

## **2016 Berlin Research Symposium on Culture and Creative Industries**

**Berlin, September 23rd 2016**

**at The Federal Ministry for Economic Affairs and Energy (Invalidenstrasse 48, 10115 Berlin)**

**8:00 AM – 6:00 PM**

The 2016 Berlin Research Symposium facilitates transnational exchange by connecting experts and professionals from scientific research, politics, economic affairs, media and the creative industries.

The symposium is hosted by the Federal Government's Centre of Excellence for the Cultural and Creative Industries as part of the Initiative for Cultural and Creative Industries.

The research symposium focuses on invigorating and expanding international relations in the Culture and Creative Industries by discussing the following two areas:

- What recent concepts exist in the international Culture and Creative Industries that are relevant for the German discourse?
- What role does autonomous innovation play in the Culture and Creative Industries, considering the industries' core is creative and not technology-based?

### **Topic I: International View on Culture and Creative Industries**

The conference will address itself to the following issues:

- How is the concept of Culture and Creative Industries understood and interpreted in international contexts?
- What status do the Culture and Creative Industries have around the globe?
- What economic, cultural and political strategies can be observed?
- How do German and international practices and approaches differ?

## **Culture and Creative Industries in the United States**

For years non-governmental organizations have shaped the discourse around the economic significance of the cultural sector. In 2014 the first official governmental report concerning „U.S. Arts and Cultural Production“ was published. The report, a collaboration between the Bureau of Economic Analysis (BEA) and the Department of Commerce and the National Endowment for the Arts (NEA), will be presented by NEA and BEA experts.

## **Global Significance of the Culture and Creative Industries**

Viewing the topic and the reports' reception from a global perspective is of high importance since the reports can be used as points of reference for numerous countries. Thus, the global perspective can also enrich the discussion in Germany.

The conference concentrates on the most important organizations and studies that address the topic:

- CISAC (Confédération Internationale des Sociétés d'Auteurs et Compositeurs)  
CISAC has recently published the most relevant report on the global Culture and Creative Industries.
- UIS (UNESCO Institute for Statistics)  
UIS has published the newest study on cultural commerce
- UNCTAD (United Nations Conference on Trade and Development)  
UNCTAD's global Creative Industries report is in preparation
- WIPO (World Intellectual Property Organization)  
WIPO has researched the Global Innovation Index 2016

## **Topic II: Innovation in the Culture and Creative Industries**

The idea of innovation cannot be limited to just technological innovation. To understand the complex economic innovation processes within an economy, artistic and creative innovation needs to be considered next to technological innovation. At the moment recognizing and measuring culture or art-based innovation is difficult. To assess the complexity of economic processes, both creative and technological innovation-making need to be taken into account.

The conference will reflect on the following questions:

- How is creative innovation made measurable in international contexts?
- What approaches can we find in contemporary German discourse?
- What is the EFI's (Expertenkommission Forschung und Innovation) position?

## Schedule

**8:00 – 9:00 AM Admission (Please bring your ID!)**

### Reception

**9:10 AM Opening** Michael Söndermann / Gesa Birnkraut

**9:15 AM Greetings:** Brigitte Zypries (Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Energy)

**9:30 AM Greetings:** Günter Winands (Head of Office at the Federal Commissioner for Culture and Media)

**9:40 AM Introduction:** State of the international research on Culture and Creative Industries, Michael Söndermann (Federal Government's Centre of Excellence for the Cultural and Creative Industries)

## Topic I: Culture and Creative Industries in International Contexts

### 9:50 AM Speech I:

#### U.S. Government's Report on Arts and Cultural Production

Bonnie Nichols (National Endowment for the Arts (NEA))

Elizabeth Cologer (Bureau of Economic Analysis (BEA), U.S. Department of Commerce)

#### 10:30 AM Panel Discussion:

Central findings of the report in economic and political context. What are possible inferences for Germany?

**Panel guests:** Susanne Binas-Preisendörfer (University Oldenburg), Reinhard Strömer (University Bremen), Malte Behrmann (bbw university Berlin)

#### 10:50 AM Questions and Comments from the Audience

#### 11:00 AM Short Break

### 11:20 AM Speech II:

#### The Global Map of Cultural and Creative Industries / Economic Significance of the Global Culture and Creative Industries

Gadi Oron (Confédération Internationale des Sociétés d'Auteurs et Compositeurs (CISAC))

#### 11:50 AM Panel Discussion:

Central findings of the report in economic and political context. What are possible inferences for Germany?

**Panel guests:** Cornelia Dümcke (Culture Concepts), Andreas Johannes Wiesand (Cultural Compendium), Matthias Hornschuh (composer)

**12:10 PM Questions and Comments from the Audience**

**12:20 PM Lunch**

**Topic II: Innovation in the Culture and Creative Industries?**

**1:45 PM Speech III:**

**The Global Innovation Index 2016 – Sub-Index Creative Outputs**

Guest speaker: Sacha Wunsch-Vincent (WIPO, Genf)

**2:15 PM Panel Discussion:**

Central findings of the report in economic and political context. What are possible inferences for Germany?

