



# **Economic Development: Creativity as transformer for (World Class) Cluster Excellence**

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12.11.2010**

Workshop "Managing Decisions in the Era of Creativity - Implications for Business  
and Policy-Making"



# Economic Development: Creativity as transformer for (World Class) Cluster Excellence

...Where I come from: Karlsruhe – a city with a tradition of innovation...



The first bike  
(1871)



The first Automobile  
(1885)



Electromagnetic Waves  
(1886)



The first Email  
(1984)



Karlsruhe Institute of Technology



German Software Cluster of Excellence



# New tendency in the local and international market: Creative Industries

...the result of structural change and a development towards internationally linked markets, processes and contents...

## ■ Main driving forces:

- Global markets
- Use of information and communication technologies, mainly internet
- Digitalisation of information and of production and business processes
- New ways of co-operation and networking, Open Innovation



## **Challenges for the economy:**

- IT and new media allow new job designs, new forms of co-operation and employment
- In the knowledge-based economy the value of immaterial goods and services rises
- Globalisation of the markets leads to more specialisation and the splitting of the value added chain (Outsourcing etc.)



→ these challenges require a rethinking of innovation policies and location criteria and the development of more open, flexible and creative structures for knowledge-based economies



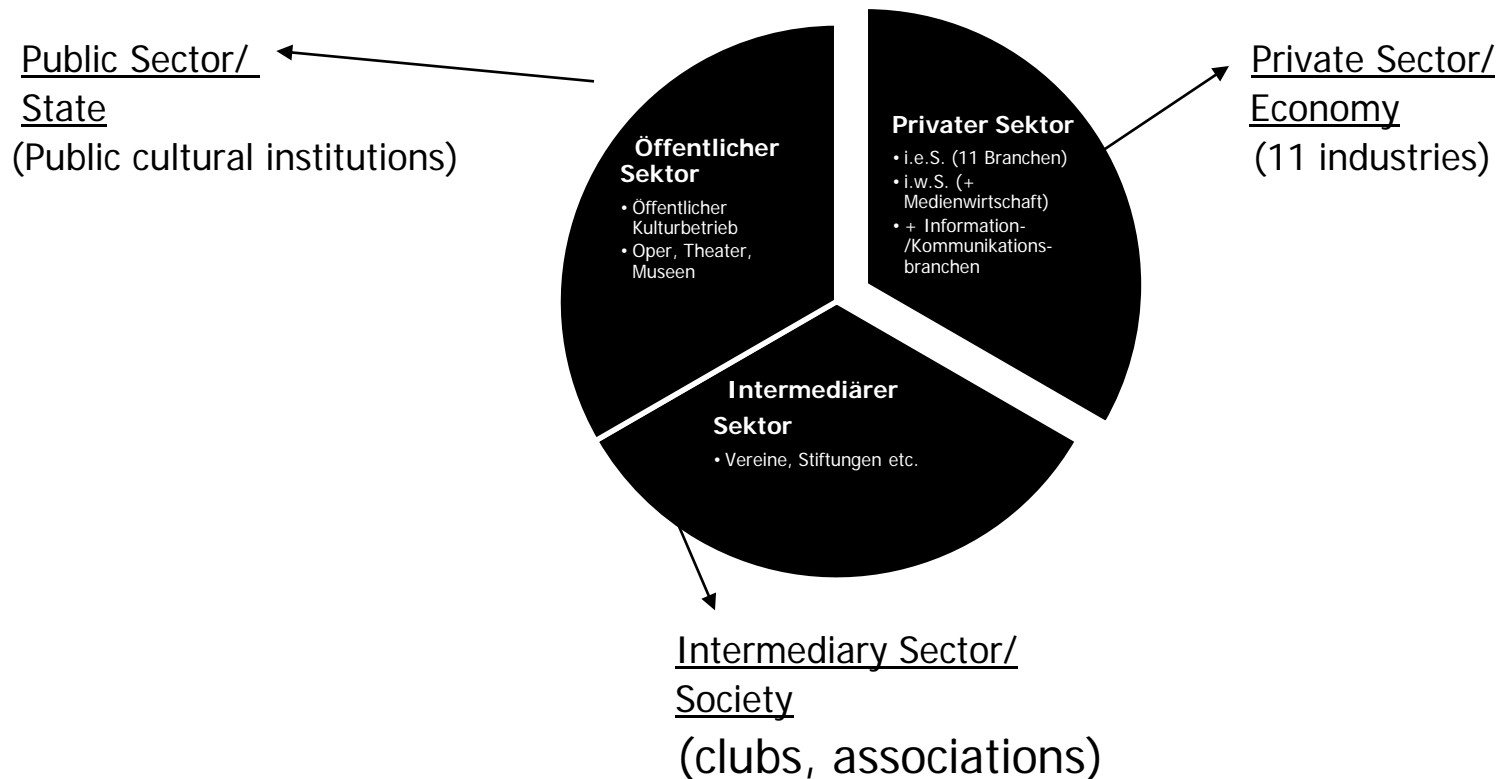
# **Creativity as the transformer for new structures and strategies in a more and more knowledge-based economy:**

