

## Introduction

Within the Creative Cities Project five cities from 5 countries have been collaborating in order to develop regional cooperation in the imaginative sector branch. Gdansk, Genoa, Leipzig, Ljubljana and Pécs have developed an European power field along a North-South axis having a selection of economic as well as natural abilities and similarities of competitive advantage within the global rivalry.

Imaginative Market covers a variety of economic activities including tourist, various other branches of recreation markets, heritage upkeep, arts, the supposed symbolic economy (advertising, information media, layout etc.) as well as various other areas of understanding transfer. The development of imaginative industry boosts life top quality as well as the chance to retain labour is likewise higher in case of having young labor force coming from greater reduction.

**According to specialists a new type of social class showed up at the start of 21st century that has actually come to be the essential aspect of growth.**

This class is the group of creative people (as Richard Florida figured out) including not just typical creative industry work (like painter, advertising specialist) however various other standard reps of the creative sector like computer developers.

The Creative Course includes a great lots of understanding workers, symbolic analysts and also experts as well as technological employees yet stress their true function in the economic climate. The cities seldom consider their innovative citizens as participants of a Creative Course.

1. The number of participants of the "innovative class" (as specified by experts) will quickly go beyond the number of employees in conventional commercial branches.
2. The value of the innovative market is given not just by the number of tasks developed within a community or area or the number of percent share it takes from the neighborhood industry performance.
3. Where creative market is developed, the life top quality is also higher, the capacity of labor retention is likewise higher in case of young labor force with higher education.

The principle of creative market likewise includes establishing such an innovative milieu at an offered settlement that is a basic problem of technology in a knowledge based industry, a kind of assurance in drawing in funding into the area or settlement. Based upon a Eurostat (2005) declaration the following numbers might support the importance and power of the innovative industry in the EU:

### 5,8 million work in innovative sectors within the EU

3.1 percent of overall EU population (EU-25), all workers of Greece as well as Ireland. - Employment price boosts in imaginative sector (+1.85%) while reductions in total in the EU in between 2002-2004; the growth rate is 12.3% greater than the employment rate of the economic climate between 1999-2003. - 2.6% of overall EU GDP is provided by the creative sector.

This price is more than the rate of chemistry as well as chemical sectors (2.3%). - Creative market is larger than the ICT industry. - Turn over of creative sector in 2003 was 654 billion EUR, while turn over of the ICT branch (2003) was 541 billion EUR (EU-15). Beside the above mentioned, innovative branches might have considerable influence on various other areas as well.

**They do not have straight impact on the economic situation however indirect influence could affect them. (UNIDO, 2006).**1. **Pertaining to life quality:** It supplies higher earnings than the regional average for that reason enhances the accessibility of education and learning, sustains specific advancement.- It provides leisure possibility to neighborhood populace.2. Regarding social acceptance and social range.- Those not having the ability to obtain a work somewhere else might discover a brand-new work in your area.1 Eurostat data.

Area can be strengthened by developing and running brand-new neighborhood (civil) companies.- Minorities will certainly evaluate and utilize their social heritage that will lead to financial and also social benefits.3. Concerning the setting:- Innovative markets are established in great atmospheres sustaining social obligation.

### **A question just how to support the advancement of creative industries?**

Has actually long been about. No direct answer has ever been provided, that is why we still ask ourselves the exact same concern and the answers we were able to provide has constantly been partial and also very indirect.

It could be claimed, that the answer for the mentioned question is a collection of lots of diverse answers which all handle the stimulation of creative sectors, but have different beginnings, different viewpoints as well as various assumptions - up to some factor of course. Another answer can be Joint Action Plan (JAP), one of the Creative.6.

Cities project core results, mainly improved the SWOT results, and also is the result of various conversations with Cluster Job Groups of all regions and addresses the results of the SWOT. The strategy describes:

1. just how public laws must be enhanced,
2. exactly how the cooperation with organizations of other private sectors can be strengthened as well as participation potentials manipulated,
3. what actions ought to be taken to boost human skills and how to support the entrepreneurs as well as start-ups optimally/in an optimal method.
4. which joint marketing and circulation tasks need to be known, and also.
5. how transnational participation potentials can be much better exploited.

The Joint Action Plan is supported by Cluster Job Teams as well as the task's ISC for that it can unfold a binding character for all more job activities which are going to be carried out by project partners along with Cluster Work Teams.

*In addition, the Joint Action Plan is also addressed to stakeholders in various other cities that are urged to embrace it as well in order to promote their imaginative industry clusters. To that aim, the strategy is interacted to the participant cities of EURO-CITIES as well as via other networks and communication electrical outlets.*

In the Creative Cities task, the first job for all included cities was a detailed assessment of their innovative market sectors ("SWOT evaluation"). This covered not only examination of commercial

performance in the different sub-branches frequently classified as imaginative markets, but additionally an evaluation of the national, local and also regional policy-context, as well as the duty played by the intermediary industry (see table).

Following this analysis, the feasible and also sufficient functions of the neighborhood public authority and its companions are either as advocate (offering logistic and also possibly financial support to currently existing structures), leading force (lead actor) or enabler (producing beneficial framework problems but not associating with a procedure) must be figured out.