography, environmental art).
- Cultural Heritage.

Within each sector were classified whether the competence holder is state, regional or municipal level actor and operates within cultural or industrial sector.

### 4.3. Mapping 2 - Regional creative ecosystem

#### **Abstract and analysis of Regional creative ecosystem**

Similar process as described concerning the mapping of competencies, was used to define regional ecosystem, using material produced in CREA.RE project, updated to current situation.

Components of creative ecosystem were Competence development, Creation, Entrepreneurship, Innovation, Growth and Financing. Within each sector were specified whether the ecosystem operator is state, regional or municipal level actor and whether it operates within cultural or industrial sector.

It is worth noticing that in many cases one ecosystem operator can be active in several or even in all components and both on cultural and on industrial level.

Worth noticing is also the fact that in a region like ours, the same operators are active both in competencies as well as in ecosystem.

Detailed information about the outcome of mapping 1 and 2 are as appendix to this report.

## 4.4. Good practices

Our three good practices were discussed and selected in core stakeholder group meeting. The selection of good practices was based on two aspects:

- Mapping 1 and 2
- Regional Council of Central Finland's main objective in CREADIS3 project: improve cross-fertilization across culture and technology sectors to trigger spillover effects.

**Kasvu Open (Growth Open)** – Finland's largest sparring project for eager-to-grow companies, developed by Central Finland Chamber of Commerce.

Kasvu Open is a new company development and promotion model that is company driven, flexible and based on experts and facilitators working on a voluntary bases. The goal is to raise a joint movement for eager-to-grow companies in Finland. Kasvu Open is free of charge for the companies participating and it welcomes all businesses disregarding the line of business. Several CCI companies have participated in the sparring.

Every eager-to-grow company joining Kasvu Open growth programme has an opportunity to present their own ideas, test them, receive feedback, polish their business plans and try to solve problems together with the business experts. Kasvu Open also offers a platform for companies from various field to network with each other.

Kasvu Open Corporation provides and organises free of charge sparring events (Kasvupolku - Growth Path).

Companies find out about the programme through existing networks or different social media channels. Experts join in through existing networks.

Main stakeholders and beneficiaries are Finnish SMEs. In the long run, the practice benefits the whole company development field by changing it to more company driven.

### **Arts and Wellbeing Residences**

The concept enhances accessibility to arts for people who cannot participate on their own terms. The aim is to increase wellbeing among residents of care units, give new working methods to care units' personnel and provide artists work and possibilities to deepen professional skills. The aim is also to imbed artistic methods to social and wellbeing services in a long-lasting way.

Artists are recruited through invitation or open call, and care units through different routes: straight negotiations with individual units, through existing networks, through media coverage and fairs or individual units contact Art Promotion Centre Finland (APCF) directly

Regional artists employed by APCF coordinate the activity, make contracts and work as mediators between care units and artist-in-residence. Artist-in-residence works as an entrepreneur. The provider of the residence, e.g. The City of Jyväskylä or a private service provider, pays artists fee and other costs e.g. travels and materials. The residence period varies, average duration being 1-3 months

Artists come up with an idea for the content of the residence, and in case of a specific theme, it is negotiated together with the care units and APCF. Detailed activity plan and contract is made between the unit, artist and APCF. Preliminary idea is not a necessity; activities can be spontaneous and evolve along the residence, arising from the everyday life and needs of the care unit.

Main stakeholders and beneficiaries are residents and personnel of care homes, as well as artists working among them. In the long run, the whole society benefits from the results

### **Percentage Culture concept in the Kangas area**

Basis for the percentage culture lies in the percent for art scheme originally developed for large scale development projects in order to fund and install public art. In Kangas area the principle is adapted to implement cultural activities in the area.

Kangas area is a unique urban development project in the city of Jyväskylä that turns a 150 years old paper mill factory area into an innovative, green, sustainable and culturally active workplace and home for 5000 new inhabitants by 2040.

The concept brings culture and arts to everyday life of people living and working at the Kangas area. It creates a sense of community through participation and places, enhances residents long-term commitment to the development of the area. Cultural activities are financed by ear-marking one percentage of building costs and of real estate selling incomes into different type of cultural contents, e.g. contemporary art and cultural events. Funding is administered by a broker company which collects the income of property sales and addresses it to purchase of culture.