**Panel guests:** Anselm Mattes (German Institute for Economic Research, ECON, Berlin), Olaf Arndt (Prognos, Bremen), Elmar Konrad (University Mainz)

**2:35 PM Questions and Comments from the Audience**

**2:45 PM Short Break**

**3:05 PM Speech IV:**

**The EFI 2015 Report / Innovation through Culture and Creative Industries**

Guest speakers: Christian Handke (Erasmus University Rotterdam)

**3:35 PM Panel Discussion:**

Central findings of the report in economic and political context. What are possible inferences for Germany?

**Panel guests:** Simone Kimpeler (ISI Fraunhofer, Karlsruhe), Michael Hutter (Berlin Social Science Center), Florian Berger (Technopolis Group, Frankfurt Main)

**3:55 PM Questions and Comments from the Audience**

**4:00 PM Summary and Prospect**

Highlights from the conference's panels and speeches, follow-up conference 2017 (Michael Söndermann)

**4:15 – 6 PM Networking Opportunities with Drinks and Snacks**

## **Political Representatives**

ZYPRIES, Brigitte (Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Energy)

WINANDS, Günter, Dr. (Head of Office at the Federal Commissioner for Culture and Media)

## **Guest Speakers**

COLOGER, Elisabeth (BEA, Bureau of Economic Analysis, U.S. Department of Commerce, Washington D.C.)

HANDKE, Christian, Ass. Prof. Dr. (Erasmus University Rotterdam)

NICHOLS, Bonnie (NEA, National Endowment for the Arts Office of Research & Analysis, Washington D.C.)

ORON, Gadi, Director General (CISAC, Confédération Internationale des Sociétés d'Auteurs et Compositeurs, Paris)

SÖNDERMANN, Michael (Federal Government's Centre of Excellence for the Cultural and Creative Industries)

WUNSCH-VINCENT, Sacha, Dr., Senior Economist (WIPO, World Intellectual Property Organization, Geneva and Co-Editor of the Global Innovation Index)

## **Panel Guests**

ARNDT, Olaf, Dr. (Prognos, Bremen)

BEHRMANN, Malte, Prof. Dr. (bbw University Berlin)

BERGER, Florian, Dr. (Technopolis Group, Frankfurt Main)

BINAS-PREISENDÖRFER, Susanne, Prof. Dr. (University Oldenburg)

DÜMCKE, Cornelia, Dr. (Culture Concepts, Berlin)

HORNSCHUH, Matthias (Composer)

HUTTER, Michael, Prof. Dr. (Prof. emeritus Berlin Social Science Center)

KIMPELER, Simone, Dr. (ISI Fraunhofer, Karlsruhe)

KONRAD, Elmar, Prof. Dr. (University Mainz)

MATTES, Anselm, Dr. (German Institute for Economic Research/ECON)

STRÖMER, Reinhard, Prof. (University Bremen)

WIESAND, Andreas Johannes, Prof. Dr. (Compendium of Cultural Policy and Trends in Europe, Straßburg/Bonn)

## **Host**

BIRNKRAUT, Gesa, Prof. Dr. (University Osnabrück)



## About the Presentations

### Speech I

U.S. Bureau of Economic Analysis (2016). Arts and Culture Grow at Faster Pace as BEA Takes its First Inflation-Adjusted Look. <http://www.bea.gov/newsreleases/general/acpsa/acpsa0216.pdf>

National Endowment for the Arts (2013). NEA Guide to the U.S. Arts and Cultural Production Satellite Account. [https://www.arts.gov/sites/default/files/nea\\_guide\\_white\\_paper.pdf](https://www.arts.gov/sites/default/files/nea_guide_white_paper.pdf)

National Endowment for the Arts (2016). Arts Data Profile #9. The U.S. Arts and Cultural Production Satellite Account: 1998-2013. <https://www.arts.gov/artistic-fields/research-analysis/arts-data-profiles/arts-data-profile-9/acpsa-issue-briefs>

### Speech II

CISAC (2015). Cultural Times. The First Global Map of Cultural and Creative Industries. <http://www.worldcreative.org/>

### Speech III

Cornell University, INSEAD and WIPO (2016). The Global Innovation Index 2016. [http://www.wipo.int/econ\\_stat/en/economics/gii/](http://www.wipo.int/econ_stat/en/economics/gii/)

### Speech IV

EFI/Commission of Experts for Research and Innovation (2015). Report on Research, Innovation and Technological Performance in Germany 2016, Berlin: EFI. [http://www.e-fi.de/fileadmin/Gutachten\\_2016/EFI\\_Report\\_2016.pdf](http://www.e-fi.de/fileadmin/Gutachten_2016/EFI_Report_2016.pdf)

Handke, C.; Girard, Y.; Mattes, A. (2015). Copyright and Innovation: Fit for Digitalization? Berlin: EFI. [https://www.diw.de/documents/publikationen/73/diw\\_01.c.502210.de/diw\\_econ\\_bull\\_2015-16-1.pdf](https://www.diw.de/documents/publikationen/73/diw_01.c.502210.de/diw_econ_bull_2015-16-1.pdf)

## Planned Documentation

Online documentation of all speeches will be published at:

[www.kultur-kreativ-wirtschaft.de](http://www.kultur-kreativ-wirtschaft.de)  
[www.kreativ-bund.de](http://www.kreativ-bund.de)  
[www.kulturwirtschaft.de/berlincci](http://www.kulturwirtschaft.de/berlincci)