- Creative industries hold a key role in the process of structural change
- Creative industries are found to drive innovations in other industries
- Creative Industries show a high innovative potential and are economically dynamic



## Creative Industries mainly consist of enterprises and institutions...

- that work on a profit-oriented basis
- That focus on the preparation, procurement, production, distribution and (media) propagation of cultural and creative goods and services





## **Creative potential in Karlsruhe:**

- Excellence in software-development and IT industry: Karlsruhe Institute of Technology and IT enterprises provide large pool of competences in software-engineering, software-development and IT services
- High competitiveness of Karlsruhe as a top location for High-Tech-Industries
- Creative industries contribute largely to Karlsruhe's employment rates
- Significant specialisation of Karlsruhe's creative industries in Games/Software Industries and Design and Engineering



## **Facts about the Creative Industries of the City of Karlsruhe (Study Fraunhofer ISI – 07/2010):**

- Companies and employees of the Creative Industries:**

	<b>No. of businesses</b>	<b>Employed subject to social insurance contribution</b>	<b>No. of companies</b>	<b>Total no. of employed</b>
<b>Creative Industries (KA)</b>	<b>1.646</b>	<b>10.420</b>	<b>1.605</b>	<b>13.687</b>
<b>Total (KA)</b>	<b>14.925</b>	<b>151.864</b>	<b>12.007</b>	<b>186.861</b>
<b>Rate Creative Industries</b>	<b>11.0 %</b>	<b>6,9%</b>	<b>13,3%</b>	<b>7,3%</b>





## **Best Practise Gameforge:**

Karlsruhe's most  
well known representative  
of the Creative Industries

- Gameforge was founded in 2003 as a pioneer in the development and publishing of Massively Multiplayer Online Games
- Today, it is the largest independent provider of client- and browser-based Online Games
- More than 200 million registered users worldwide
- More than 400 employees in Karlsruhe (Headquarter) – 580 employees in common
- International Business Award for the Most Innovative Company of the Year in Europe 2009

