

National measures: Creative expertise

Course of action: 4: Education, professional expertise and lifelong learning

Specific target: 9.2. Improving the quantity and quality of training in growth sectors and sectors facing structural change

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1) Links with the national implementation programme of the Europe 2020 strategy, other national strategies, regional development, and the country-specific recommendations for Finland.

The purpose of the implementation of the policy programme on intangible value creation is to make the corporate structure more diverse and to find new strengths. The programme covers immaterial rights, creative economy and design. Other ways of finding new growth include opening up information resources produced using public funds.

The Government Programme states that the competitiveness of Finnish labour is based on expertise and creativity. The Finnish economic structure will be diversified and strengthened by developing new growth sectors, such as the creative industry. In addition to developing the traditional strengths of the economy, such as primary production and basic industries, new sectors of growth will be developed in the industrial, service and creative sectors.

The Government Resolution on a Policy Programme on Intangible Value Creation for 2014 to 2020 by the Ministry of Employment and the Economy and the Ministry of Education and Culture brings together the most important policy measures related to the intellectual property rights strategy, the development of business and entrepreneurship in the creative industries, and the national design programme. Other national strategies and policies related to creative expertise include the national design programme Design Finland, the National Working Life Development Strategy to 2020, the policies on Audiovisual culture in a digital environment (2012), and the policies on the income security and intelligent strategies of people working in the creative sector.

2) Added value for national activities and the regional activities under the Structural Funds programme. (interface between EU and national funding)

Creative expertise pervades society as a whole. Creative individuals and companies in growth sectors and in sectors facing structural change come up with creative solutions through interaction and cooperation with different individuals, companies and organisations, and in the interfaces between sectors. Arts, culture, arts education and cultural heritage, combined with extensive information resources, are the foundation on which creative products and services are built. Companies in the creative industry had over 22,000 offices in Finland in 2012. The centre of the creative industries - the culture sector - employs 9.2% of all the personnel employed by companies. This percentage is almost as high as that of the construction sector (9.8%) and higher than the percentage of any other industrial sector. The economic importance of intangible value creation can be analysed by looking at the use of intellectual property rights, particularly patents, trademarks, protections of design, and copyright. According to an estimate given by the EU's trademark office and patent office in 2013, 39% of GDP and 26% of employment in the EU originated from

sectors where industrial rights and copyrights are used extensively. In Finland, the figures were 38% and 30%.

Global megatrends, such as digitisation, a focus on experiences, taking responsibility and sustainable development allow growth sectors and sectors facing structural change to use creative expertise and benefit from the different kinds of intellectual property rights. Creative expertise and the methods of the arts, culture and sports could be used more extensively, for example, in the development of working life, in leadership and in innovation activities. ICT services and operating models that use digital content can be used to support innovation activities, lifelong learning and wellbeing at work. Most of the businesses and professionals in the creative industry are small-scale. Their abilities to create and strengthen the networks needed for developing their products and services or finding new customers are limited. Using the full potential of the rapidly changing Finnish and international operating environments requires strengthening the skills and competencies of the professionals and making the content of training more appropriate, in cooperation with other growth sectors and sectors facing structural change, with due consideration for the needs of the sectors.

The national measures related to creative expertise are defined in the Government Resolution on a Policy Programme on Intangible Value Creation for 2014 to 2020. The national development measures targeted at the creative economy build platforms that facilitate regional cooperation, operating models and networks. Thanks to the national scope of the operations, the networks cover several regions, and their aim is to foster new kinds of business with international potential. The geographic distance between businesses and professionals in the creative economy is often long, which means that cross-regional development is necessary for the creation of new business models. The development of the creative economy and the use of creative expertise require cooperation across administrative branches, particularly at the national level, because most of the key operators in different branches are nation-wide.

3) Description of the concrete content, target changes and results. Links with other national measures.

The use of creative expertise is integrated in the various growth sectors and sectors facing structural change, educational institutions and the public sector, improving the opportunities of the creative workforce to earn an income through their work. The expertise of professionals and teachers in the creative industries meets the needs of working life and internationalisation, which improves the quality of education and makes its content more relevant. There is potential for new businesses in the interfaces between the arts, science, technology and various kinds of intangible value creation, both within the creative sector and in cooperation with other growth sectors and sectors facing structural change. Creative expertise is applied in novel ways to develop working life, leadership and innovation activities. The creative economy and creative expertise are backed up with functional counselling and support systems, which strengthens expertise and professional skills in the sector.

Concrete measures

- **Multidisciplinary skills programmes.** Supporting the creation of a new creative economy and intangible value creation by offering multidisciplinary counselling, mentoring, training and skills programmes to growth sectors and sectors facing structural change. The skills programmes combine the entrepreneurship, cultural and sports tourism expertise in the creative industries with expertise in other sectors, with the aim of making the expertise and professional skills meet international standards.
- **Making the content of education more relevant for the development of new prod-**

ucts and services. Making the content of education more relevant and promoting multi-disciplinary skills to facilitate the commercialisation of ideas, development of new services and products, branding, and utilisation of new distribution channels and value chains in growth sectors and sectors facing structural change and in the expertise and innovation networks of the sectors.

- **Expertise of professionals and teachers.** Developing the business, management, marketing and internationalisation skills of professionals and teachers in the creative industries with the aim of supporting business in the industry and making the content of education more relevant.

- **Creative expertise in working life.** Supporting the promotion of innovation activities, creativity, entrepreneurship and wellbeing at work among the workforce in growth sectors and sectors facing structural change. Supporting and promoting leadership and the employees' ability to innovate and work using the methods and means of creative expertise, the arts, culture and sports.

- **Generation of information and communication.** Supporting national activities in the new creative economy and in intangible value creation (collecting, dispersing and establishing good practices), the generation of information, and communication.

4) Coordination mechanisms and administrative model of the national theme and the cooperation between administrative branches in the multidisciplinary measures.

The intermediary body is the Centre for Economic Development, Transport and the Environment for Häme. The Ministry of Education and Culture will appoint and chair a strategic steering group that will steer and monitor the measures. The projects will receive support for the coordination of implementation, network creation and maintenance, research and development cooperation, administration, and the assessment and dispersing of their results. The ELY Centre that grants the funding will support the projects particularly with regard to the coordination of implementation and administrative guidance. In addition to the steering group, specialists at the Ministry of Education and Culture will provide the ELY Centre with advice on the subject matter.

5) Information on the activities:

• Schedule	2014-2020
• Organisations in charge	Ministry of Education and Culture, Centre for Economic Development, Transport and the Environment for Häme
• The person-years covered by the State's budget and funded within the programme by governmental organisation	To be completed
• Cost estimate (total public funding in EUR)	EUR 11.234 million
• Cost estimate by administrative branch (EUR) 1) ESF/ERDF + state and 2) municipal and other public funding	1) EUR 9,829,750 2) EUR 1,404,250 According to the current policies, the share of municipal and other public funding is 25% of the national public percentage, which means that it is 12.5% of the entire funding.