City of Jyväskylä has a two year project titled “Artists producing local cultural services” which aims at developing models for art and culture services that can be used in develop-

ment of city districts. Artists together with the producer contacts and network with companies, organisations and residents of the Kangas area, as well as carry out events and art experiments inside and together with the communities in the area as well as individually. Residents living in the area play an active role in defining the contents of the activities and carrying out events. Events are largely produced together with the educational establishments located in the area.

Main stakeholders and beneficiaries are the inhabitants and people who work or go to school in the area as well as artists

## **5/ SWOT ANALYSIS OF THE CCI SECTOR**

The SWOT analysis was produced by our core stakeholder group members who all have long experience in developing CCIs.

STRENGTHS		WEAKNESSES	
<b>1</b>	rich cultural heritage (buildings, sites, landscapes...)	<b>1</b>	lack of productization skills in CClIs
<b>2</b>	unique culture related industry (two still operating felt factories)	<b>2</b>	lack of understanding of the importance of productization
<b>3</b>	rich variety of cultural actors (musicians, theatre, dance...)	<b>3</b>	culture (In general) is not taken seriously among regional developers (and politicians)
<b>4</b>	rich variety of and public support for cultural events	<b>4</b>	dependence of national funding (weak own resources)
<b>5</b>	rich variety in culture related education	<b>5</b>	invisibility of existing cultural products/services
<b>6</b>	size of the region (easy to network)	<b>6</b>	no passion for growth among CClIs companies
OPPORTUNITIES		THREATS	
<b>1</b>	support for networking	<b>1</b>	aging of cultural actors
<b>2</b>	support measures for creative companies	<b>2</b>	contradiction between supply and demand (generation gap)
<b>3</b>	better use of national support measures (e.g. Visit Finland, Culture Finland)	<b>3</b>	young people do not find possibility to produce their own cultural goods/services
<b>4</b>	digitalization (new cultural contents, VR, business models...)	<b>4</b>	termination of national support measures
<b>5</b>	better utilization of service design	<b>5</b>	one-sided indicators (only economy matters)
<b>6</b>	better networking between event organisers and cultural actors	<b>6</b>	strong global supply and distribution channels

## 6/ CONCLUSIONS

CONCLUSIONS	HOW COULD WE FACE IT?
Region has a rich variety of cultural assets	They need to be more visible
Full potential of cultural assets has not been capitalized	Good practices and examples, better networking
There is still lack of understanding of the potential of CCI's among politicians and policy-makers	On-going communication, showing success stories
Cultural players need support in networking with other fields of industry	More networking platforms, e.g. Growth Open
Only few CCI companies are eager to grow	Encouragement for growth (Growth Open!)
There is a need for more diverse indicators in regional development, not only economic indicators	This needs to be solved at least on national level, preferably on EU level

