



Cultural Exports Promotion Programme 2007-2011

Creation of the Programme
Cultural exportation requisites
Programme: vision and measures



Creation of the Cultural Exports Promotion Programme 2007-2011

Report by Hannele Koivunen in 2004: *Do Finnish Cultural Exports Have Staying Power?*

Do Finnish Cultural Exports Have Staying Power? YES! Proposal for Finland's Cultural Exports Promotion Programme, 28 February 2007

- A ministerial steering group and preparation group for the development of cultural exports were appointed on 4 September 2007
- A specific item - € 800,000 - was added to the 2008 budget in addition to the actual appropriation of € 894,000



Programme partners which devised their own strategies as a part of the Cultural Export Promotion Programme

- FILI - Finnish Literature Information Centre
- Finnish Fund for Art Exchange
- Design Forum Finland
- Finnish Music Information Centre
- Finnish Circus Information Centre
- Finnish Dance Information Centre
- Theatre Information Centre
- Finnish Film Foundation
- Neogames
- Finnish Museums Association
- Finnish Tourist Board
- and the sector-specific organisations Musex, Favex and Finnanimation



Support network created in 2006

"Pistoke" committee submitted its report in spring 2006

Members of the Support Network

- Cultural and academic institutes abroad 17 |
- TEKES
 - 6 offices abroad
- Finpro
 - 53 trade centres
- Finnish Tourist Board
 - 15 offices abroad
- Embassies and other representation abroad 97
- Art information centres 8
- Organisations promoting the internationalisation of art and culture



The task of the support network is to enhance the impact of artists performing abroad and works exported abroad by looking for performance opportunities, clients and public and by promoting cooperation between businesses

- Funding decisions of the Ministry of Education and the art councils and information from the information centres are distributed by means of an e-mail network
- A more advanced version soon available
- Association of Finnish Art and Academic Institutes Abroad is responsible for keeping up the support network
- As a pilot in 2008, certain art export projects and businesses will cooperate through consultancy (to be piloted jointly with Helsinki Polytechnic Stadia)



Cultural Exports Promotion Programme 2007-2011

• Vision
Measures



Vision 2011

It is envisioned that

- Cultural exports has grown into a recognised part of Finnish exports.
- The value of cultural exports has at least doubled and the creative industries have diversified the industrial structure and created jobs in Finland.
- Culture is more clearly an intrinsic part of the image and brand of Finland.
- Cultural exports have improved the financial welfare of individuals and groups working in the cultural field.



Key sources of financing

- Ministry of Education
- Ministry of Trade and Industry
- Ministry for Foreign Affairs
- TEKES (Finnish Funding Agency for Technology and Innovation)
- Finnish Tourist Board
- Structural Funds



Measures in outline

- 1. Development of entrepreneurship
- 2. Strengthening of clusters and networks
- 3. International marketing and promotion
- 4. Structures for cultural exportation
- 5. International cultural exchanges
- 6. Development of the operational environment



Measures:

1. Business development (1)

1.1. Business know-how

- 1.1.1. Development programme for advisory and development services for small and micro start-up enterprises
- 1.1.2. Arrangement of advice on sources of financing for cultural exportation

1.2. Growth and internationalisation

- 1.2.1. Development programme for growth and internationalisation in creative industries
- 1.2.2. Internationalisation of enterprises and professionals and staff-development training
- 1.2.3. Development of an export subsidy scheme for cultural enterprises
- 1.2.4. Measures supporting the creation of international production and bolstering international capitalisation
- 1.2.5. Export subsidy for spearhead projects



Measures:

1. Business development (2)

1.3. Product development and innovation

1.3.1. Product development and demo funding

1.3.2. Cultural-tourism collaboration in product development

1.4. Reinforcement of producer, distributor and supplier levels

1.4.1. Development of marketing, sales and earnings logic



Measures:

2. Strengthening of clusters and networks

2.1. Strengthening of sectoral and cross-sectoral clusters

2.1.1. Enhancement of exportation know-how of art information centres and industrial organisations

2.1.2. Joint sectoral projects for enhancing exportation know-how

2.1.3. Local and regional measures for enhancing exportation know-how

2.2. Development of exportation circles

2.2.1. Funding of exportation circles



Measures:

3. International marketing and promotion

3.1. Development of corporate and sectoral marketing and promotion

- 3.1.1. Participation in exports events
- 3.1.2. Support for major exports events
- 3.1.3. Support for the organisation of exports and sales events

3.2. Development of support structures

- 3.2.1. Support network for exportation
- 3.2.2. Development of cooperation between Finnish cultural institutes abroad and Finland's embassies and enhancement of their exportation know-how
- 3.2.3. Development of export marketing and communication



Measures:

4. Structures for cultural exportation

4.1. Development of cultural exportation know-how and cooperation in the public administration

4.1.1. Organisation of systematic exchange of information, coordination and monitoring of the development programme

4.1.2. Presentation and assessment of progress in cultural exportation at the cultural exports forum of the Ministry of Trade and Industry



Measures:

