

ATTRACTING AND RETAINING TALENT

A Strategy in Central Finland



KESKI-SUOMEN LIITTO
Regional Council of Central Finland



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- Development of culture and creative industries in Central Finland - in brief
- Platforms (spaces) for creativity – three cases
- Measures (actions) to enhance creativity



REGIONAL COUNCIL OF CENTRAL FINLAND

WHAT ARE THE REGIONAL COUNCILS?

- joint municipal authorities operating according to the principles of local self-government
- authorities responsible for regional development under the Regional Development Act
- the goal of this legislation is to promote regional development initiatives and regional balance and in so doing, to promote environmentally sustainable development
- regional councils take care of planning the general regional policy and in part also of the implementation as well as the international contacts involved
- Regional Council of Central is one of 19 regional councils, operating in the county of Central Finland (23 municipalities, 273.000 inhabitants)



DEVELOPMENT OF CULTURE AND CREATIVE INDUSTRIES IN CENTRAL FINLAND

2004 – 2008 DEVELOPMENT IN THREE PROJECTS, closely linked with each other

- major objective: to reinforce the opportunities of specialists in the creative field in order to make a living from their own skills and to develop their operations systematically to become more business-like

CREATIVE FORUM -visibility, communication and networking of creative expertise

LINKO - development of business expertise

GROWTH ENTERPRISE PROJECT - tailored “sparring circles” for growing companies

2009 –

Development of creative **economy** with two projects

MAALI – added value of creative industries to traditional industries

CREA.RE – the role of creative economy in regional development strategies



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PLATFORMS FOR CREATIVITY - CASE 1

- **JYVÄSKYLÄ CENTRE FOR PRINTMAKING**
- set up in 1978
- municipal unit providing (mainly professional) artists with functional and inexpensive facilities for work
- various courses and workshops for professional printmakers
- creates and promotes international contacts (e.g. two residency programmes, guest apartment)
- for nonprofessionals: professional artist-led courses to study and try out various techniques of printmaking
- for general public: increase of knowledge and insight into the art of printmaking by arranging changing print exhibitions at the Galleria Harmonia
- the Centre for Printmaking, and Gallery Harmonia are situated in the centre of the town, with Centre of Creative Photography



