

CREADIS3
Interreg Europe



CREADIS 3: MAPPING 1 - COMPETENCES MAPPING 2 - REGIONAL CREATIVE ECOSYSTEM. CENTRAL FINLAND



Mapping 1 & 2

**Regional Council
of Central Finland**

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Background

The CREADIS3 priority and collaboration framework for Regional Council of Central Finland as per application form is “Improve cross fertilisation across culture and technology sectors to trigger spillover effects”. This means that our general approach is to monitor CCIs from a wider regional development point of view, as cross sectoral cooperation - CCIs mixed with other economic sectors, not as an independent industry as such.

Mappings and data collection of regional CCIs were made already in CREA.RE project (Interreg IVC, 2010-2013, see attached document CREA.RE: Central Finland Activity Plan). From our CREADIS3 approach point of view, this kind of data has not much relevance, therefore we have not put much emphasis on mapping 1 and 2, only made some slight updates where relevant.

CREA.RE Activity Plan headlines, which cover the CREADIS3 mapping elements:

1. REGIONAL DEFINITIONS AND MEASURES OF CREATIVE SECTOR

- 1.1. Definitions
- 1.2. Programmes & Measures with potential relevance for the Creative Sector
 - 1.2.1. Programmes
 - 1.2.2. Policies
 - 1.2.3. Relevant studies
 - 1.2.4. Structural Funds interventions between 2007 and 2013
 - 1.2.5. Project examples with relevance or of interest in the framework of CREA.RE

2. NEW STATISTICAL DATA COLLECTION

3. STAKEHOLDER PROCESS

- 3.1. Integration of local stakeholders
- 3.2. Exchange with local stakeholders

Principles for the selection of CREADIS3 stakeholder groups

In Regional Council of Central Finland internal discussions we have elaborated and defined the very objectives and fields of intervention of CREADIS3, based on current status of the execution of the regional strategy (regional RIS3). The main pillars of the regional strategy are bioeconomy, digital economy and knowledge based economy, complemented with well-being industry and tourism.

The best development so far has been in the field of bioeconomy which is why we will also in CREADIS3 concentrate on topics related with bioeconomy. One reason for the favourable development on bioeconomy sector is the investment of EUR1,2 billion made by pulp factory Metsä Fibre in Äänekoski. This has accelerated diverse activities and development efforts around bioeconomy on many sectors and levels.

The bioeconomy perspective in Central Finland also needs differentiation - at the moment bioeconomy seems to be top majority in nearly every regional and governmental strategy, not only in Finland but globally as well.

The CREADIS3 perspective to bioeconomy will, however, be wide and include following development sectors as a starting point – this will be reflected in the core stakeholder group composition:

- **Crafts and design:** e.g. sustainable use of pulp mill residue
- **Tourism:** industrial heritage tourism (combined with cultural assets and other attractions)
- **Food sector:** local food (branding, culinary tourism, events; Valio, market leader in key dairy product groups in Finland, has a factory in Äänekoski, sole producer of Finnish blue cheese)

The selection of these sectors is also based on the view that in CREADIS3 partner consortium there are partners from which we can learn how these aspects should and can be effectively taken into account in regional strategies and development plans.

As the project time-frame is three years, some changes might be necessary during project life time.

Therefore our project approach will be experimental and evolutive and if appropriate, above mentioned sectors can be complemented with new ones. Should this happen, also the composition of the core stakeholder group will be modified accordingly.

Attachments:

- **CREA.RE:** Central Finland Activity Plan.
- **CREADIS3 mapping 1:** Central Finland Table of Competencies.
- **CREADIS3 mapping 2:** Central Finland Table of Creative Ecosystem.

