

# **Developing Creative Industries in Estonia**

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Bratislava 2011



based on Enterprise Estonia value chain approach

# Creative industries in coalition agreement 1

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- INFRASTRUCTURE

- Developing knowledge-based creative economy
- Increasing the role of culture in developing entrepreneurship including the use of design in product development
- Making the EU structural funds for entrepreneurship more suitable for the CI
- Updating the intellectual property framework

- SUPPORTING EXPORT

- Goal is to turn Estonia into recognized creative industries and design country

- E-STONIA

- Integrating the IT competence with creative industries for using the full potential of the sector

# Creative industries in coalition agreement 2

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- CULTURAL POLICY

Increasing the funding from European Union structural funds for culture and creative industries.

- Creative industries and culture must have higher share of EU funding.

- Developing Estonian cultural exports and promoting Estonia in the world through culture.

- In addition to regular export support program for the entrepreneurs we will create cultural and creative industries export program to address the specific characteristics of the CI sector.

# Creative industries in coalition agreement 3

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- Supporting the creative industries development centers, including in music, design, architecture and film sectors, in order to enhance entrepreneurship in the sectors and build bridges between the sector and other sectors.
- Creative industries must become part of new Estonian economy, therefore we support the cooperation of artists and businesses of other sectors, new university curricula, creative factories and districts, training of cultural and creative managers
- Increasing of Ministry of Culture creative industries support program.
- Supporting the entrepreneurial studies in cultural universities.



# CREATIVE ENTREPRENEURSHIP - for a Competitive Economy

International Conference - Tallinn, Estonia | October 19<sup>th</sup>, 20<sup>th</sup> & 21<sup>st</sup> 2011

For further information, please visit  
[www.creativeestonia.eu](http://www.creativeestonia.eu)



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The conference is supported by the European Social Fund.

Thank you!



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