

## SUMMARY of the SRA

This is the Strategic Research Agenda (SRA) of the ICT Innovation Platform CREATE. IIP/CREATE is the cooperation of the leading Dutch stakeholders in the creative sector from industry, non-profit institutes, SMEs, universities, HBOs and academies, sector platforms and intermediaries. It is supported by ICTRegie. The SRA addresses the growth potential of the creative sector for the Dutch economy, our society and our education and research. It identifies the barriers for further productivity growth and describes measures and instruments to remedy this.

The creative sector that is driven by ICT and Media Economy growth relies on **ideas**, **skills** and **quality** to excel, on entrepreneurship, on the work force to make it happen and ultimately on society where all these aspects are rooted. We live in an era where the value system of society changes rapidly as a result of the rise of the **creating class**. The **creating class** forms a new economic sector where relative **autonomy**, **creativity**, a **networked context**, and (large-scale) production of **small-scale expressions** define its work ethos. At the core of the **creating class** addressed in this SRA is Information&Communication Technology and Media. This definition is similar to the one of CPB and covers 30

The potential of the creative sector is not employed Dutch design rightfully acquires great fame, yet this results in limited impact in economic or social terms. The principal barrier is one of scaling. We do not employ the economic and societal benefit that this sector has to offer because small scale creatives do not know how to upscale their creative production in NL and large scale industry and the public sector do not know how to adopt creative products or ways of working. The SRA identifies two further barriers for increasing productivity:

- Coordination problems that occur when engineers and creatives do not find one another, and when knowledge and information are fragmented. Multidisciplinary projects are a way to remedy this.
- Barriers to entry that exist and are mostly due to a lack of real communications.

What is needed are complete ecosystems with science, inspiration, and production insight are combined. The IIP/CREATE is the start of such ecosystem at a national scale and aims to stimulate the economic growth of the sector in the Netherlands by 2

The potential of the sector is illustrated by experts throughout the SRA with scenarios for 2015 on games, shopping, cultural heritage, public health, hospitality, culture and education, and eGovernment.

Creating ecosystems in the Netherlands Whereas the rise of the **creating class** occurs world-wide, we focus on the changes in the Netherlands. We have identified trends, strengths, weaknesses, opportunities and threats that are important to create the winning ecosystem in the Netherlands. We must take advantage of innovation models and ways of working suiting the Dutch. Our excellent infrastructure provides an opportunity to invest in content, but at the same time also creates more information for the content providers abroad. Economic benefit of Dutch creativeness is often exploited elsewhere. Therefore, we must invest in Dutch ICM technology and experience labs. Current government instruments need improvement as they do not suit creative research well.

Creative entrepreneurship has been successful as the new way of life for SMEs and ZZPs. However, innovation here is stalling. To complicate matters, classic intellectual property rights are fading away on a global scale, putting pressure on creative business models. The first to experiment with the new IPR wins.

The Netherlands have a good potential advantage. It is our vision to create world-class ecosystems of the creative sector, by creating coherence between knowledge centers, industry and the non-profit leaders in regional contexts. Example ecosystems are presented in Amsterdam, Utrecht, Eindhoven, Rotterdam, and the NIRICT.

**The Strategic Agenda** In workshops and interaction with the field, we have identified the most vital themes to develop. Themes with the highest potential of success and a sense of urgency have been coupled with tools for broad support in the field. The five themes are:

- searching & finding
- context exploration
- virtual and real worlds

- collaboration as a way of life and
- interactive and tangible environments.

To stimulate progress in these development themes, nine tools are discussed. These are instruments for interaction, location-based infrastructures, tools for data worlds and tools for building real & virtual worlds. Furthermore, the SRA proposes to extend the role of creative sector laboratories such as world experience labs and living labs. Equally important measures such as policies for property rights, entrepreneurship of the creatives, and research of the creatives are described. For each theme and each tool we argue why the

Netherlands is an excellent place to endorse its development. Per theme and tool also, we indicate immediate stakeholders in the Netherlands.

**Creating a winning ecosystem** The SRA proposes a mix of long-term research with short term demonstrations and high-profile applications, consequently to form new chains of knowledge for an enduring advantage. The two cornerstones for getting there are:

- Creating champions: by implementing a focus, by building new chains, and by investing in multi-disciplinarity
- Providing Instruments and Incentives: Financial, Organizational, Facilities, room for R&D, dedicated education and coordination.

We focus on the .hottest. spots supporting local initiatives, wherever they originate. We aim to introduce vouchers for the production of creative ideas, for creative pioneers, and vouchers for the production industry and coaching. For the restoration of chains, we aim to build large-scale programs and new reward systems. For community building, we suggest public awareness programs, registration of best practices, and the maintenance of open-source technological sources. We suggest a few programs on education. We suggest a PhD on the basis of a work of art and on the basis of a start-up company. And, we aim to develop a program for stipends to artists, and for public broadcasting to be a lead customer.

The SRA instruments and tools are geared to exploit the EU ambitions, which proposes 2009 as the Year of Creativity and Innovation.