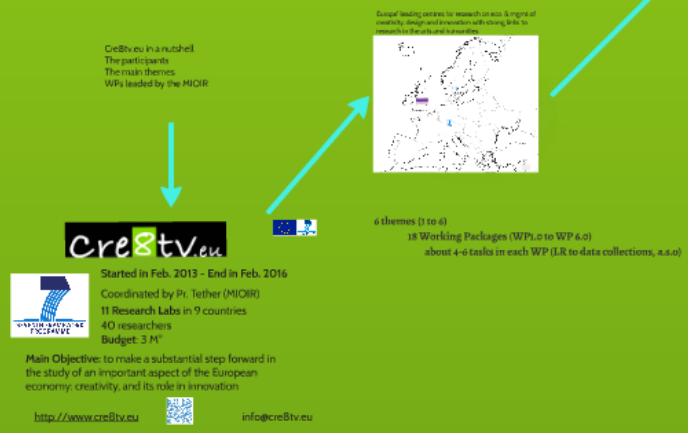


Project's overview and some findings.

Dr. M. Benaim
mickael.benaim@mbs.ac.uk

Evoreg Seminar, Jan. 22, 2014

Manchester Institute of Innovation Research
Bureau d'Economie Théorique et Appliquée



Started in Feb. 2013 - End in Feb. 2016
Coordinated by Pi. Tether (MCIIR)
11 Research Labs in 9 countries
40 researchers
Budget: 3 M€

Main Objective: to make a substantial step forward in the study of an important aspect of the European economy: creativity, and its role in innovation

<http://www.cre8tv.eu> info@cre8tv.eu

Concept and Framework

"The organization of the 'creative industries', has received surprisingly little attention from economists."
Y. The above activities can hardly exert the intellectual pull of serious industries such as steel, pharmaceuticals and computer chips" (Caves, 2000)

DMCS (1998) & Creative Industries Task Force (PPT):
EU policies = external industries (developed in Nordic Countries, Creative in NL, White Paper on Creativity in Italy 2004...) + local initiatives

Many works done, but some challenging issues remain

Theme 1: Harmonized international data and methodologies for analysing the CCI

In: Turnipseed approach to mapping & Measuring the CCI. The Innovations.
The assessment forms to the User Systems.

A great attention to map & measure I&D but few for culture & creativity
The existing statistical structures are not designed for CCI or are slow to change

Re-link the existing models of CCI (DMCS vs Symbolic, Text vs Concrete, Codes vs WPK)
SC, SOC, NACE codes, IEG-model, not satisfying to measure CCI TP
CCI inputs makes innovative firms more performing (Baughn & White 2009), but how?
Existing projects for better databases: AEGIS, EFRAME, EU-ELEMS, innovative and world input-output database or at the national levels (Pissel & Sandermann 2007, Saragatzi 2009, DMCS)

Theme 2: Modes and models of innovation in creative and cultural activities and industries

WP2.1 Models of Creativity in the CCI & their social consequences

Parkit's taxonomy of industries (1984) => Culture & creativity aren't a source of innovation
Analytical knowledge (science based industries) are based on product oriented analytical R&D
=> Synthetic knowledge (symbolic) supplies are based on localized problem-solving and synthetic knowledge, largely based on experience

=> Symbolic (Lash & Ley 1994) concerns socially embedded symbols and meanings (semiotic) & manipulation of them. Fundamental to culture & creativity
=> Links between it in the innovation process (also pushed by ICT?)

WP2.2 Design as Driver of Innovation and Innovation Systems
Design, as a way of combining convergent and divergent thinking (Gofford 1967)... + development of new meanings (Hargadon, 2001)
=> The increasing emphasis on innovation in symbols and meanings challenges traditional innovation processes. Role of designers and other creative professionals?

Theme 3: Entrepreneurship and ambulatory dynamics in the CCI

WP3.1 Actual & Potential Entrepreneurship in the CCI: Case - Industries (MCIIR)
WP3.2 Entrepreneurial new business firms in CCI
WP3.3 Individual Creativity Growth, Risk and Business Model of the CCI

Holmås & Östergren (1999, 1995), New Serial (2001) => An entrepreneurial behavior of innovation use technology specific and particular technological regimes shift and by specific combination of technological opportunities, appropriability conditions, cumulativeness of technical advances, properties of the knowledge base

=> Once again technology (what, but, what's about culture & creativity?)
=> Where do CCI's entrepreneurs come from? (institutional?)
=> Is the entrepreneur the creator?
=> Determinants of the entry/exit growth of firms in CCI: Many small firms & few big. / Access to capital and What's makes a CCI activity succeed? How a financing idea and value?

