

# WP3 – DEVELOPMENT OF TRIPLE-HELIX CREATIVE-TRADITIONAL BUSINESS PARTNERSHIP PLATFORM

## CTCC – CREATIVE TRADITIONAL COMPANIES COOPERATION

*within the frame of the South Baltic Programme 2014–2020 (ERDF part-financed), 3<sup>rd</sup> Call*

Work Package:	3 – Development of Triple-Helix Creative-Traditional Business Partnership Platform
WP Leader:	PP4 – Public institution Rietavas Tourism and Business Information Centre – RBIC
Task Leaders:	3.7 - PP3
Delivering partners:	all 10 direct project partners that include, upon request and necessity their own associated partners
Date:	2018-05-29
Target group:	Direct project partners (LP – PP10) submitted each individual mapping reports
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Document status		Document confidentiality	
	working document		WP and task leaders
	to be reviewed		internal use only (direct partners only), distribution RESTRICTED
	proposal		entire project partnership (direct + associated partners)
X	final	X	target groups (key target – 200 SMEs from the blue and green targeted sectors)
X	released	X	public in large, public distribution

## TABLE OF CONTENTS

<b>1. Introduction &amp; Summary</b> .....	<b>3</b>
<b>2. Spillover in CTCC</b> .....	<b>4</b>
2.1 Classification of spillover effects.....	4
2.2 Industrial spillovers as mostly relevant.....	5
<b>3. Working Process</b> .....	<b>6</b>
3.1. Research.....	6
3.2. Evaluation.....	6
3.3. Verbalisation.....	6
3.4. Visualisation.....	7
<b>4. Visualisation</b> .....	<b>9</b>

## I. Introduction & Summary

Activity 3.7 - Development of Creative-Traditional Evaluation and Measurement Methodology contributes to two deliverables of WP3. They are - Creative-Traditional Business Partnership Evaluation and Measurement Methodology, and State of the Region Study on Creative-Traditional Business Partnership Platform. These instruments need to be implemented to measure the effects of cross-border cooperation between Creative Industries and SMEs of traditional sector. These effects are the transfer of value added from the Creative Industries (CIs) to traditional sector SMEs; the short and long-term impact of CIs to traditional industry sector; innovation transfer to traditional sectors. The methodology helps to find, compare & evaluate data on value of spill-overs and crossovers for cross-innovation in creative-traditional partnership including financial, industrial, infrastructural, market, cultural, knowledge and competence, regulatory and policy and support framework conditions.

Creative-Traditional Business Partnership Evaluation and Measurement Methodology is developed for SBSR based on existing tools in clusters and screened projects. It includes guidelines, practical recommendations, and tools on how to find, compare, evaluate and measure data on spill-overs of CI on traditional 3 SME industry sectors and how crossovers take place. It is intended to be used by triple-helix stakeholders.

State of the Region Study on Creative-Traditional Business Partnership Platform is showing regional capacities, integrating all actors (academia & research; business; policy and intermediaries) into one cross-border creative-traditional business platform. It includes empirical evaluation of strengths, weaknesses, opportunities, treats & future recommendations. Delivered in digital and paper form to all affected stakeholders.

## 2. Spillover in CTCC

Spillover effects are recently researched in several studies. Mainly the focus lays on economic impact of creative industries on traditional industries and/or municipal developments and budgets. Listed is a choice of studies that makes no claim to be complete. In the following we give a brief abstract of the theory of spillovers and furthermore an explanation to the chosen definition in terms of CTCC.

Spillovers are indirect, non-intentional impacts on either participants or third parties, externalities. They are a by-product of interactions between different market actors. As found out by most of the above mentioned studies (and many more) spillovers of cross-sectoral collaboration including creative industries are mainly positive effects. Spillovers affect society, economy and institutions. Negative spillovers are well-known in contexts like (civil) wars or industrial fishing.

A definition given by Tom Fleming is:

„We therefore define cultural and creative spillovers as the process by which activity in the arts, culture and creative industries has a subsequent broader impact on places, society or the economy through the overflow of concepts, ideas, skills, knowledge and different types of capital.“

This is the basic concept for our work on cross-sectoral collaboration in CTCC.

### 2.1. Classification of Spillover Effects

According to Tom Fleming spillovers can be classified into three different categories.

„**Knowledge spillovers** describes the set of cultural and creative spillovers which relate to **new ideas, innovations and processes** developed within arts organisations and by artists and creative businesses, which then spill over into the wider economy and society.“

„**Industry spillovers** relate to **outcomes for the economic performance** – e.g. where activities in one sector influence performance in another across a value chain between or within sectors (such as on productivity, competitiveness or practice).“

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„**Network spillovers** relate to the **impacts and outcomes to the economy and society** that spill over from the presence of a high density of arts and/or creative industries in a specific location (such as a cluster or cultural quarter).“

This classification allows an even more concentrated focus on the different impacts of creative industries.

