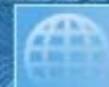




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CREATIVE ECONOMY

with creative industries,
creative workforce
and creative communities



Dr. György Csepeli

Director of Public Policy

4 December, 2006



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“Human creativity is the ultimate economic resource.”

Richard Florida,
The Rise of the Creative Class



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"A thoughtful and provocative book." — *New York Times Magazine*
"A vivid picture of what it takes to make a great 21st-century city." — *Denver Post*
"Interesting, and smart." — *The Boston Globe*

NATIONAL BESTSELLER

THE RISE OF THE CREATIVE CLASS

...and how it's transforming work,
leisure, community, and
everyday life

RICHARD FLORIDA



Rise of The Creative Class

- Core Theory of the New Economic Geography: Technology, Talent, Tolerance
- To attract Creative People, generate innovation, stimulate growth- must have all 3
- Creativity and Diversity work together to attract talent, generate high-tech industries and spur regional growth
- Analysis of regions based on creativity and diversity predict regional growth

www.creativeclass.org



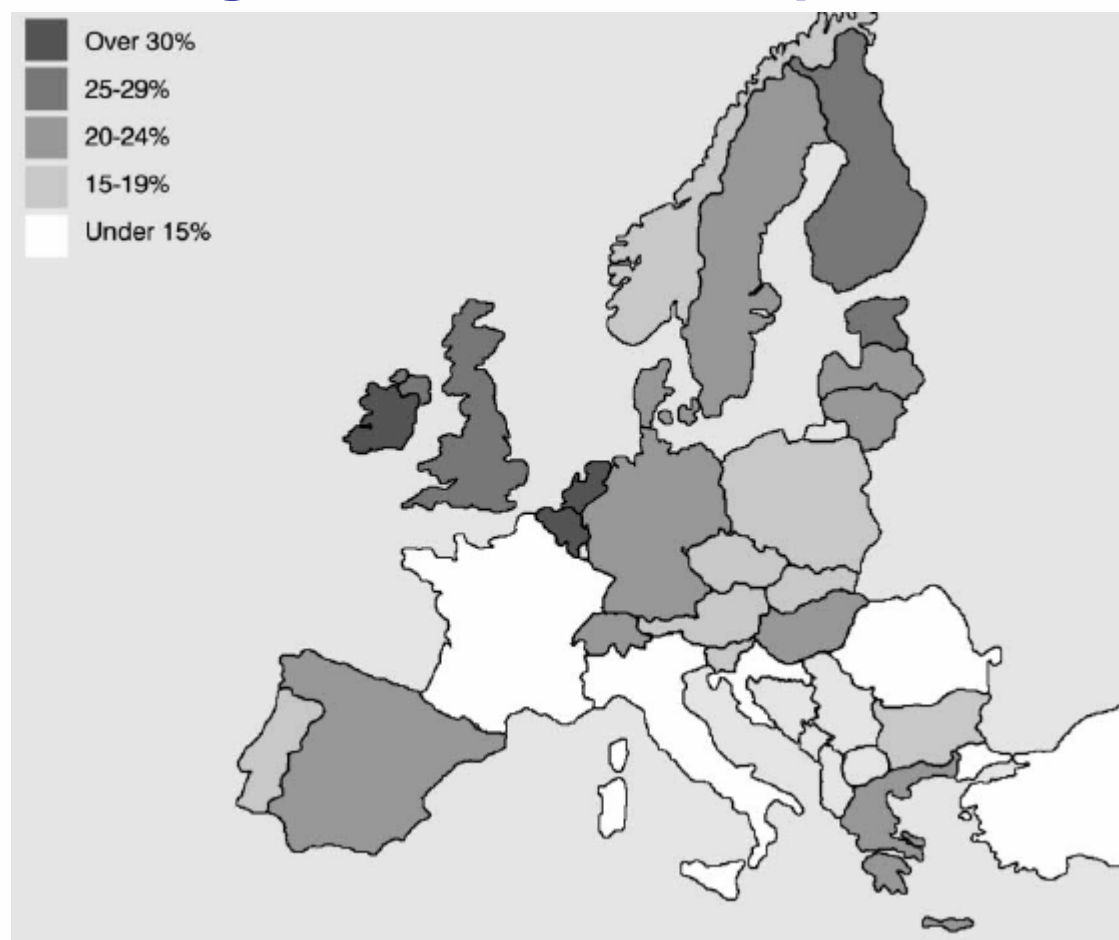
Creativity Index:

The 3 T's

- Technology (HT Index/firms & \$\$\$, Innovation Index/patent growth)
- Talent (% with bachelors degrees+)
- Tolerance (Melting Pot Index/foreigners, Bohemian Index/artists et al., Gay Index/rel. #s)