Theme 4: Digital ecosystems, digital creative production/consumption of digital media content

WP4.1 Digital Content and Production in CCI, (MCIIR)
WP4.2 Co-creating and participating in Digital Platforms for the Creation and Distribution of Digital Products (MCIIR)
WP4.3 Consumer's Digital Media: Dynamics of participation in user-generated content (MCIIR)

"The battle of devices has had a massive impact for consumers, and entrepreneurs include not only the hardware and software of the device, but developers, applications, experiences, etc., which social apps, location-based services, and all applications and more other things. This competition isn't taking place market driven with success, but user-led, user-mediated, users will join the ecosystem. This means not only using the device but also using it to participate in the ecosystem" (Stephen Egan, Netopia CEO, Feb. 2011)

New way of knowing: (Re)production (Benkler 2006), visual aggregation (Wolcott & Pang 2009), (Collaborative Culture) et al (2009) (re)production (Benkler 2006) & User-Generated (2002) hybrid models of forms and processes capabilities

General idea: the re-negotiation behaviors, relation between production and consumption in CCI
=> What's the new context?
=> What's the new model of individual roles into digital platforms (producing new products and digital content)?
=> Consumer's (re)production?

Theme 5: Intellectual property protection and innovation in CCI

WP5.1 What are the main challenges in intellectual property protection in CCI innovation ecosystems?
WP5.2 How can we better protect intellectual property in CCI?
WP5.3 How can we better protect intellectual property in CCI?

The current IP system will collapse in the "network" age
=> How to protect intellectual property in the network age?
=> How to protect intellectual property in the network age?
=> How to protect intellectual property in the network age?
=> How to protect intellectual property in the network age?

Theme 6: Policy issues for innovation and competitiveness in CCI

WP6.1 How can we better protect intellectual property in CCI?
WP6.2 How can we better protect intellectual property in CCI?
WP6.3 How can we better protect intellectual property in CCI?

How do we better protect intellectual property in CCI?
=> How do we better protect intellectual property in CCI?
=> How do we better protect intellectual property in CCI?
=> How do we better protect intellectual property in CCI?

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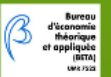
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Cre8tv.eu in a nutshell

