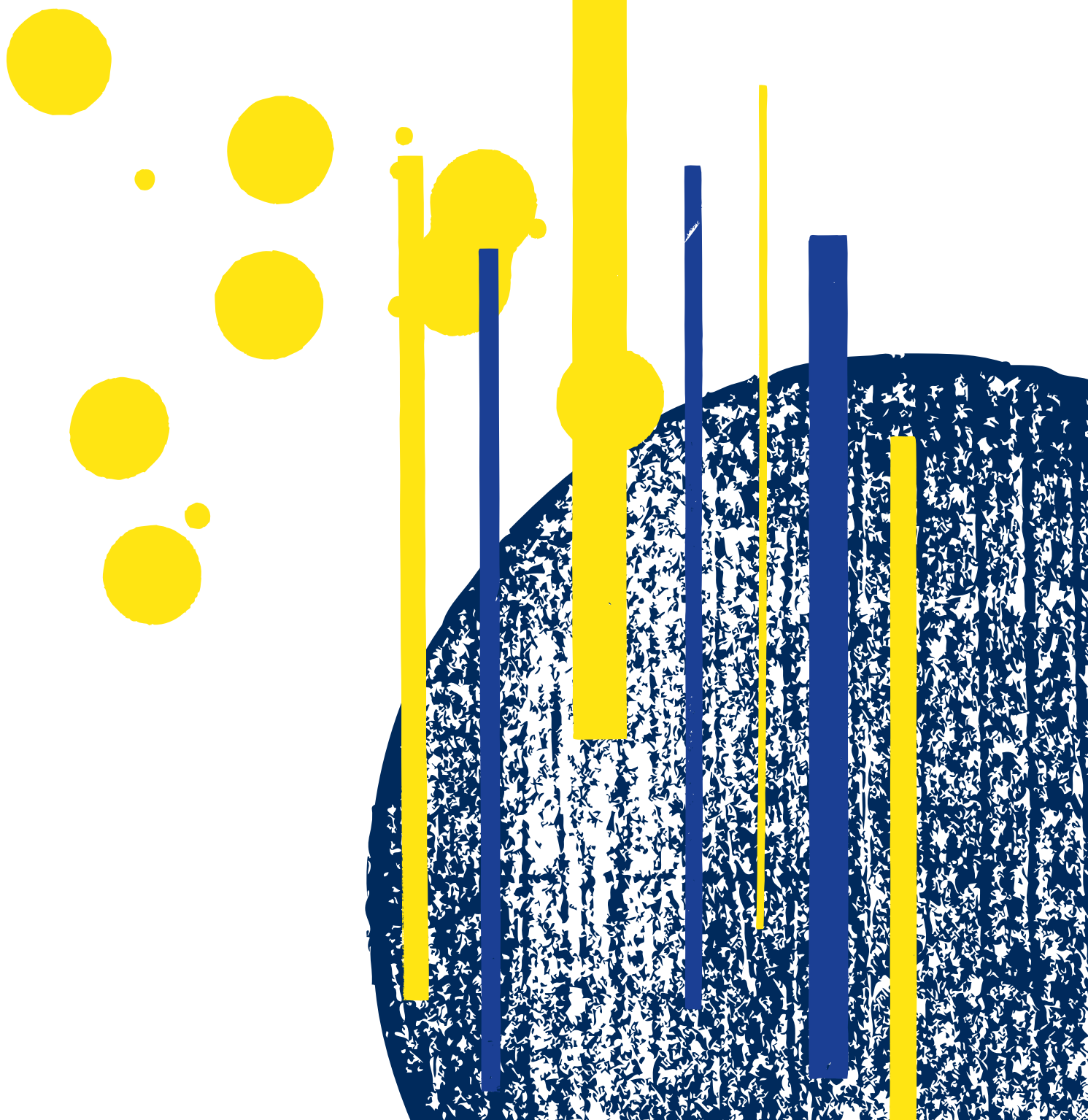


CONFERENCE

# CREATING FUTURES

**BUILDING IRELAND'S CULTURAL  
AND CREATIVE ECONOMY**

WEDNESDAY, 29TH OCTOBER, 2008



## CONTEXT OF CONFERENCE

There is a growing convergence between art, culture, creativity, business and technology which is bringing significant changes in the role of culture and creativity in the economy and society.

Culture and Creativity are becoming major sources of new industries and new jobs, key factors in enhancing the competitiveness of countries, cities, regions and businesses as well as being increasingly significant aspects of personal and social development.