Table of competencies

| SECTORS | STATE | | | REGIONAL | | | MUNICIPAL | | | |
|---|---|---|---|----------|--|-----|---|--|---|--|
| | CUL | IND | IND | CUL | IND | IND | CUL | IND | IND | |
| | | | | | | | | | | |
| Architecture, Interior Design | | Finnish Association of Architects/ Central Finland | | | | | Alvar Aalto Museum | | | |
| Audiovisual (film, video, TV, radio, stage design, costume design) | | | Finnish Cultural Foundation/Central Finland Regional Fund, The Film Centre of Central Finland | | | | Cultural services of the City of Jyväskylä | Cultural services of the City of Jämsä | Cultural services of the City of Viitasaari | |
| Performing Arts (music, dance, theatre, circus, events) | Arts Promotion Centre Finland/ Central Finland | | Finnish Cultural Foundation/Central Finland Regional Fund, The Central Finland Amateur Theatre Association, The Central Finland Dance Centre, Culture Association Värisys, The Finnish Amateur Musicians' Association/Central Finland | | | | Jyväskylä City Theatre, Jyväskylä Symphony, Cultural services of the City of Jyväskylä, Jyväskylä Dance Institute | Cultural services of the City of Jämsä | Cultural services of the City of Viitasaari | |
| Literature, Publishing | | University of Jyväskylä | Finnish Cultural Foundation/Central Finland Regional Fund, The Central Finland Authors Association | | | | Jyväskylä City Library, Cultural services of the City of Jyväskylä | Jämsä City Library | Viitasaari City Library | |
| Crafts and Design (production) | | | Finnish Cultural Foundation/Central Finland Regional Fund | | The Jyväskylä Educational Consortium, Craft Association of Finland/ Central Finland | | | | | |
| Intermediaries and Exhibitors in Crafts, Design and Visual Culture (museums, galleries, framing, antique shops) | Craft Museum of Finland | | Saarijärvi and Keuruu Art and Local Cultural History Museums | | | | Jyväskylä Art Museum | | | |
| Education and Consultancy in Creative Industries (adult education, consultancies) | | | JAMK University of Applied Sciences, The Jyväskylä Educational Consortium | | JAMK University of Applied Sciences, The Jyväskylä Educational Consortium, Leader Groups | | JAMK University of Applied Sciences, The Jyväskylä Educational Consortium | | JAMK University of Applied Sciences, The Jyväskylä Educational Consortium | |
| Marketing (communication services, advertising) | | University of Jyväskylä | | | | | | | | |
| Cultural Events, Experience Tourism | | | Finnish Cultural Foundation/Central Finland Regional Fund | | HUMAK University of Applied Sciences | | Cultural services of the City of Jyväskylä | Cultural services of the City of Jämsä | Cultural services of the City of Viitasaari | |
| Applied use of Arts | | | | | | | Cultural services of the City of Jyväskylä | Cultural services of the City of Jämsä | Cultural services of the City of Viitasaari | |
| New Media (animation, 3D, games, web) | | | JAMK University of Applied Sciences | | | | | | | |
| Visual Culture (fine arts, graphic design, photography, environmental art) | | | Finnish Cultural Foundation/Central Finland Regional Fund, The Centre for Creative Photography | | | | Cultural services of the City of Jyväskylä | Cultural services of the City of Jämsä | Cultural services of the City of Viitasaari | |
| Cultural Heritage | Pelätjavesi Old Church and Struve Geodetic Arc (UNESCO World Heritage Sites), Finnish Airforce Museum | | Museum of Central Finland, Saarijärvi Art and Cultural History Museum, Keuruu Art and Cultural History Museum | | | | Jyväskylä University Museums, The Cultural History and National History Sections | Local Cultural History Museums | Local Cultural History Museums | |

Table of regional creative ecosystem

| ACTIONS SECTORS | REGIONAL | | | | MUNICIPAL | | | | | |
|-------------------------------|--|--|--|---|--|---|--|--|--|--|
| | STATE | Jyväskylä | Jämsä | Vitasaari | Jyväskylä | Jämsä | Vitasaari | Jyväskylä | Jämsä | Vitasaari |
| Competence development | | CUL | IND | CUL | IND | CUL | IND | CUL | IND | CUL |
| Creation | Arts Promotion Centre Finland/Central Finland | University of Jyväskylä, JAMK University of Applied Sciences, HUMAK University of Applied Sciences | University of Jyväskylä, JAMK University of Applied Sciences, HUMAK University of Applied Sciences, The Jyväskylä Educational Consortium | Craft Association of Finland, Jyväskylä Dance Institute | City of Jyväskylä Business Development and Employment | Craft Association of Finland, Jyväskylä Dance Institute | City of Jyväskylä Business Development and Employment | Jämsä Oy, Jämsä area Development Company | Wifas oy, Vitasaari area Development Company | Wifas oy, Vitasaari area Development Company |
| Entrepreneurship | | CUL | IND | CUL | IND | CUL | IND | CUL | IND | CUL |
| Innovation | Centre for Economic Development, Transport and the Environment | University of Jyväskylä, JAMK University of Applied Sciences, The Jyväskylä Educational Consortium, Craft Association of Finland | The Central Finlands Entrepreneurs Organisation, Central Finland Chamber of Commerce, Development Companies | Craft Association of Finland, Jyväskylä Dance Institute | City of Jyväskylä Business Development and Employment, Leader Groups | Craft Association of Finland, Jyväskylä Dance Institute | City of Jyväskylä Business Development and Employment, Leader Groups | Jämsä Oy, Jämsä area Development Company | Wifas oy, Vitasaari area Development Company | Wifas oy, Vitasaari area Development Company |
| Growth | Centre for Economic Development, Transport and the Environment, The Finnish Funding Agency for Innovation, Team Finland; Internationalisation Services for Companies | University of Jyväskylä, JAMK University of Applied Sciences, HUMAK University of Applied Sciences | Development Companies, JAMK University of Applied Sciences, HUMAK University of Applied Sciences | Cultural services of the City of Jyväskylä | City of Jyväskylä Business Development and Employment | Cultural services of the City of Jyväskylä | Cultural services of the City of Jyväskylä Business Development and Employment | Jämsä Oy, Jämsä area Development Company | Wifas oy, Vitasaari area Development Company | Wifas oy, Vitasaari area Development Company |
| Financing | Ministry of Education and Culture | Centre for Economic Development, Transport and the Environment, The Finnish Funding Agency for Innovation, Team Finland; Internationalisation Services for Companies | The Regional Council of Central Finland, Finnish Cultural Foundation/Central Finland Regional Fund | | | | | | | |