



**7<sup>th</sup> ASEF Public Forum on Creative Industries In Asia and Europe  
Enabling Crossovers**

**18 October 2014  
Amsterdam, The Netherlands**

**SUMMARY REPORT**

The 7<sup>th</sup> ASEF Public Forum on Creative Industries in Asia and Europe: Enabling Crossovers served to discuss and highlight the importance of the creative industries for sustainable growth and development in Asia and Europe. The Public Forum, organised by the Asia-Europe Foundation (ASEF) in partnership with Ministry of Education, Culture and Science, The Netherlands and Het Nieuwe Instituut, The Netherlands and with the support of the European Cultural Foundation (ECF). ASEF remains the only permanent institution of the Asia-Europe Meeting (ASEM).

The Forum was organised in the framework of the 6<sup>th</sup> Asia-Europe Culture Ministers' Meeting (19-21 October 2014, Rotterdam, The Netherlands), being organised in the ASEM framework. The Forum also marked the opening of the ASEM Culture Network Programme, a gathering of 40 cultural professionals from Asia and Europe for four days of workshops and site visits across the Netherlands, organised by Het Nieuwe Instituut.

The Forum was opened by HE Jet BUSSEMAKER, Minister for Education, Culture and Science, the Netherlands and brought together over 100 civil society, private sector and government representatives from across Asia and Europe.

The three main themes of the Forum reflect the priorities of the 6<sup>th</sup> Asia-Europe Culture Ministers' Meeting: **creative entrepreneurship, creative skills and creative cities.**

**Key messages from the forum**

One of the ways by which the creative industries can help achieve sustainable growth is by enabling crossovers. Innovation is the result of crossovers between arts, business, science and education. For vibrant creative industries to thrive, creative entrepreneurs must work together with engineers, technologists and environmental experts. This cross-fertilisation of talent will result in creative solutions for the urgent social problems faced in Asia and Europe, such as those related to health, aging populations and environmental sustainability.

To foster such creativity and build a pool of creative talent, policies at regional, national and city levels must support the development of creative skills in education and training. Cultural professionals must have access to entrepreneurial and leadership training. However, creative skills are not only for creative practitioners. The next generation must enjoy creative skills and cross-disciplinary competencies as basic literacies. This is critical to build the next generation of entrepreneurs.

In order to create cultural entrepreneurs, many speakers have argued that arts policies must be broad and must aim to support the entire ecosystem of the arts, beyond the creative industries. Economic policies that enable the cultural entrepreneur to succeed must be moderated by cultural policies that allow the artist to fail.

Rapidly-growing cities across Asia and Europe are seizing the opportunities provided by the creative industries to enhance quality of life. Cities across Asia and Europe are emerging as talent centres, innovation hubs and social incubators. Design thinking and the active participation of creative professionals in urban planning are emerging as trends in both Asia and Europe. In doing so, creative cities are becoming living labs with the critical mass to scale up new technologies.

Participating experts particularly stressed the potential for international collaboration between creative professionals and organisations in Asia and Europe. Cooperation involves listening, requires long-term

engagement to foster confidence and knowledge and should increasingly be based on balanced relations, they emphasised.

At the policy level, particular emphasis was placed on the following aspects:

- The transversal **Integration of creativity in education and training policies**, which should involve specific arts-based subjects, the engagement of artists and creative professionals in schools and the development of creative skills in other learning areas, for different age groups.
- The **design and implementation of cultural policies** which recognise that, for the creative industries to thrive, support for a broad and diverse cultural ecosystem is necessary – one in which small and large organisations can co-exist and co-operate, where opportunities for experimentation and failure exist, where cultural products with limited market resonance can be supported and where international collaboration is facilitated.
- The understanding of **cities as 'living labs', which can harness creativity to enhance quality of life**. As talent centres, innovation hubs and social incubators, smart cities place creativity at the centre of balanced, sustainable development. In these contexts, successful creative processes are both relevant to local communities, which need to be effectively engaged in designing and managing them, and effective in fostering international connections and visibility. Since no 'one-size-fits-all' models exist, the role of local authorities in fostering dialogue, adaptation and ownership of development models becomes essential in this respect.

#### **Ideas for further Asia-Europe cooperation**

At the programme level, the following mechanisms to foster stronger co-operation between Asia and Europe were suggested:

- The promotion of **knowledge exchange** around the relationship between culture, sustainability and quality of life, in the form of dialogue platforms, public forums, expert meetings and peer-to-peer learning programmes.
- The collection and analysis of **case studies**, as exemplified by the *Enabling Crossovers: Good Practices in the Creative Industries* publication, including 36 examples from 33 countries, published by ASEF earlier in 2014, and which was also discussed at the event. Indeed, observation shows that evidence-based outcomes need to be documented and presented.
- Support for **co-creation and co-production** between Asian and European creative practitioners, through schemes facilitating the mobility of cultural professionals, peer-to-peer learning, creative education labs and other forms of support.
- **Curatorial initiatives** between Asian and European cultural professionals must be facilitated. In particular, support must be given to cultural products which may otherwise have limited market access.
- Finally, regular channels of **dialogue between policymakers and practitioners**, as exemplified by the Public Forum, should be established.

*Enabling Crossovers* built on the dialogue and knowledge initiated at the 6<sup>th</sup> ASEF Experts' Meeting and Public Forum: Creative Economy in Asia and Europe – Emerging Pillar of Economic Growth and Development (December 2013, Hanoi, Viet Nam) and the Europe-Asia Roundtable Series/EARS (September 2014, Helsinki, Finland), among others.

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## Organiser

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The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe.

ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development.

ASEF is a not-for-profit intergovernmental organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 700 partner organisations ASEF has run more than 650 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures.

For more information, please visit [www.asef.org](http://www.asef.org)

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## In partnership with

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Ministry of Education, Culture and Science

The **Ministry of Education, Culture and Science** works to create a smart, skilled and creative environment in the Netherlands. Its mission is to ensure that everyone gets a good education and is prepared for responsibility and independence. The Ministry also wants people to enjoy the arts, and aims to create the right conditions for teachers, artists and researchers to do their work.

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**Het Nieuwe Instituut** is a Netherlands based institution involved in activities focused on the values of design and innovation. The institute aims to foster discussions on topics related to the field of design. Het Nieuwe Instituut organises exhibitions, lectures and fellowships, carries out research and development projects, and publishes reports on the outcomes of its projects. The institute was established from a merger of the Netherlands Architecture Institute; Premsela, the Netherlands Institute for Design and Fashion; and Virtueel Platform, the e-culture knowledge institute.

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## In the framework of

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Building on the outcomes of the previous ASEM meetings, the **6th ASEM Culture Ministers' Meeting (CMM)** aims to further contribute to a shared future between Asia and Europe. Countries from both the regions share the experience of fostering the creative industries for job and wealth creation and promoting sustainable development, social inclusion, regeneration and empowerment. The 6th ASEM CMM will focus on the exchange of experiences and discuss the benefits and challenges of the creative industries.

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## With the support of

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**European Cultural Foundation (ECF)** is an independent foundation based in the Netherlands that has been operating across Europe for 60 years. ECF initiates and supports cultural exchange and creative expression across wider Europe. ECF shares and connects knowledge across the European cultural sector, and campaigns for change through culture on all levels of political decision-making.

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