

The cultural and creative industries from a different angle

We have a clear target group:

these are businesses, start-ups, freelancers and self-employed professionals in the cultural and creative industries. We offer them an industry-specific point of contact for their business-related needs.

Our team combines the ideal skills for the interface between creativity and entrepreneurship: Not only are our staff members deeply familiar with the various creative sectors, but they also possess comprehensive business expertise. These insights help them to address the needs of creative professionals in a particularly targeted manner.

Sparking new ideas through dialogue

Open discussions are a key factor in generating unusual and profitable business models. That's why the Centre of Excellence offers a dialog platform for its target groups. We'll help you build networks both within the cultural and creative sector itself as well as with traditional sectors of the economy.

Are you interested?
We'll be glad to advise you!



Here's how you can contact the Centre of Excellence and its regional contact partners:

Infoline: 030 - 3 46 46 53 00
(fixed-network prices depending on provider / differing prices for calls from mobile networks)
e-mail: kreativ@rkw.de
Up-to-date information on the opening hours of regional offices is available at:
www.kultur-kreativ-wirtschaft.de

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Information

The Federal Government's
Centre of Excellence for the
Cultural and Creative Industries

www.kultur-kreativ-wirtschaft.de

Dedicated support for a vibrant, diverse sector

We know what we want:

The cultural and creative industries live from the energy and productivity of small creative businesses and self-employed artists. That's why we place a special priority on working together with them to deliver a tangible boost to their business and income opportunities.

The Centre of Excellence is a key component of the Federal Government's Cultural and Creative Industries Initiative. The initiative was launched in 2007 with the dual objectives of enhancing the competitiveness of businesses and professionals in this sector and creating jobs that provide a secure living.

The cultural and creative industries encompass a kaleidoscope of market segments, including:

architecture, books, design, film, art, the performing arts, music, press, broadcasting, software and games, and advertising.

Active assistance nation-wide

We are working hard nation-wide to support the interests and needs of the entire sector:

Our team sees itself as a partner to the cultural and creative industries, and we want to strengthen the sector's visibility and influence. We also foster the transfer of skills and expertise and offer interested firms and professionals a platform for networking and dialogue. We use and supplement existing structures to reach out to cultural enterprises and creative professionals and to enhance their business and professional skills.

As the Federal Government's Centre of Excellence, we work nation-wide on interdisciplinary, cross-sectoral issues. As a result, we can pick up on and nurture new trends that sprout in local settings.

We speak about these issues with experts from government, business and public administration, and these diverse connections help us to generate forward-looking exchanges – for example, in the form of workshops and panel discussions.

In addition, we function as advisers to policy-makers, for example by evaluating federal funding programmes in terms of how successfully they meet the needs of creative professionals.

Targeted local advice and guidance

We have a clear goal:

We want to make it possible for creative professionals to obtain easy, local access to the best advice. To this end, our regional offices work closely with local advisory services and funding programmes.

Through these types of networks, we offer individualised services and consultations.

We focus on the following priorities:

- ▶ the exploration and clarification of initial entrepreneurial ideas
- ▶ the success-oriented fine-tuning of concrete business ideas
- ▶ facilitating contacts to appropriate local support programmes
- ▶ the identification of suitable available business promotion programmes and instruments
- ▶ networking and the exchange of experience

Enhance the professional skills of cultural enterprises and creative professionals

Utilise and supplement existing structures

Foster the transfer of skills and expertise

Promote networking and dialogue

Boost the sector's visibility and influence