PLACE FOR PROFESSIONAL ARTISTS TO WORK



EQUIPMENT FOR ALL PRINT TECHNIQUES



COURSES FOR WIDE AUDIENCES



GUEST APARTMENT FOR VISITORS

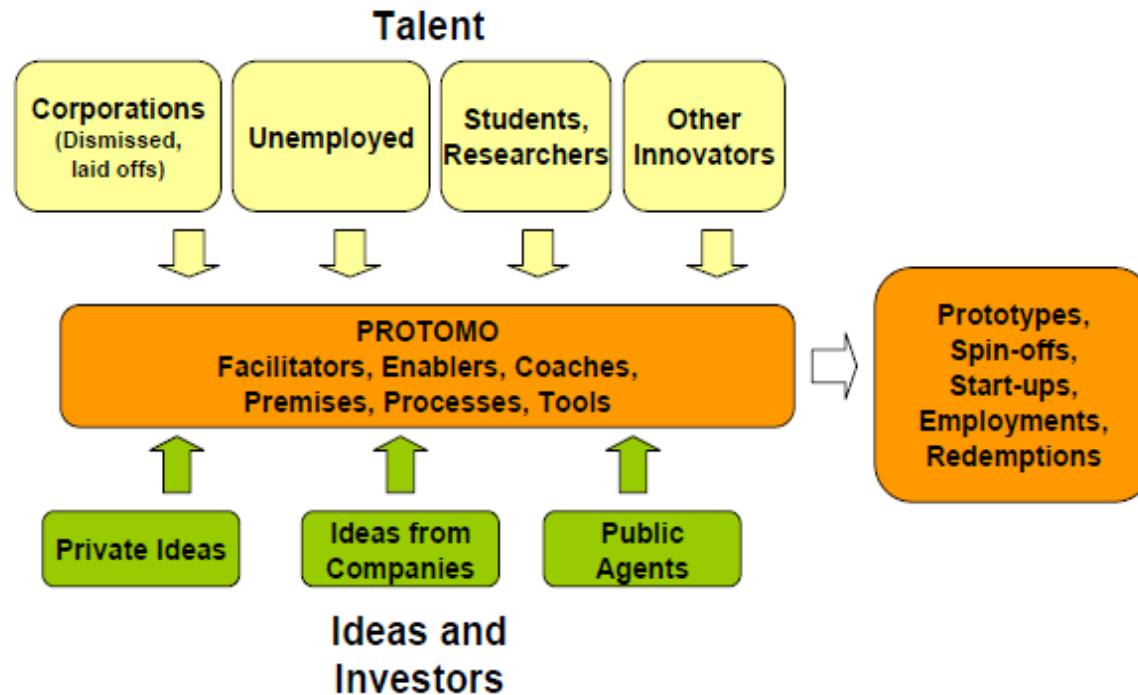


PLATFORMS FOR CREATIVITY - CASE 2

- **PROTOMO** - a new Finnish innovation apparatus
- **objective: a new level of innovation productivity**
- out of knowledge silos towards new combinations of knowledge
- entrepreneurial attitude and entrepreneurship as the target
- immediate commercialization of new solutions in the partner network
- community power with win-win-win relationships
- five Protomos in Finland: Jyväskylä, Tampere, Salo, Kouvola, Espoo
- Why was Protomo kicked off in Jyväskylä 2009?
 - NOKIA – 320 highly educated professionals
 - METSO – 270 highly educated professionals
 - OTHER BIG COMPANIES - 50 highly educated professionals
- Jyväskylä Protomo facilitated by Jyväskylä Innovation



Protomo Concept



PROTOMO
JYVÄSKYLÄ INNOVATION



PLATFORMS FOR CREATIVITY – CASE 3

- HUB JYVÄSKYLÄ
- WHAT ARE THE HUBS?

“We're a social enterprise with the ambition to inspire and support imaginative and enterprising initiatives for a better world. The Hub is a global community of people from every profession, background and culture working at 'new frontiers' to tackle the world's most pressing social, cultural and environmental challenges. “

“...people and institutions working at the frontier of new innovations need access to the all the experience, resources, connections and investment they can muster. So we're dedicating ourselves to designing and hosting events and experiences that create access to the resources, connections, experience, knowledge and capital to support the journey path of ideas into action...”

in 20 cities, on four continents

www.the-hub.net



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- HUB Jyväskylä =
- best features of offices + charming cafes + indie bars + garages + homely comfort
- environment and coaching for people and ideas to meet
- social entrepreneurship aiming at social and ecological innovations
- open office space for rent (from one hour/month to whole-time rent – depending on the needs of the user) + social network of small enterprises and entrepreneurs



MEASURES TO ENHANCE CREATIVITY – M1

REFINERY...

- **objective: to support the improved and more profitable business operations of players in the creative sector**
- nationwide management consultancy service for the creative sector
- clients are usually SMEs, private persons, associations, or communities planning to found a company in the creative sector



...REFINERY...

- aims to strengthen and develop the business activity competence, product development, and networking skills of SMEs on the creative sector and to increase the internationality, competitiveness, and long-term performance of their operations
- service produced by Refinery experts - developers of the business operations in the creative sector (special skills in entrepreneurship, business operations, development of business operations, IPR, often with personal experience in entrepreneurship)
- experts tendered by the Ministry of Employment and the Economy
- total of 28 experts around Finland



...REFINERY...

- **MODES OF OPERATION**
- **Refinery Clinic**
 - for basic consultation and advice
 - open for everyone
 - short-term (ca 1-1.5 hrs/customer)
 - free of charge
 - methods: personal meeting, consultation on the telephone, video negotiation
- after the Refinery Clinic , the customer is instructed forward e.g. to Refinery Consultation



...REFINERY

- **Refinery Consultation**
 - duration: 1 day
 - company-specific or personal
 - content-related advice
 - discretionary
 - requires participation in the preliminary Jalostamo meeting
 - price per day: € 100 + VAT
 - methods: personal meeting, video negotiation
- after the Jalostamo clinic or consultation the customer is instructed forward in the corporate service system to the productised services in the Centre for Economic Development, Transport and the Environment or similar development and financing services



MEASURES TO ENHANCE CREATIVITY – M2

SEED FUNDING FOR CREATIVE SECTOR...

- by the Regional Council of Central Finland
- tailored funding to fill in the gap between artists' grants and business funding

For companies in creative sector for

- networking and distribution - domestic and international (e.g. participation in international fairs and other sales occasions)
- marketing materials (web-sites, brochures etc.)
- development of product and service ideas
- development of production tools and methods
- small scale investments



...SEED FUNDING FOR CREATIVE SECTOR

- funding covers 30-50% of total costs
- self-financing can be in-kind (e.g. working hours; excl. small scale investments)
- minimum funding 1.000 e
- "user-friendly" and non-bureaucratic application procedure
- application round once/year
- evaluation of the applications together with the Refinery adviser
- half of the funding available right after decision, the rest after closing of the project, based on report and accounting
- total amount available 70.000 €/year



LESSONS (TO BE) LEARNT

- everyone talks of creative economy – there are only few who really understand the entire concept and the real challenges in developing it
- lack of understanding the role of the core of the creative economy (art, culture, creative industries) in innovation system (which is still too much technology-oriented)
- commitment of strategic players still weak
- decision-makers and developers fear risk taking (new and innovative approaches)
- lack of creative platforms (spaces)



KÖSZÖNÖM!



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