The participants

The main themes

WPs lead by the *MIOIR*



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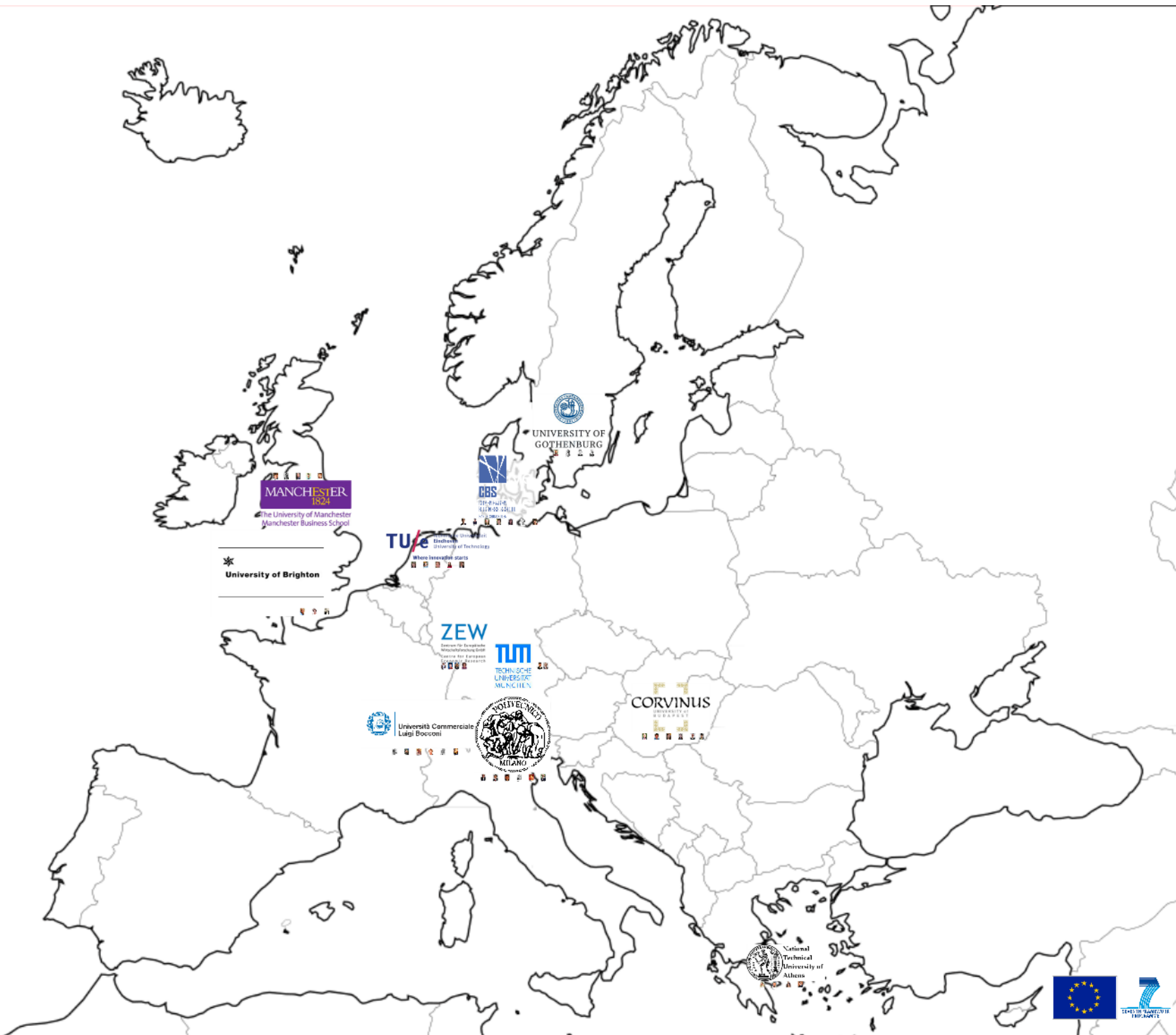
Main Objective: to make a substantial step forward in the study of an important aspect of the European economy: creativity, and its role in innovation

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MANCHESTER
1824
The University of Manchester
Manchester Business School

*
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University of Technology
Where research starts

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Research for Europe
Research for the World

TUM
TECHNISCHE
UNIVERSITÄT
MÜNCHEN



**Università Commerciale
Luigi Bocconi**

CORVINUS
UNIVERSITY OF
BUDAPEST



**National
Technical
University of
Athens**



Concept and Framework

"The organization of the 'creative industries'... has received surprisingly little attention from economists"

"(...) frivolous activities can hardly exert the intellectual pull of serious industries such as steel, pharmaceuticals and computer chips" **(Caves, 2000)**

DMCS (1998) & Creative Industries Task Force (1997)

EU policies + national initiatives (KreaNord in Nordic Countries, CreaValue in NL, White Paper on Creativity in Italy 2009...) + local initiatives

Many works done, but some challenging issues remain

Many works done, but some challenging issues remain



Theme 1: Harmonized international data and methodologies for analysing the CCI

An harmonized approach to mapping & Measuring the CCI,
Their innovations
Their connections to the Wider Economy

A great attention to map & measure S&T but few for culture & creativity
The existing statistical structures are not designed for CCI or are slow to change

Re-think the existing models of CCI (DCMS vs Symbolic Text vs Concentric Circles vs WIPO)

SIC, SOC, NACE codes, LEG model: not satisfying to measure CCI !?!

CCI inputs makes innovative firms more performing (Bakhshi & Vittie 2009): but how?

Existing projects for better databases: AEGIS, EFRAME, EU-KLEMS, innodrives and world input-output database or at the national levels (Fesel & Söndermann 2007, Santagata 2009, DCMS)

Theme 2: Modes and models of innovation in creative and cultural activities and industries

WP.2.1 Models of Creativity in the CCI & their impact on competitiveness

CCIs inputs makes innovative firms more performing (Bakshi & Vitell 2009), but how?

