



Federal Ministry  
for Economic Affairs  
and Energy

Federal Government Commissioner  
for Culture and the Media

# Cultural and Creative Industries in Germany



[bmwi.de](https://www.bmwi.de)


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## The cultural and creative industries represent diversity at its best

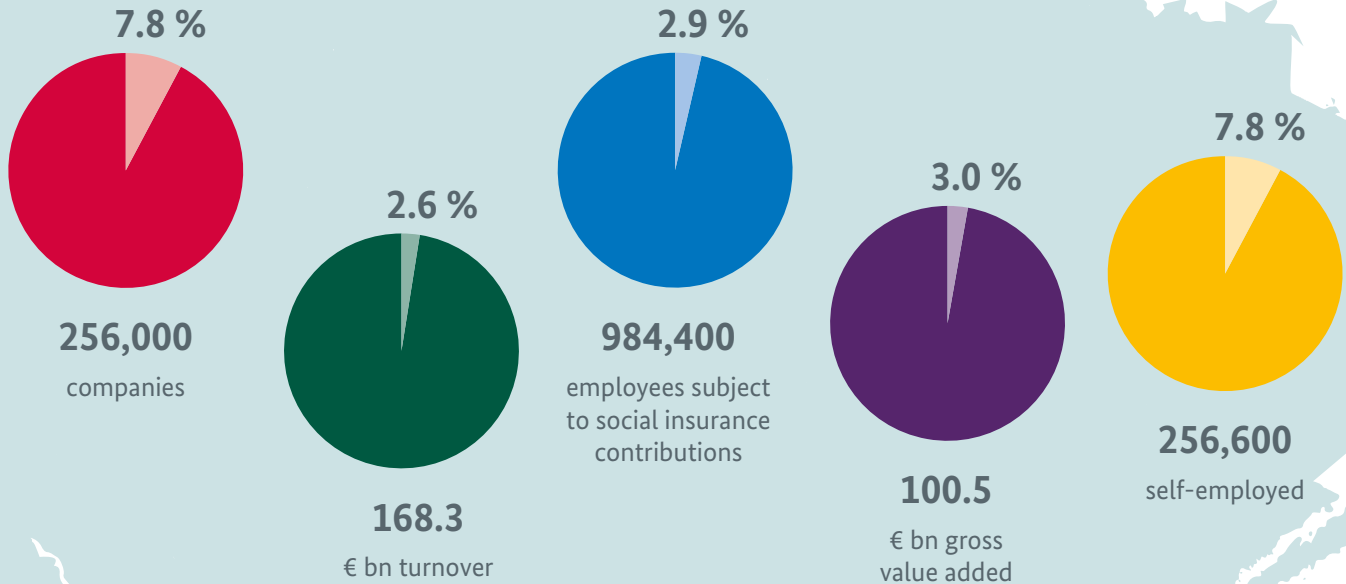
These are industries ranging from music, books, arts, film, broadcasting, performing arts, design, architecture and journalism, advertising and software and video games. The Federal Government and the Länder have agreed on this classification which is based on the definition of the Study Commission “Culture in Germany”.

### The many creative people are a powerful engine of the cultural and creative industries.

Nearly 1.2 million people (core labour force) are employed full-time in the cultural and creative industries. The total value of the goods and services they produce (gross value added) in all sub-sectors amounted to more than 100 billion euros in 2018, which is considerably more than the chemical industry (50.6 billion euros) or the financial services sector (75.2 billion euros). Creative workers who are directly employed in industry and small and medium-sized enterprises are becoming more and more important. Similar to digitalisation, the cultural and creative industries are increasingly becoming a cross-sectional sector.



## Figures regarding the cultural and creative industries und their stake in the total economy in 2018



Source: 2019 Monitoring report on the cultural and creative industries

## Cultural and creative industries are a motor of innovation for the entire economy

The importance of the cultural and creative industries cannot be measured solely by their turnover or the number of employees. What's at their core is innovation and "out of the box" thinking, in other words new approaches that empathetically focus on the customer and the person and ask about their needs. It is also increasingly about the innovations that artists and creative people trigger when they become active in other sectors in search of new ideas. This trend is making them more and more irreplaceable. After all, companies in all sectors constantly need new products, services and processes in order to win customers in a competitive environment.

In addition to this, there is a growing demand for digital content, coming primarily from the cultural and creative industries. And customers, more than ever before, are buying an emotional experience rather than just a functional service.