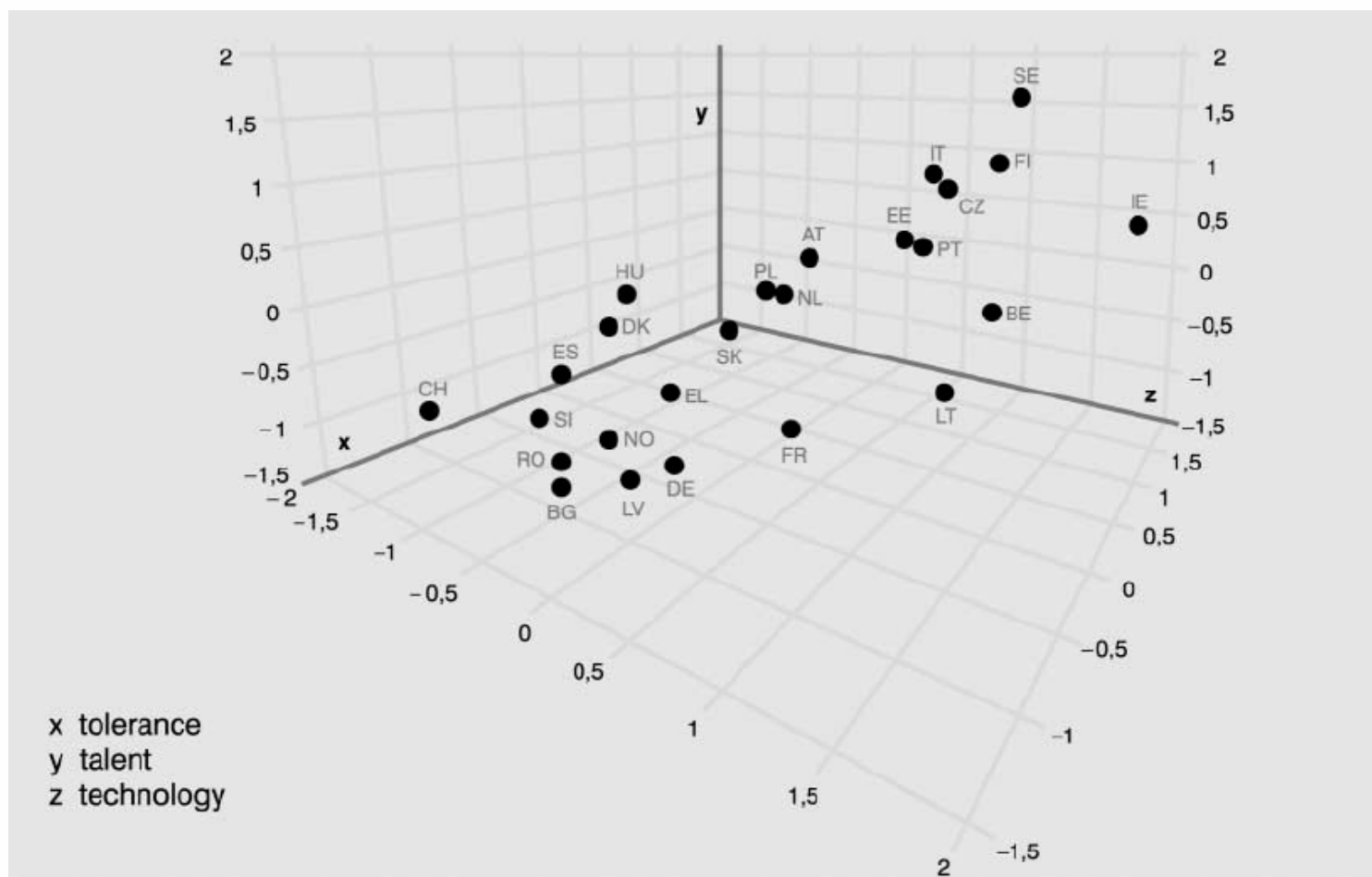
The percentage of creative occupations in Europe



Source: B. Ságvári – T. Dessewffy: On Creative Economy - Europe and Hungary in the Creative Age



The spatial position of each country along the dimensions of the indexes of talent, technology and tolerance





Power of Creativity

- We all have creativity, but may not recognize it (or know how to harness that!)
- Creativity is multidimensional and enriched by diverse perspectives and experiences
- Creativity can be challenging because it disrupts existing norms
- Creativity involves the ability to synthesize new and useful combinations of ideas



Regions Become “Creative Communities” for Many Reasons

- Highly educated professionals (talent)
- Social support and infrastructure
- Tolerance for alternative lifestyles
- Universities and research organizations
- Music, dance, and other creative outlets
- Significant ethnic and cultural diversity
- Abundant recreational opportunities



Ways to Improve Functioning as a Truly Creative Community

- Encourage creative expression for all people
- Facilitate communication and collaboration among organizations
- Engage universities and stakeholders as creative consultants
- Conduct research on creativity and then provide training and advice
- Enhance regional tolerance for lifestyle and political diversity



The road to creative economy:

- Accumulation of knowledge
- Transfer of knowledge to enterprises
- Cooperation between academia and business
- Orientation toward new fields and directions
- Global targeting
- Importance of the human factor
- Elites



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Thank you for your attention!

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slides:

http://www.csepeli.hu/prezentaciok/csepeli_finnagora_2006.pdf