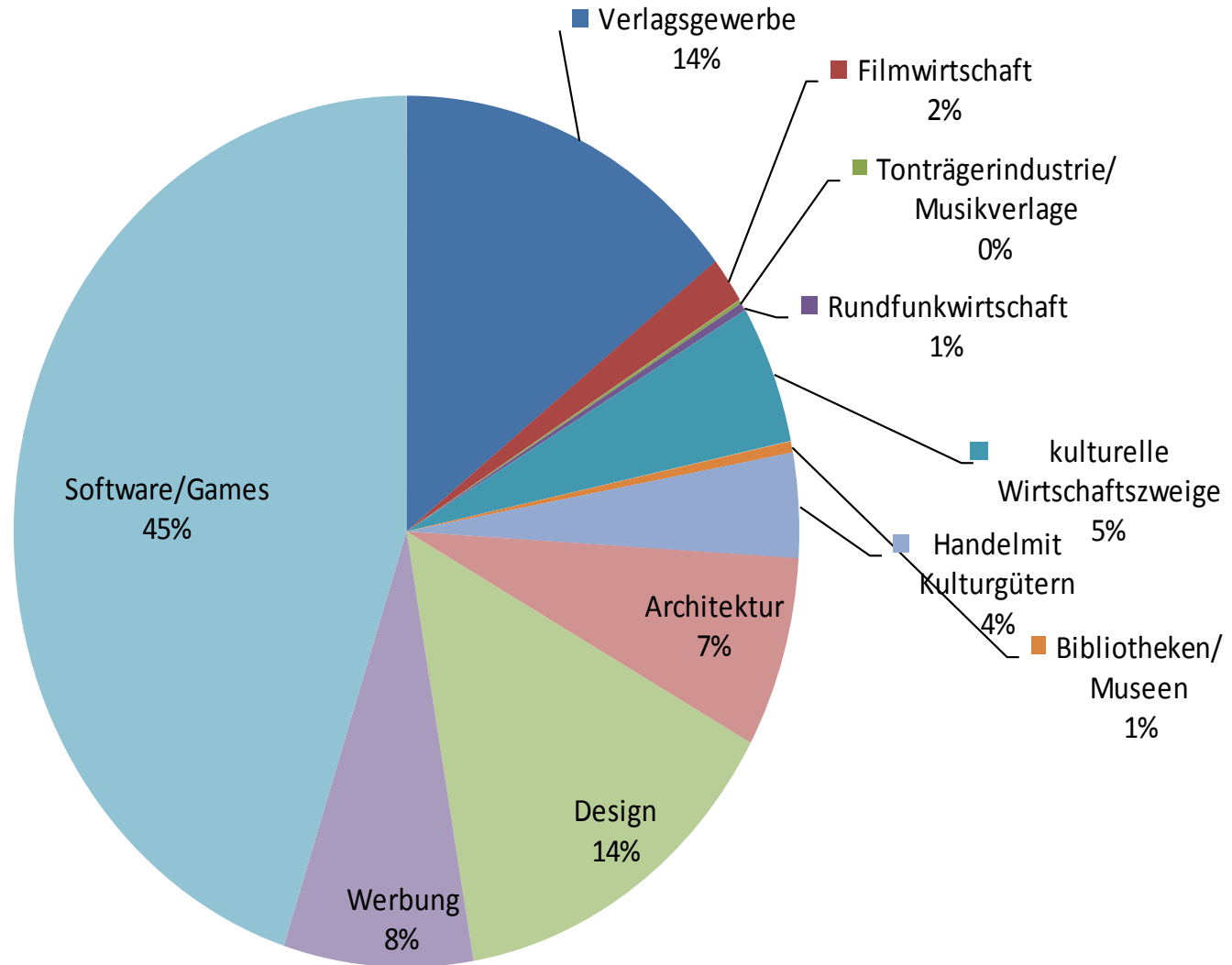


- **Students of courses related to the Creative Industries:**

	<b>Karlsruhe</b>	<b>Germany</b>	<b>Share KA/G</b>
Creative Industries	6.419	384.907	1,7 %
Total	31.658	2.025.307	1,6 %
Share Creative Industries/Total	20,3%	19,0%	



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## **Creative Industries and economic vitality of the technology region Karlsruhe:**

- With an increasingly knowledge-based economy, local job markets become important location factors for highly qualified workforce
  - Creative Industries are dominated by small enterprises and freelancers that work on different project and which boost networking, economic vitality and mobility among different industries
  - Members of the Creative Industries choose their location according to personal affinities, social networks and social and professional infrastructure
- traditional infrastructures and living and working regulations need to be adequately adapted



# **Infrastructural change in Karlsruhe: provision of new creative workspace: „Creativity Park“ – former Slaughtery**

- **Turning old, history charged grounds into a centre of creativity**
- **Providing actors of Creative Industry with space to unfold creative ideas and to work in an open, innovative surrounding**
- **Creating a community and network of innovative and creative free-thinkers**
- **Integrating traditional grounds into the new city development, making Karlsruhe more attractive**





**...soon to come additionally ...**

## **Creative Lab in Karlsruhe:**

- ... creating an open and innovative workspace**
- ... offer the chance to exchange ideas and thoughts and to work on group-projects**
- ... creating a community**
- ... boost the foundation and development of new start-up-companies**
- ... help young innovators to set foot in the economy**
- ... boost Karlsruhe's economic development**
- ... start interbranch co-operations**





...soon to come additionally ...

## Creative Lab in Karlsruhe:







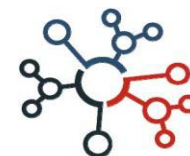
# Our aim: integrate Creative Industries into Karlsruhe's widely ranged landscape of innovation, technology and research



**Fraunhofer**



**Germany's  
Cluster of Excellence  
"Embedded Software"**



**New integrated initiative**

**SmarterCities**



# Clusters linked over Europe: Management Guide for Development, Matching and Internationalisation of Clusters

## Be aware: The “networking virus” is highly contagious!

### Information Technology

### Automotive

### Energy

### Nanotechnology



Special Interest Groups:

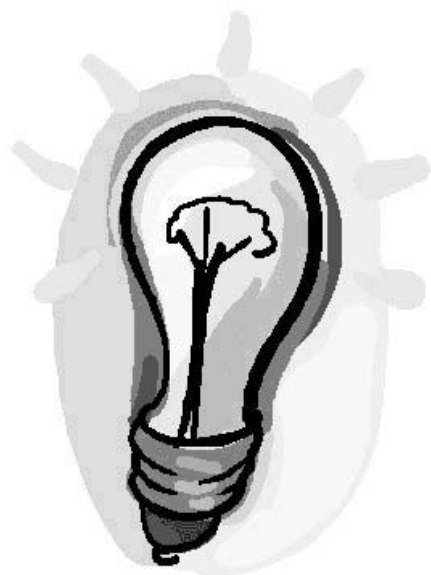


French-German-Swiss IT-Network IT2Rhine



**New Initiative:**  
**Creative Industries**

- ...Lab
- ...Games
- ...Design
- ...Media



**“Nobody is as clever  
as everybody”**

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Further Partners:

