

Cultural & Creative Industries

Project presentation

Cultural and creative industries contributes strongly to employment and growth, but the knowledge about the sector's effect is often low both in the society and among creators themselves.

With both society and creators as target group, KKN works in order to increase the knowledge about cultural and creative industries importance for society and business communities, and also to develop methods and support processes that increases the growth in the sector.

Project time

01 Aug 2009 – 31 Jul 2011

Partners

The Regional Development Councils in Dalarna, Värmland and Gävleborg, and also the county councils in Dalarna and Gävleborg. Regional Cooperation Council of Dalarna is the project owner.

Financing

KKN is financed by the regional federations, the county councils and EU: s regional fund.

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Artist: Anne Carlquist



A Swedish co-project in three regions, to enhance the cultural and creative industry.



Regional case: Dalarna

Boomtown

Boomtown is a regional project financed locally and regionally, and also by the European Union. The project operates in three main areas: Education, Networks and Commercial Industry. The goal of the project is to develop and expand in the province of Dalarna, to reach a position as a leading conducive creative centre for rock, pop and all kinds and shapes of popular music in Sweden and Europe. Boomtown is a central operator in the KKN Project's development of methods and structures for a "Cluster in Creative Industries". Boomtown, along with several successful operators in the region, constitutes a critical mass that works in order to develop the region into a centre for commercial music and related activities.

The KKN examines the conditions needed for operators to use the principles of clusters as a method in their work, and can be considered a cluster initiative in an early phase. The KKN tries to clarify if and how the cluster process is different with regard to landmarks and difficulties within Creative Industries, and also how the operators in this process can relate to these factors. The ambition is to transfer the knowledge the KKN has received to other thematic sectors within Creative Industries and/or other geographic areas.

Petra Mases in the Boomtown-band Francis, during a gig at CozMoz, Borlänge.



Photo: Andreas Tinnerholm

Regional case: Gävleborg

HAWC

The Regional Development Council in Gävleborg and Regional Cooperation Council of Dalarna, cooperate in developing the conditions for post-production industry within film. Håkan Karlsson, a well-known Swedish film editor, post-production manager and founder of HAWC International AB, resides in the small village Kilafors. There, in an old red schoolhouse, a revolutionary solution for the global post-production industry is being developed. The old schoolhouse is transformed into a modern film-editing studio. This is also the place where Håkan is developing the HAWC-system, a brand-new technology for remote collaborative film editing in real time.

HAWC-system is regionally developed together with Fiber Optic Valley (www.fiberopticvalley.com), a well known fibre cluster, and in close co-operation with the Swedish film industry. The concept has been used in films like the Millennium trilogy and the Wallander series. The new technology creates new business opportunities like education and development. Within the film industry the KKN seek to strengthen the post-production process in Gävleborg and focus on sharing information about these industries and their premisses in the region.



Photo: Torbjörn Bergkvist

Regional case: Värmland

Proposal for Co-creation of Added Value

The Service Research Centre at Karlstad University is conducting a study, partly financed by the County of Värmland, concerning how added value is created between collaborating operators. The starting point of the study is how value for the customer is co-created by multiple operators in a value-creating network, where creative operators are included, coming from strategy, business model and trademark perspectives. The study aims to find out how these underlying success factors influence the strength in the relationships between the co-creating operators. The aim of the study is to contribute to research within service marketing and business models, and to find instruments enabling the application of the research results to other operators within cultural and creative industries. This is well in agreement with the goals of the KKN.

Participating companies are Trysilfjellet, Skistar Ltd, the American fashion company Volcom Stone and a lot of small entrepreneurs within the culture and creative industries. In the process, we link operators in the county of Värmland with research, educational, business and cultural communities.

Volcom under holder lenge.