Recent reports highlight the growing importance of creativity and culture in the economy. In 2005 Creative Industries composed 3.4% of world trade. World exports of creative products were valued at \$424 billion up from \$227 billion in 1996. In 2000-2005, world trade in creative goods and services increased at 8.7% per annum, much faster than the growth in overall economy.

In Europe in 2003 creative industries provided 2.6% of EU GDP and provided 5.6 million jobs, the equivalent of 3.1% of EU employment, higher than the employment provision in chemical and plastic industries (2.3%), or the food industries (1.9%). Creative industries in the EU grew 8.8% per annum between 1996 and 2005, growing 12% faster than the overall EU economy.

Creative industries are large providers of employment and key factors of competitiveness and local development in many cities.

The growing awareness of the importance of creativity and culture in Europe can be seen in the adoption in 2007 by the Commission of a communication on culture which will define the first European strategy on culture and integrate creativity in the Lisbon agenda and in the decision by the European Commission to designate 2009 as 'European Year of Creativity and Innovation'.

In 2006, the Commission through KEA European Affairs, undertook a major study which defined the economic and employment contribution of cultural and creative industries in Europe. Some countries and cities have established specific ministries and agencies to promote cultural and creative industries as sources of new businesses and jobs and generators of creativity throughout the economy and society.

The cultural and creative industries include: Architecture and Planning, Design, Fashion, Digital Activities, Computer Games, Cultural Heritage, Tourism, Advertising, Crafts, Performing Arts, Internet Content, Films, Publishing, Music, Software and Computer Services, TV, Radio and Internet Broadcasting, Video, Visual Arts, Conferences, Festivals.

## ACKNOWLEDGEMENTS

IADT acknowledges the generous support of Forfás and Dun Laoghaire Rathdown County Council, in conjunction with The Arts Council

# CULTURE

## FOCUS OF THE CONFERENCE

The Conference will:

- Highlight the growing importance of the role of arts, culture, creativity and innovation in international, national and local economies, in business and innovation, in personal and social development, in education and urban development
- Highlight the cultural and creative industries as major sources of new employment and the dynamics of economic and social development in the emerging creative economy
- Provide an opportunity to hear from leaders of successful cultural and creative ventures in Ireland
- Identify new initiatives needed to develop cultural and creative industries and businesses in Ireland
- Identify the nature of cultural and creative industries and jobs and quantify the extent of these industries and jobs internationally and in Ireland
- Identify and explore international initiatives to promote the development of creative and innovative competencies and capacities and the cultural and creative industries
- Outline initiatives which could help Ireland grow as an international hub of cultural and creative activities and industries
- Promote the importance of educational initiatives which enhance the promotion and development of cultural and creative awareness and skills
- Emphasise the growth and potential of culture and creativity in promoting urban and local development, social inclusion and diversity

## PRESENTERS

The conference will bring together a panel of presenters who are internationally and nationally distinguished in these fields. These include:

### INTERNATIONAL PANEL

#### **Ms. Áine O’Keeffe**

Head of Public and Parliamentary Affairs and Research Fellow at The Work Foundation UK

Research Fellow on the major study on cultural and creative industries in UK – ‘Staying ahead: the economic performance of the UK’s creative industries’, carried out by The Work Foundation in 2007 for the UK Department for Culture, Media and Sport

#### **Mr. Roger O’Keeffe**

European Commission, DG Education and Culture, and Coordinator of the ‘European Year of Creativity and Innovation, 2009’

#### **Mr. Sylvain Pasqua**

European Commission, DG Education and Culture

Responsible for the development of the new European Commission strategy for culture and for Commission initiatives on culture and creative industries, and Commission studies of ‘The economy of culture in Europe’ and ‘Arts, culture and creativity’

#### **Mr. Jan Runge**

KEA European Affairs, Manager

KEA is based in a Brussels-based consultancy specialising in cultural and creative industries and their role in national and local development. KEA undertook the European Commission’s groundbreaking study ‘The economy of culture in Europe’ which was the first European analysis of the nature and the extent of the cultural and creative industries in the EU

## NATIONAL PANEL

### **Dr. Finbarr Bradley**

Former Professor, DCU, NUI Maynooth and UCD and co-author of 'Capitalising on Culture, Competing on Difference'