5. Intentional cultural exchanges

5.1. Development of international cultural exchanges

- 5.1.1. Promotion of bilateral and multilateral non-commercial cultural exchanges
- 5.1.2. Promotion of new, especially young, talent in cooperation with the art academies and polytechnics
- 5.1.3. Safeguarding of infrastructures and financing of art production
- 5.1.4. Promotion of artist and art student mobility



Measures:

6. Development of the operational environment for cultural exportation

6.1. Development of competitive taxation of copyright income

6.1.1. Development of the taxation of copyright income

6.2. Development of other national legislative and fiscal conditions with a view to international competitiveness



Cultural Exportation Steering Group

appointed 5.9.2007

- **Minister of Culture and Sport Stefan Wallin, chair**
- **Minister of Trade and Industry Mauri Pekkarinen**
- **Minister for Foreign Affairs Alexander Stubb**
- **Minister for Foreign Trade and Development Paavo Väyrynen**
- **Minister of Justice Tuija Brax**
- **State Secretary Velipekka Nummikoski (Ministry of Finances)**

Secretaries General of the Preparation Group serve as secretaries to the Steering Group:

- Petra Tarjanne, Senior Adviser, Ministry of Trade and Industry, Industries Department, Division for Employment and Economic Development Centres
- Timo Heino, Head of Culture Unit, Ministry for Foreign Affairs
- Kimmo Aulake, Special Government Advisor, Ministry of Education



Cultural exportation group

- Johan Storgård, chair, Theatre Director, Svenska Teatern
- Kai Amberla, Executive Director, Finland Festivals
- Ilona Anhava, Gallery Owner, Galerie Anhava
- Iris Autio, Executive Director, Tero Saarinen Company
- KooPee Hiltunen, Director, Producer, Neogames
- Anja-Tuulikki Huovinen, Executive Director, Finnish Museums Association
- Riitta Kaivosoja, Director General, Ministry of Education
- Ilkka Matila, Vice CEO, Producer, MRP Matila Röhr Productions
- Vesa Mauriala, PhD
- Niko Nordström, General Manager, Warner Music Finland
- Anssi Paasivirta, State Secretary, Ministry of Trade and Industry



Cultural exportation group ...

- Sanna Rekola, Director, Finnish Dance Information Centre
- Hannu Saha, Chairperson, Arts Council of Finland
- Petri Tuomi-Nikula, Director General, Ministry for Foreign Affairs
- Tuula Yrjö-Koskinen, Director, Finnish Music Information Centre Fimic
- Ilmi Villacís, Senior Adviser, Ministry of Education
- Anne Päkkilä, Special Government Advisor, Ministry of Education
- Jukka Liedes, Director, Ministry of Education
- Paula Tuomikoski, Director, Ministry of Education
- Hannele Koivunen, Special Government Advisor, Ministry of Education
- Raila Kehälinna, Chief Counsellor, Ministry of Trade and Industry, Industries Department
- Petra Tarjanne, Senior Adviser, Ministry of Trade and Industry, Industries Department
- Timo Heino, Head of Culture Unit, Ministry for Foreign Affairs
- Kimmo Aulake, Special Government Advisor, Ministry of Education
- Secretary to the Preparation Group: Kirsi Kaunisharju, Counsellor for Cultural Affairs, Ministry of Education



■ Action by the development organisation

- At its internal development day 16.1.2008, the cultural exportation group drafted a tentative proposal for the 2009 state budget. A report, projected to be published in June 2008, will review the progress made in cultural exportation from February 2007 to February 2008 and also put forward development proposals
- The development proposals will be discussed in the Cultural Exportation Steering Group under the chairmanship of Minister Wallin in March 2008



Prospects in the development of cultural exportation

Development programme for growth and internationalisation in creative industries 2007-2013

- The creative industries include cultural and experiential services, such as design, graphics, architecture, film and television production and distribution, digital content production, music and record production, book production and distribution, performing arts, pictorial arts, and cultural events production. The output in these fields is commodities, services and copyright.



Development programme for growth and internationalisation in creative industries 2007-2013. General features

- One of the national ESF development programmes (Action 1: Developing staff skills, work organisations and entrepreneurship)
- Funding for projects in the regions of this national programme (Southern Finland, Western Finland, Northern Finland)
- Eastern Finland provides its own co-financing, which enables development projects for creative industries to be implemented there, too
- Ministries responsible for the national programme: Ministry of Education (coordinator) and Ministry of Trade and Industry
- Total funding of the national programme: € 14.6 million + local funding (15%)
- The aim is larger umbrella projects and national coordination (incl. Eastern Finland)



Entities within which the programme and the application rounds are carried out

- 1) Promotion of product development and innovation
- 2) Enhancement of business and entrepreneurship know-how
- 3) Enhancement of producer and managerial competencies
- 4) Challenges relating to anticipation of changes in the operational environment and enhancement of the knowledge base



Launching the programme

- Organisation, application criteria, timetable during autumn 2007
- Agency: Provincial State Office of Southern Finland
- Development programme team (preparation group)
- Steering group (regional representation, incl. Eastern Finland), experts according to need
- First application 10 Dec. 2007- 31 Jan. 2008
 - Coordination project
 - Search for ideas