



Federal Ministry
for Economic Affairs
and Energy

Federal Government Commissioner
for Culture and the Media

The cultural and creative industries in Germany

Introduction

Ladies and gentlemen,

The Cultural and Creative Industries Initiative was launched by the German Government in autumn 2007. Since then, the initiative has gone on to successfully highlight



just how important this sector is for our economy. The current government also wants to underline the major economic and cultural opportunities that the cultural and creative industries represent for Germany. I am delighted that the German Government has made a firm commitment to continuing the Cultural and Creative Industries Initiative, and to even broadening its activities.

As we do so, we believe that it is important for us to harness the potential of the cultural and creative industries, whose prospects are excellent. Above all else, we want to focus on strengthening the competitiveness of the sector, and supporting it as it adjusts to the digital era, which is changing all aspects of our lives. Beyond this, we want to bring together young, innovative businesses in the cultural and creative industries with representatives of established sectors so that they may engage in dialogue, which we believe can only be of advantage to both sides. This is a process that we want to shape together with players from the industries themselves, to ensure that Germany is creative – innovative – digital. We have set ourselves an ambitious task – come and get involved!

Sincerely yours,

A handwritten signature in black ink that reads "Brigitte Zypries". The script is fluid and cursive.

Brigitte Zypries, Member of the German Bundestag

Parliamentary State Secretary at the
Federal Ministry for Economic Affairs and Energy

The cultural and creative industries in Germany

With industries ranging from architecture to books, design, film, art, the performing arts, music, journalism, broadcasting, software and video games, as well as advertising, the cultural and creative industries are the embodiment of diversity.

Their overall contribution to our economy is also very impressive, standing at 67.5 million euros in gross value added in 2014. In the same year, turnover by businesses in the cultural and creative industries totalled 146 billion euros. There are around 249,000 freelancers and commercial enterprises working in the sector, which provides jobs for more than a million people. What is special about the cultural and creative industries is the large number of self-employed, creative entrepreneurs working in this field. The sector also acts as a driver for innovation for many other industries, and particularly for small and medium-sized companies.

The Cultural and Creative Industries Initiative



The main objective of the Cultural and Creative Industries Initiative is to better inform the public about the sector and its importance. We want to improve future prospects for the cultural and creative industries

by supporting them in becoming more competitive and by helping them develop their full potential in terms of employment.

Internet portal for the cultural and creative industries

The initiative's website provides detailed information about the main features of the initiative as well as the economic significance of the cultural and creative sector and its individual industries. On top of this, the site can also be used as a guide to the services, advice and support programmes avail-

able to professionals in the cultural and creative industries. This information is particularly targeted at start-ups and young talent. www.kultur-kreativ-wirtschaft.de

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

The German Government's Centre of Excellence for the Cultural and Creative Industries provides a broad range of services and expertise and is thus helping to raise greater awareness of the cultural and creative industries and their role as an independent sector and driver of innovation. Much of the Centre's work is focused on strengthening the sector's competitiveness, on initiating and supporting cooperation between the creative industries and other sectors, on highlighting the potential for innovation held within the creative industries, and on offering professionals from the cultural and creative industries a neutral platform for networking. The Centre of Excellence has divided up its work into the following clusters: "innovation and fresh impetus"; "start-ups and growth"; "internationalisation and exports"; "culture, labour and society". There is also a competition entitled "Drivers of culture and creativity in Germany" held every year, with 32 creative business ideas receiving an award. www.kultur-kreativ-wirtschaft.de

Close to the sector's protagonists

The Cultural and Creative Industries Initiative has a strong presence at both Federal and regional level. Every year, there are around 100 events organised by the Centre of Excellence. On top of this, there is the network of creative professionals that was started by the Centre. Some 100 entrepreneurs from all over Germany and all of the creative industries have taken on the role of "ambassadors for the creative industries" and work as multipliers on a voluntary basis. They act as the initiative's trend-spotters and ensure that information about current developments in the sector and about its practical needs is passed on swiftly and in full.

Message of Greeting



The cultural and creative industries are among the most diverse and innovative sectors in Europe. Artists and their fresh, creative ideas generate growth and prosperity. And beyond this, they also play a vital role in modernising our society and making it ready to embrace the challenges of the future.

The Cultural and Creative Industries Initiative launched by the German Government focuses on artists, whose ideas, input and productions form the very heart of the cultural industries. One of the key objectives of the initiative is to ensure that artists' achievements are truly recognised and valued. We are working to hone the legal, economic and social aspects of our policy environment to ensure that these take account of the particular needs of the industry and that the members of the cultural and creative industries can make a decent living.

We have set up a Berlin-based Centre of Excellence for the cultural and creative industries, which is to shine the spotlight on this sector and make it better known among businesses, the general public, and cultural institutions. The Centre acts as a forum that brings together players from the various industries for discussions about new opportunities and the challenges that are faced. This is to help small and micro businesses in particular to harness the full potential of the market. Beyond this, members of the cultural and creative industries can turn to our experts for advice on a wide range of different issues.

And we invite you, too, to take a look at what the initiative can do for you – please do take advantage of this opportunity.

A handwritten signature in black ink that reads "Monika Grütters". The signature is written in a cursive, flowing style.

Prof. Monika Grütters, Member of the German Bundestag
Minister of State to the Federal Chancellor

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Imprint

Published by
Federal Ministry for
Economic Affairs and Energy
(BMWi)
Public Relations Division
11019 Berlin
oeffentlichkeitsarbeit@bmwi.bund.de
www.bmwi.de

Design and production
PRpetuum GmbH, Munich

Current as at
July 2016

Printed by
Spree Druck Berlin GmbH

Illustrations
DenijalZemanic – iStock



The Federal Ministry for Economic Affairs and Energy was awarded the audit berufundfamilie® for its family-friendly staff policy. The certificate is granted by berufundfamilie gGmbH, an initiative of the Hertie Foundation.