### **Ms. Pauline Byrne**

Strategic Planning Manager, Treasury Holdings and National Conference Centre

### **Mr. Ronan Harris**

Director of Online Sales and Operations, Google Ireland

### **Mr. James Hickey**

Partner and Head of Entertainment Law Group, Matheson Ormsby Prentice

### **Mr. Owen Keegan**

County Manager, Dun Laoghaire Rathdown County Council

### **Mr. John McColgan / Ms. Joan Egan**

Abhann Productions Ltd. (Riverdance)

### **Mr. James Morris**

Chair of Irish Film Board and CEO of Windmill Lane

### **Ms. Ann O'Connell**

Partner, Finance & Performance Management, PricewaterhouseCoopers

### **Dr. Michael Ryan**

Director, Chester Beatty Library

## SESSION CHAIRS

### **Mr. Aidan Burke**

Operations Director, The Arts Council

### **Prof. Ellen Hazelkorn**

Director of Research and Enterprise and Dean of the Graduate Research School, DIT

### **Mr. Danny McCoy**

Director Social Policy, IBEC

### **Mr. Martin Shanahan**

Divisional Manager – Science, Technology and Human Capital, Forfás

## CONFERENCE DEVELOPMENT CONSULTANT

Mr Paddy Walley

# CREATIVITY

# INNOVATION

## CONFERENCE ORGANISATION

The Conference is being hosted and organised by Dun Laoghaire Institute of Art, Design and Technology (IADT) in association with Mr. Paddy Walley Consultants.

## CONFERENCE LOCATION

The Conference will be held in the Conference Centre, IADT, Dun Laoghaire

## CONFERENCE COST

The cost of attendance will be €350.00

## BOOKINGS

Bookings can be made, by email in the first instance, by contacting:

**Ms. Elaine Dominguez**

Conference Secretariat, IADT

**Email** elaine.dominguez@iadt.ie

**Phone** + 353 1 214 4619

**IADT: Dun Laoghaire Institute of Art, Design and Technology**

Kill Avenue, Dun Laoghaire, Co. Dublin.

Please provide the following details when making a booking :

**Name**

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**Organisation**

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**Address**

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**Phone Number**

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**Email**

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**Payment Method (please tick the preferred payment method)**

- ☐ Credit Card, please contact me – I will pay by credit card
- ☐ Cheque (payable to IADT) will be forwarded
- ☐ Please invoice my organisation

## PROGRAMME

### 8.00 Registration/Coffee

### 8.45 Opening

Mr. Eamon Ryan T.D., Minister for  
Communications, Energy and Natural Resources

#### Introduction

Mr. Jim Devine – President, IADT

#### Conference Introduction

Mr. Paddy Walley – Conference Development  
Consultant

### 9.15 European Policy on Culture and Creativity

Chair: Prof. Ellen Hazelkorn – Dublin Institute  
of Technology

#### Speakers

Mr. Jan Runge – KEA European Affairs, Brussels

Mr. Sylvain Pasqua – European Commission

Mr. Roger O’Keeffe – European Commission

### 10.45 Tea/Coffee

### 11.15 The Economic Value of Creativity and Culture

Chair: Mr. Danny McCoy – IBEC

#### Speakers

Ms. Áine O’Keeffe – The Work Foundation UK

Ms. Ann O’Connell – Pricewaterhouse Coopers

Mr. Owen Keegan – Dun Laoghaire Rathdown  
County Council

Dr. Finbarr Bradley

### 12.45 Lunch

*During the afternoon sessions leaders in the cultural, creative, media and entertainment sectors in Ireland are asked to reflect on their own experience and to highlight the enablers and barriers to success and on what steps can be taken and by whom if we are to significantly increase the contribution of the creative and cultural sectors to Ireland’s economic development.*

### 14.00

#### Ireland: A Creative Region

Chair: Mr. Martin Shanahan – Forfás

#### Speakers

Mr. James Morris – Windmill Lane

Mr. James Hickey – Matheson Ormsby Prentice

Mr. John McColgan – Abhann Productions Ltd.

### 15.15

#### Tea / Coffee

### 15.30

#### Ireland: A Creative Region

Chair: Mr. Aidan Burke – The Arts Council

#### Speakers

Ms. Pauline Byrne – Treasury Holdings

Dr. Michael Ryan – Chester Beatty Library

Mr. Ronan Harris – Google Ireland

### 16.45

#### Conclusions

Closure: Mr. Jim Devine – IADT

### 17.30

#### Close of Conference

Mr. Paddy Walley – Paddy Walley Consultants

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