

“Creative industries... represent a great economic potential. In order to take full economic and societal advantage of this potential, there is a need to combine arts and creativity with entrepreneurship and innovation.”

**Amsterdam Declaration
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Beating disciplinary borders: Jyväskylä, a Finnish university town

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Jyväskylä

- Population 130 000 – Finland's 7th largest city
- Surface area 1171 km² (of which water 295 km²)
- 60 000 jobs, 70 000 households
- 47 000 students (of which 22 000 in higher education)
- 48 comprehensive schools, 8 high schools and 15 libraries
- 3 000 foreign residents from 100 different countries



Higher education provision



- University of Jyväskylä (14 000 students)
- JAMK University of Applied Sciences (8 000 students)
- Humak University of Applied Sciences, Jyväskylä campus

Some boundary breakers...

- **Music campus** involving JyU, JAMK, JAO (vocational college) Rhythm music – Acoustic Music - Research
- **Agora Center** at JyU ('developing the future knowledge society from a human-centric point of view')
- **Innovation hotspot** also based at Agora – three themes:
 - * services
 - * university & society
 - * cultural/creative industriese.g. **raparperi** – new centre for food culture



...and a few more

- **Team Academy** (JAMK) – students establish and run team enterprises, study for BBA
- **Music and Media Management** (English-medium Bachelor's degree at JAMK)
- **Cultural Production** (Bachelor's degree at Humak)
- **Cultural Policy** (English-medium Master's degrees in Digital Culture, Nordic Arts and Culture Studies at JyU)
- **Protomo** business incubator
- **Educluster** – educational exports

Challenges remain!

- Overcoming sectarian thinking, traditional 'faculty' lines
- Convincing decision-makers of the potential of the creative economy – and to invest in it
- Questioning our fascination for never-ending growth, profit seeking
- Underlining that new creative services may need extensive public funding, but preventive effects may *save society money in the longer term*

Thank you for your interest!
Grazie mille per l'interesse!