## **| 7/ APPENDIX**



## Table of competencies

SECTORS	STATE		REGIONAL		MUNICIPAL	
	CUL	IND	CUL	IND	CUL	IND
	Finnish Association of Architects/Central Finland		Finnish Cultural Foundation/Central Finland Regional Fund, The Film Centre of Central Finland		Alvar Aalto Museum	
Architecture, Interior Design						
Audiovisual (film, video, TV, radio, stage design, costume design)						
Performing Arts (music, dance, theatre, circus, events)						
Literature, Publishing						
Crafts and Design (production)						
Intermediaries and Exhibitors in Crafts, Design and Visual Culture (museums, galleries, framing, antique shops)						
Education and Consultancy in Creative Industries (adult education, consultancies)						
Marketing (communication services, advertising)						
Cultural Events, Experience Tourism						
Applied use of Arts						
New Media (animation, 3D, games, web)						
Visual Culture (fine arts, graphic design, photography, environmental art)						
Cultural Heritage						
	Arts Promotion Centre Finland/Central Finland	University of Jyväskylä	Finnish Cultural Foundation/Central Finland Regional Fund, The Central Finland Authors Association	University of Jyväskylä	Cultural services of the City of Jyväskylä	Cultural services of the City of Viitasaari
			Finnish Cultural Foundation/Central Finland Regional Fund, The Central Finland Amateur Theatre Association, The Central Finland Dance Centre, Culture Association Värisys, The Finnish Amateur Musicians' Association/Central Finland			
			Finnish Cultural Foundation/Central Finland Regional Fund, The Central Finland Authors Association	Jyväskylä City Library, Cultural services of the City of Jyväskylä	Cultural services of the City of Jyväskylä	Cultural services of the City of Viitasaari
			Finnish Cultural Foundation/Central Finland Regional Fund	The Jyväskylä Educational Consortium, Craft Association of Finland/Central Finland	Cultural services of the City of Jyväskylä	Cultural services of the City of Viitasaari
	Craft Museum of Finland		Saaitjärvi and Keuruu Art and Local Cultural History Museums	Jyväskylä Art Museum		
			JAMK University of Applied Sciences, The Jyväskylä Educational Consortium	JAMK University of Applied Sciences, The Jyväskylä Educational Consortium	JAMK University of Applied Sciences, The Jyväskylä Educational Consortium	JAMK University of Applied Sciences, The Jyväskylä Educational Consortium
	University of Jyväskylä		Finnish Cultural Foundation/Central Finland Regional Fund	HUMAK University of Applied Sciences	Cultural services of the City of Jyväskylä	Cultural services of the City of Viitasaari
			JAMK University of Applied Sciences		Cultural services of the City of Jyväskylä	Cultural services of the City of Viitasaari
			Finnish Cultural Foundation/Central Finland Regional Fund, The Centre for Creative Photography		Cultural services of the City of Jyväskylä	Cultural services of the City of Viitasaari
	Peijäsväski Old Church and Struve Geodetic Arc (UNESCO World Heritage Sites), Finnish Airforce Museum		Museum of Central Finland, Saaitjärvi Art and Cultural History Museum, Keuruu Art and Cultural History Museum			

**Table of regional creative ecosystem**

ACTIONS SECTORS	REGIONAL				MUNICIPAL			
	STATE	Jyväskylä	Jämsä	Vitasaari	Jyväskylä	Jämsä	Jyväskylä	Vitasaari
	CUL	IND	CUL	IND	CUL	IND	CUL	IND
<b>Competence development</b>			University of Jyväskylä, JAMK University of Applied Sciences, HUMAK University of Applied Sciences	University of Jyväskylä, JAMK University of Applied Sciences, HUMAK University of Applied Sciences, The Jyväskylä Educational Consortium	Craft Association of Finland, Jyväskylä Dance Institute	City of Jyväskylä Business Development and Employment	Jämsä Oy, Jämsä area Development Company	Wifas oy, Vitasaari area Development Company
<b>Creation</b>	Arts Promotion Centre Finland/ Central Finland		University of Jyväskylä, JAMK University of Applied Sciences, The Jyväskylä Educational Consortium, Craft Association of Finland	University of Jyväskylä, JAMK University of Applied Sciences, HUMAK University of Applied Sciences	Craft Association of Finland, Jyväskylä Dance Institute	Leader Groups	Leader Groups	Leader Groups, Wifas oy, Vitasaari area Development Company
<b>Entrepreneurship</b>		Centre for Economic Development, Transport and the Environment		The Central Finland's Entrepreneurs Organisation, Central Finland Chamber of Commerce, Development Companies		City of Jyväskylä Business Development and Employment, Leader Groups	Leader Groups, Jämsä Oy, Jämsä area Development Company	Leader Groups, Wifas oy, Vitasaari area Development Company
<b>Innovation</b>		Centre for Economic Development, Transport and the Environment, The Finnish Funding Agency for Innovation, Team Finland: Internationalisation Services for Companies		Leader Groups, JAMK University of Applied Sciences, HUMAK University of Applied Sciences		Jämsä Oy, Jämsä area Development Company	Wifas oy, Vitasaari area Development Company	
<b>Growth</b>		Centre for Economic Development, Transport and the Environment, The Finnish Funding Agency for Innovation, Team Finland: Internationalisation Services for Companies		Development Companies, JAMK University of Applied Sciences, HUMAK University of Applied Sciences	Cultural services of the City of Jyväskylä	City of Jyväskylä Business Development and Employment	Cultural services of the City of Jämsä	Wifas oy, Vitasaari area Development Company
<b>Financing</b>	Ministry of Education and Culture	Centre for Economic Development, Transport and the Environment, The Finnish Funding Agency for Innovation, Team Finland: Internationalisation Services for Companies		The Regional Council of Central Finland, Finnish Cultural Foundation/ Central Finland Regional Fund				