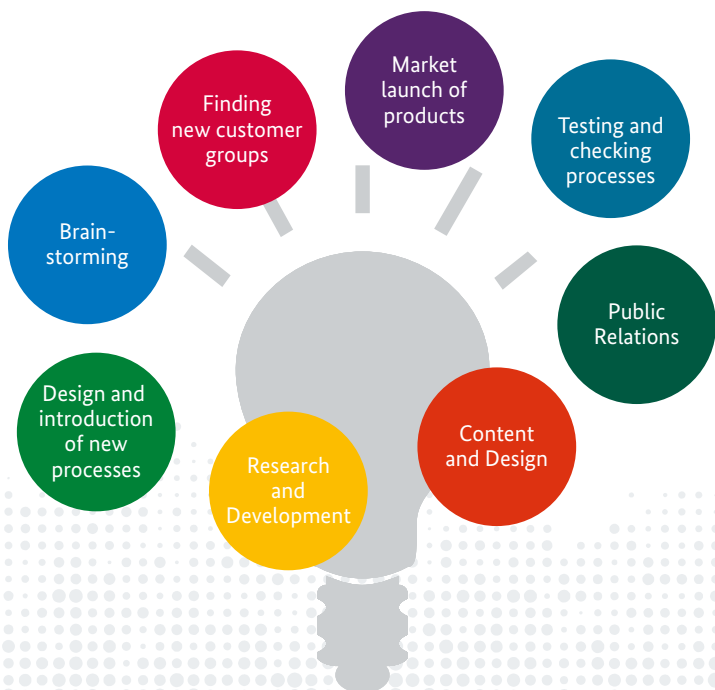
### The coronavirus crisis

The cultural and creative industries are a service industry that is strongly affected by the coronavirus crisis and its consequences. In addition to liquidity assistance and financial support in case of hardship, a large number of measures have been put in place to strengthen the sector again. And of course, the imagination of creative people will be indispensable in finding ways out of the overall economic crisis.

# Strengthening competitiveness: the Cultural and Creative Industries Initiative

In autumn 2007, the Federal Government launched the Cultural and Creative Industries Initiative. It is coordinated by the Federal Ministry for Economic Affairs and Energy and the Federal Government Commissioner for Culture and the Media. The goal of the initiative is to strengthen the competitiveness of the cultural and creative industries and to ensure more start-ups and jobs in the sector. The main aim is also to improve the employment opportunities of innovative small businesses, freelance artists and creative people.

## Creative ideas for corporate customers



Source: 2018 Monitoring report on the cultural and creative industries

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## Federal networking platform and think tank: The Federal Cultural and Creative Industries Centre of Excellence

The Centre of Excellence is to make the cultural and creative industries more visible; it aims to communicate their cross-sectoral potential for the economy, society and government and to develop solutions to challenges together with their stakeholders. This implies, above all, illustrating the innovation dynamics, especially in the field of non-technical innovation, and pointing out solutions for economic and social challenges, such as the creative shaping of structural change in rural areas or new forms of working and doing business. The Centre focuses on networking within and across sectors and on unusual event formats. In addition, the Centre focuses on the intangible added value that actors in the cultural and creative industries bring to social life through their work.

[www.kultur-kreativ-wirtschaft.de](http://www.kultur-kreativ-wirtschaft.de)

## Cultural- and Creative Pioneers in Germany

Every year, the German government awards 32 companies the title of cultural and creative pioneers. The aim of the award is to make the creative potential of cultural and creative workers visible to the economy and society. Applications can be submitted by companies, self-employed persons, founders and projects from the cultural and creative industries. The title holders take part in a one-year mentoring programme.

[kultur-kreativpiloten.de](http://kultur-kreativpiloten.de)



# Further information on the cultural and creative industries

## **Website for the cultural and creative industries**

Background information on the cultural and creative industries and the Federal Government initiative, practical tips for the self-employed and an overview of the cultural and creative industries in the Länder  
[www.kultur-kreativ-wirtschaft.de](http://www.kultur-kreativ-wirtschaft.de)

## **Brochure “I’m really not running a business”**

Things to consider as an entrepreneur or self-employed person in the cultural and creative industries (in German only)

[www.kultur-kreativ-wirtschaft.de](http://www.kultur-kreativ-wirtschaft.de)

## **Monitoring report on the cultural and creative industries**

Annual analysis of the development of the cultural and creative industries and their significance for the economy as a whole

[www.kultur-kreativ-wirtschaft.de](http://www.kultur-kreativ-wirtschaft.de)

## **The business start-up portal**

It is the key port-of-call online for all entrepreneurs and young business people. Services: How to prepare the launch of a start-up, manage a business, planning & support, experts forum and other questions

[www.existenzgruender.de](http://www.existenzgruender.de)

## **Start-up platform**

Interactive tool to draw up a business plan

<https://gruenderplattform.de>

## **The federal funding database**

The funding programmes offered by the German government, the German Länder, and the EU. You can find specific funding programmes for cultural and creative industries here.

[www.foerderdatenbank.de](http://www.foerderdatenbank.de)



Cultural and Creative Industries  
Initiative of the  
Federal Government

## Contact

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