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### The moment has arrived to present our final ECIA newsletter!



The 3-year period of the ECIA project in which 6 consortium partners (Amsterdam, Berlin, Catalonia, Milan, Nantes and Tampere) collaborated has come to an end. Together with 8 concrete actions and a Policy Learning Platform consisting of 21 European experts, we have developed policy recommendations to support the European creative industries.

Due to the complex structure of the project it was a challenge to reach the final outcome. Thanks to the good collaboration and the enthusiasm of all partners and experts involved, we succeeded to formulate 10 clear policy recommendations based on practices. During the closing conference in Amsterdam on 27-28 November 2014, these policy recommendations have been presented to an audience of 280 participants.

Now it's time for implementation! Although the project will finish officially at 1-4 2015, follow-up actions will be necessary. All involved in the European creative industries can contribute to this implementation, in Europe, in their country and in their region.

Let's **create, innovate and grow** with the creative industries!

- *Johanna van Antwerpen & Dominique van Ratingen*  
ECIA coördinator & project manager  
Amsterdam Economic Board

### Video: About ECIA



Use this URL to disseminate the ECIA video in your network or during presentations!

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### Final report



Please [download](#) the Final Report directly via our website.

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## News

### Experts set agenda for future of European creative industries



By presenting the ECIA Final report, experts from 12 European countries join forces to strengthen the future of the creative industries. According to these experts, the creative industries also need to measure and raise awareness of their value as key driver of innovation and growth. Read on and download the report!

[Read more](#)

## Conference recap

### ECIA Closing Conference: This is just the start



On 27-28 November 2014 in Amsterdam we proudly presented ten policy recommendations following three years of work of the ECIA project, which are described and supported with concrete cases in the final report. The first copy of the report was officially handed to Jet Bussemaker (Dutch Minister of Culture, Education and Science) by ECIA-chairman Rasmus Wiinstedt-Tscherning. Read the recap of the conference on our website!

[Read more](#)

## Publication

### EBN Tech Note on Creative Industries presented at Cluster2020 Conference



During the final conference of Cluster2020 and ECCL on November 25th 2014 in Munich (Germany), EB presented the 4th Technical Note on Creative Industries, handling the findings of the Cluster2020 projects, case studies and more. Please find a short recap of the conference, the photo album and a direct download of the EBN Technical Note on the ECIA platform.

[Read more](#)

## Video

### Euronews item on Wallonia's creative industries



In an episode of Business Planet, a weekly rubric by Euronews, the Wallonia European Creative District was highlighted. The duo behind Do Eat, an innovative crossover brand that produces edible finger food containers, explains how they are developing their business. Watch the full video for inspiration and crossover practices from the Belgium Creative Capital!

[Read more](#)

## Column

**Rethink your business: the experience economy is here!**

## EVENTS



[Debate: The Francigena Route: a European path](#)

Date: 3 February 2015

Location: Brussels, Belgium

[Design-Driven Innovation Support](#)

Date: 10 March 2015

Location: Brussels, Belgium

[GROW your REGION Conference](#)

Date: 27-28 April 2015

Location: Brussels, Belgium

[European Creative Industries Summit](#)

Date: 11 May 2015

Location: Brussels, Belgium

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"We are moving from ownership to the age of access." Albert Boswijk states in this article he wrote for ECIA. During our Final Conference, mr. Boswijk gave a keynote speech on the experience economy. Read the article or take a look at his presentation which is available on SlideShare.

[Read more](#)

## Workshop report

### Creative Industries Policies, a knowledge exchange



Manon Hassink wrote a report on the workshop that was held on October 3rd at the Amsterdam Economic Board. European policymakers within the creative industries from 11 different European cities and regions participated to learn from each other on the field of best practices in different regions and more. This report gives a short overview of this workshop.

[Read more](#)

## Report

### Berlin's creative industries are booming



Projekt Zukunft released the third Creative Industries Report which maps the latest developments in the Berlin creative and digital industries. Figures, evaluations and trends show that these sectors are booming in the German capital city. Read on for eight key points and the download of the German report.

[Read more](#)

## Publication

### The Brazilian Market Guide for entrepreneurs



The ECCL partner project of ECIA published a useful brochure on bringing your business to Brazil, a follow up on the study visit in February 2014. The brochure provides useful advice for European SMEs who want to explore the field in Brazil, such as social and economical backgrounds and useful tips for creative entrepreneurs specifically. Please find the full download on our website!

[Read more](#)

## Essay

### The potential of public space to generate creative cluster success



This essay investigates the relationship between public space and creative cluster success. It focuses on the successful Old Street media and technology cluster in London where it is proposed that to support the cluster, the local authorities will build Tech City. Also, the authors propose a new idea of constructing a creative common, a non-capitalist enclave which allows for self-expression and play.

[Read more](#)

(c) 2012 The European Creative Industries Alliance (ECIA) is an integrated policy initiative that combines policy learning with 8 concrete actions on innovation vouchers, better access to finance and cluster excellence & cooperation. It is an open platform that brings together policy-makers and business support practitioners from 28 partner organisations and 12 countries. Its overall aim is to shape a community in Europe that actively supports creative industries as a driver for competitiveness, job creation and structural change by developing and testing better policies and tools for creative industries. The Amsterdam Innovation Motor is responsible of the ECIA Policy Learning Platform (ECIAP) and the communication related to ECIA.

#### **Colofon**

The ECIA bi-monthly newsletter informs you about current events and projects in the creative industry in Europe and provides information such as Vouchers, Access to Finance, Clusters and the ECIAP. Tips for the newsletter? Mail [webmaster@eciaplatform.eu](mailto:webmaster@eciaplatform.eu).



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