Existing projects for better databases: AEGIS, EFRAME, EU-KLEMS, innodrive and world input-output database or at the national levels (Fesel & Söndermann 2007, Santagata 2009, DCMS)



Theme 2: Modes and models of innovation in creative and cultural activities and industries

WP.2.1 Models of Creativity in the CCIs & their impact on competitiveness

Pavitt's taxonomy of industries (1984) ==> Culture & creativity aren't a source of innovation

Analytical knowledge (science based industries are based on product oriented analytical R&D)
+ Synthetic knowledge (specialist suppliers are based on localised problem solving and synthetic knowledge, largely based on experience)

+ Symbolic (Lash & Urry 1994) concerns socially embedded symbols and meanings (construction & manipulation of these). Fundamental to culture & creativity

==> Links between it in the innovation process (also pushed by ICTs)?

WP.2.2 Design as Driver of Innovation and competitiveness

Design, as a way of combining convergent and divergent thinking (Guilford 1967...) + development of new meanings (Verganti 2009)

==> The increasing emphasis on innovation in symbols and meanings challenges traditional innovation processes: Role of designers and other creative professionals?



==> The increasing emphasis on innovation in symbols and meanings challenges traditional innovation processes: Role of designers and other creative professionals?

Theme 3: Entrepreneurship and industrial dynamics in the CCI



WP.3.1 Actual & Nascent Entrepreneurs in the CCI & their characteristics (NTUA)

WP.3.2 Entrepreneurial new & young firms in CCI

WP.3.3 Industrial Dynamics, Growth, M&A and Business Model of the CCI

Malerba & Orsenigo (1995, 1996); Breschi et al. 2000 ==> Schumpeterian patterns of innovation are technology specific with particular technological regimes defined by specific combination of technological opportunities, appropriability conditions, cumulativeness of technical advances, properties of the knowledge base

==> Once again technology view but what's about culture & creativity?

==> Where do CCI's entrepreneurs come from? motivations?

==> Is the entrepreneur the creative?

==> Determinants of the entry/exit/growth of firms in CCI? Many small firms & few big...? Access to capital

==> What's make a CCI activity obsolete? How a firm redefine rules and roles?

Theme 4: Digital ecosystems, digital creative production/consumption of digital media content

WP 4.1: Digitalization and Mediation in CCI (CBS)

WP 4.2: Orchestrating and participating in Digital Platforms for the Creation and Distribution of Digital Products (UB)

WP 4.3: Consumers & Digital Media: Patterns of participation in production & Sharing (CUB)

"The battle of devices has now become a war for ecosystems, where ecosystems include not only the hardware and software of the device, but developers, applications, e-commerce, adv., search, social apps, location based services, unified communications and many other things. Our competitors aren't taking our market share with devices; they are taking our market share with an entire ecosystem. This means we're going to have to decide how we either build, catalyse or join an ecosystem" Stephen Elop, Nokia CEO (Feb. 2011)

New way of innovating: Peer production (Benker 2006), virtual organisation (Wasko & Faraj 2005), OSScience (Lakhani et al 2007), private-collective innovation (Van Hippel & Van Krogh 2003), hybrid model of firms and innovative outsiders....

Demand side: the new consumer behaviors, relation between production and consumption in CCI?

==> How large firms compete?

==> Why & how small firms or individuals takes parts to digital platforms (providing new products and digital contents) ?

==> Co-design? co-development?

Theme 5: Intellectual property protection and innovation in CCI

WP 5.1 The use of formal and strategic IP mechanisms in design intensive and CR intensive industries (TUM)

WP 5.2 Trademarks as a mean to explore innovation in the CCI (UB)

WP 5.3 Registered designs as an indicator of creativity and design-innovation and their use by firms (MAN)

The current IPP system still adapted to the "modern" age?

==> How firms in CCI protect their innovations?

Renowned 'signature' architects (Mc Neil 2007) , accomplished French chefs (Von Hippel & Fauchard 2008) : implicit social norms > formal IPP

==> Trademarks & registered designs as indicators to understand patterns of innovation in the CCI?



> Trademarks & registered designs as indicators to understand patterns of innovation in the CCIIs?



Theme 6: Policy issues for innovation and competitiveness in CCIIs

WP 6 Review of Policy Issues and Recommendations (MAN)

Does the market under-produce culture & creativity in meanings and ideas?

Creative outputs are inputs for others in an innovation system...

+ CCIIs "also produce the dynamic service of re-coordination of the socio-cultural and economic order to the ongoing growth of the knowledge process" Potts 2009

Systemic failures (infrastructures, institutions, networks...) Swann 2010



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