

Entrepreneurship in the sector of culture and creative businesses in the State of North Rhine-Westphalia - NRW



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Entrepreneurship in the sector of culture and creative industries in the State of North Rhine-Westphalia - NRW

Cultural and creative businesses as a European key sector with high potential for growth

Currently in NRW

- 49.000 businesses and self-employed persons; turnover ca. 37 bn €
- Rate of the whole turnover in NRW – more than 3 %

NRW has led the way by specific interest and strategies for more than 15 years:

- by organising information and communication about and inside the sector,
- by fostering start ups,
- by opening up foreign markets,
- by supporting competitions,
 - e. g. design and fashion, cluster-competition and cluster management, and others

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Sub-segments in culture and creative industries sector in NRW

- Music business
- Theatre
- Literature and books
- Arts
- Film, broadcasting and television
- Advertising industries
- Fashion
- Design and Architecture
- Software/Games

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Measures e.g.

- Culture and creative businesses reports
- Days of culture and creative businesses
- StartART-Initiative, StartART-Competition
- Start-up-centres for culture and creative businesses
- Showcasing tenders for advice and consulting for certain branches, RuhrstART
- Common regional stands on foreign trade fairs – design and arts
- Supporting competitions: Design award NRW, Ruhr diamond, Innovation award textile and fashion
- Create.NRW – competition measures for financial support (EU Objective 2 – ERDF)

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G.I.B. activities

Implementation of a State-wide start-up-initiative in the sector of culture and creative businesses - StartART
in cooperation with regional partners and players from this sector – on behalf of MWME - Ministry for Economic Affairs and Energy of the State of North Rhine-Westphalia (2000 - 2002)

Concept and implementation of RuhrstART on behalf of MWME (2004 - 2007)

State-wide Online-Competition „RuhrDiamant“ on behalf of MWME (2008)

Implementation of the competition „Create.NRW“ under the EU-NRW Programme „Regional competitiveness and employment“ 2007 – 2013“ (ERDF) on behalf of MWME
(Concept competition 2007 – Supporting competition 2008 and 2009)

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Create.NRW goals

- Strengthening clusters and networks
- Creating „points of anchorage“ for the sector of culture and creative businesses
- Supporting transfer of know how between universities and businesses
- Supporting international / transnational cooperation
- Promoting interlocking with the overall economy

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Further information (in German)

<http://www.kreativwirtschaft.nrw.de>

<http://www.wirtschaft.nrw.de/branchen/Kreativwirtschaft/index.php>

<http://www.ziel2.nrw.de>