## 2.2. Industry Spillovers in CTCC

In CTCC we concentrate on industry spillovers. The main topic is to measure the value of spillovers and cross-sectoral collaboration considering financial, industrial, infrastructural, market, cultural, knowledge and competence, regulatory and policy and support framework conditions. The aim of the triple-helix-stakeholders is to support favourable framework conditions in the economic sector.

## 3. Working Process

This task developed out of the mapping tasks in work package 3. The objective is to give an overview of favourable existing tools to measure spillovers of cross-sectoral collaboration under involvement of creative industries

### 3.1. Research

The research was done considering global tools (Global Innovation Index, Global Competitiveness Index), European tools (EU regional competitiveness Scoreboard, European Cluster Observatory) and two projects that were chosen by the project leaders.

The tools were analysed with respect to usability for the triple-helix-stakeholders, to measurement of spillovers and transferability to SBSR as well as the expected outputs.

### 3.2. Evaluation

The analysed tools were evaluated by through five criteria. 1 – relevance for SMEs seeking cross-sectoral collaboration; 2 – relevance for research institutions in CTCC context; 3 – relevance for municipal and governmental institutions; 4 – grade of examination in consideration of spillovers; 5 – transferability to SBSR. The evaluation is based on a 5-point-scale – the higher the better.

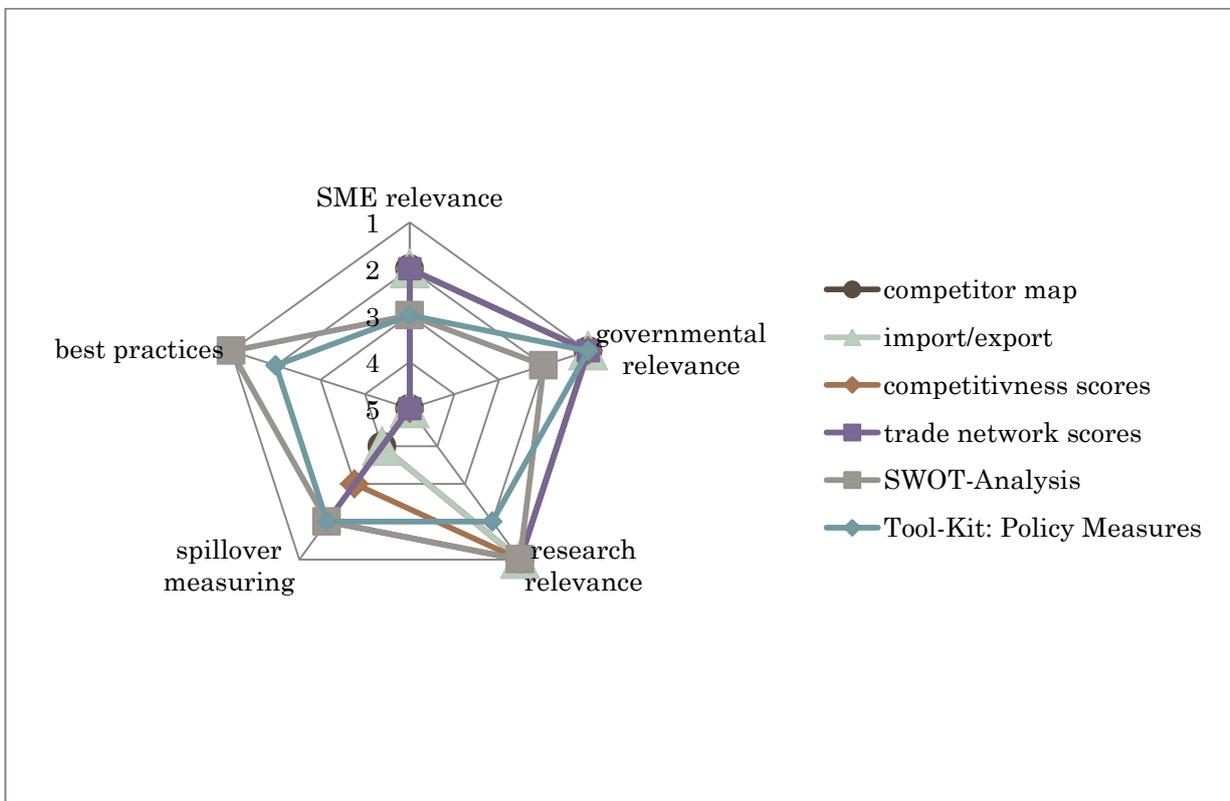
### 3.3. Verbalisation

The verbalisation offers a brief summary of each tool that gives the stakeholders a first impression and helps to decide whether further use of the tool is constructive or not. Included are short descriptions of mode of function, outputs and framework. References allow deepening the information, respectively to use the tools. The result of this part is an collection of fact sheets (see appendix).

### 3.4. Visualisation

To visualise the evaluated tools, different models were considered during the working progress. A spider web visualisation was finally rejected due to non-feasibility for a higher number of tools. The differentiation was no longer possible.

Furthermore an interactive bubble visualisation was discussed – a field of bubbles that are randomly put in order (but stay at the same place of the 'diagram'). By this an overview of all triple-helix-relevant tools is given. The bubbles should be linked to fact sheets (given through the verbalisation), where the tools are explained concerning content and use.



A selection menu enables the user to choose an interesting criterion (like relevance for SMEs seeking to start cross-sectoral collaboration). When done so, the bubbles change their size equivalently to their rank in this

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criterion (but stay in their place to not confuse the reader - maybe give possibility to sort by name, country, and relevance). And still the links to the fact sheets are working, of course.

Due to a high effort in computing this visualisation was placed back in the first instance.

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## 4. Visualisation

Finally the visualisation takes place in a table that is distinguished by colour. The indicators are sorted in categories concerning the content and results of a tool and the kind of source.

In future the table could be developed by using different shades of the colours to underpin the relevance for the indicators.

	Tools	region			target group			context		output				
		international	European	south baltic sea region	traditional and creative SMEs	research institutions	public institutions	spillovers	cross-sectoral collaboration	interactive online tool	paper report	handbook	best practices	
Big Data Tools	Global Innovation Index*	♦	♦	♦	♦	♦	♦			♦	♦			
	Global Competitiveness Index	♦	♦	♦	♦	♦	♦			♦	♦			
	<b>EU regional competitiveness scoreboard</b>													
	Revealed Competitors and regional competitiveness scoreboard		♦	♦	♦	♦	♦			♦				
	Regional exports/imports		♦	♦	♦	♦	♦			♦				
	Competitiveness Scores		♦	♦	♦	♦	♦			♦				
	Trade Network Scores		♦	♦	♦	♦	♦			♦				
	<b>European Cluster Observatory</b>													
	European Cluster Panorama		♦	♦	♦	♦	♦			♦	♦			
	European Cluster Trends		♦	♦	♦	♦	♦			♦				
	European Ecosystem		♦	♦	♦	♦	♦			♦				
	Cluster Services		♦	♦	♦	♦	♦			♦	♦	♦	♦	♦
Cluster Policy		♦	♦	♦	♦	♦			♦	♦	♦	♦	♦	
Cross-National Tools	<b>Creative City Challenge</b>													
	SWOT-Analysis		♦		♦	♦			♦	♦		♦	♦	♦
	Tool-Kit: Policy Measures		♦						♦	♦		♦	♦	♦
	<b>iCREATE - Creativity Development &amp; Innovation for SMEs</b>													
	Creativity and Innovation Audit Tool			♦	♦	♦	♦			♦	♦	♦		
	Creativity Development and Innovation Handbook for SMEs			♦	♦						♦	♦	♦	♦
	<b>CrossInnovation</b>													
	Cross Innovation Matrix		♦	♦	♦					♦	♦		♦	♦
	Cross Innovation Toolkit		♦	♦						♦	♦		♦	♦
	<b>NESTA</b>													
	Creative Enterprise Toolkit		♦		♦					♦	♦		♦	♦
	Landscape of Innovation Approaches		♦		♦	♦	♦			♦	♦		♦	♦
Regional Project Tools	<b>Kreativsaigon e.V.</b>													
	Innovation Workshop			♦	♦				♦	♦				♦
	<b>Business Culture Partnership</b>													
	Crowd funding platform			♦	♦					♦	♦			♦
	KTU M-Lab			♦	♦	♦	♦			♦	♦			♦
	<b>Klaipėdos Kultūros Fabrikas</b>													
	Klaipėda ID			♦	♦	♦								♦
	Association for creative and cultural industries in Lithuania			♦	♦					♦				♦
	<b>Centre of Creative Industries</b>													
	Incubator of Art			♦	♦	♦	♦							♦
	International conference	♦	♦	♦	♦	♦	♦			♦	♦			♦
	This table is not exhaustive. If you miss any important tool, please contact the project leader.													
* Verlinkung zu jeweiligem Factsheet hinzufügen														