

**7th ASEF Public Forum  
Creative Industries in Asia & Europe**

ENABLING  
CROSS  
OVERS

18 October 2014, Amsterdam

**REPORT**

The United Nations Creative Economy Report 2013<sup>1</sup> reaffirms the potential of the creative economy to promote the overall creativity of societies. Creative industries are also high on the agenda of Ministers of Culture in Asia and Europe, who last met in October 2014 in Rotterdam, The Netherlands in the framework of the Asia-Europe Meeting (ASEM).<sup>2</sup>

It is in this context that *Enabling Crossovers: 7th ASEF Public Forum on Creative Industries in Asia and Europe* was held in Amsterdam on the eve of the 6<sup>th</sup> Asia-Europe Culture Ministers Meeting<sup>3</sup>, which commenced on 19 October 2014 in Rotterdam. The key messages of the Forum were presented to the Ministers, who positively valued these civil society inputs and acknowledged the same in the Chair's Statement issued at the end of the Ministerial meeting<sup>4</sup>. The Summary Report of the Forum as well as its accompanying print publication, *Enabling Crossovers: Good Practices in the Creative Industries* have also been made available on the official website of the 6<sup>th</sup> Asia-Europe Culture Ministers Meeting (<http://asemculture2014.org/>).



The 7<sup>th</sup> ASEF Public Forum gathered over 100 creative entrepreneurs and culture professionals at Pakhuis de Zwijger, a warehouse-turned-cultural space in Amsterdam.

The Public Forum was 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). The Forum also marked the opening of the ASEM Culture Network Programme<sup>5</sup>, 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 organised at Pakhuis de Zwijger, an old cooling warehouse which, since 2006, has been functioning as an

<sup>1</sup> Co-published by UNESCO and the United Nations Development Programme (UNDP) through the UN Office for South South Co-operation and available for download at: <http://www.unesco.org/culture/pdf/creative-economy-report-2013-en.pdf>

<sup>2</sup> The [Asia-Europe Meeting \(ASEM\)](http://www.asemculture2014.org/) is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern. ASEM brings together 53 members: Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, and Viet Nam plus the ASEAN Secretariat and the European Union.

<sup>3</sup> <http://asemculture2014.org/>

<sup>4</sup> Chair's Statement of the 6<sup>th</sup> Asia-Europe Culture Ministers' Meeting is available for download at: [http://www.asemculture2014.org/cache/92\\_92/92.pdf](http://www.asemculture2014.org/cache/92_92/92.pdf)

<sup>5</sup> ASEM Culture Network Programme overview is available for download at: [http://www.asef.org/images/docs/ConceptNote\\_ASEMCultureNetworkProgramme.pdf](http://www.asef.org/images/docs/ConceptNote_ASEMCultureNetworkProgramme.pdf)

independent platform promoting creative industries and hosting events about the urgent and complex urban challenges of today.

A unique feature of the creative industries is their capacity to foster innovation by enabling crossovers. In this context, the Public Forum addressed three key questions: Should we enable a culture of entrepreneurship in the arts? How to educate for creativity? How to ensure quality of life and environmental sustainability in creative cities? The three main questions at the heart of the Forum reflected the priorities of the 6<sup>th</sup> Asia-Europe Culture Ministers' Meeting: creative entrepreneurship, creative skills and creative cities.

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 panellists included Charles LANDRY, an international authority on the use of imagination and creativity in urban change, who invented the concept of the Creative City in the late 1980s; Mary Ann SCHREURS, Deputy Mayor of the City of Eindhoven, The Netherlands; Anmol VELLANI, founder and former Executive Director, India Foundation for the Arts, who has directed several theatre productions over the last 35 years; and Ada WONG, staunch advocate of creative education and cultural development, who is the founder & Chief Executive of the Hong Kong Institute of Contemporary Culture & the Supervisor of the Lee Shau Kee School of Creativity, Hong Kong, China. The Forum was moderated by Ragnar SILL, independent cultural policy and creative industries expert & former Undersecretary of State for the Arts, Ministry of Culture, Estonia.

The panellists at Forum also addressed Ministers of Culture from Asia and Europe on 19 October 2014 and conveyed the key messages of the discussions from the previous evening to them.

In the second part of the forum, six thought leaders took the stage to share their experiences and ideas and respond to pressing issues facing the arts and creative industries: Artist or 'cultural entrepreneur' - what are we? How can policy, financial and legal structures empower artists & entrepreneurs? What is the secret of enabling crossovers? Why is 'real' collaboration so difficult?

The speakers included Prof. Amareswar GALLA, International Institute for the Inclusive Museum; Katarina LINDHOLM, DancelInfo Finland; Laurie NEALE, Europa Nostra; Phloeu PRIM, Cambodian Living Arts; and, Yolanda SMITS, KEA. Yudhishtir Raj ISAR, academic and independent cultural



*Creative industries and innovation are high priorities for the Dutch government, pointed out HE Jet BUSSEMAKER, Minister for Education, Culture and Science, The Netherlands, who opened the Forum.*



*The key messages of the Forum were presented to Culture Ministers from Asia and Europe by Ambassador ZHANG Yan, Executive Director, Asia Europe Foundation (ASEF).*



*Het Nieuwe Instituut takes the innovative potential of architecture, design and e-culture and matches them with specific social and cultural contents, said the Institute's director Guus BREMER.*

advisor, framed the discussions in the context of the European Union's recent Preparatory Action on Culture in the EU External Relations, in which the creative industries are a priority area.<sup>6</sup>

## 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.



*Katherine WATSON (standing), Director, European Cultural Foundation (ECF), which supported the Forum, highlighted ECF's role in advocacy, including the Preparatory Action on Culture in the EU External Relations initiative.*

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.



*Floor van SPAENDOCK, Manager, Research & Development, Het Nieuwe Instituut, introduced the ASEM Cultural Network Programme, a gathering of 40 cultural professionals and creative entrepreneurs from across Asia and Europe.*

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.

<sup>6</sup> Tamara ABED of BRAC Aarong was unable to join the Forum in person and sent a presentation to be shared with the audience.

- 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.



Economic policies that enable the cultural entrepreneur to succeed must be moderated by cultural policies that allow artists to fail, recommended playwright and veteran arts administrator Anmol VELLANI (center).

### 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



Educator Ada WONG (center) emphasised that creative skills are not only for creative practitioners, but for all.



Charles LANDRY (left) stressed that the most important creatively cultural project of our time is to show how becoming sustainable is better than excessive consumption. Mary-Ann SCHREURS (right) advocated for co-creation to change our world and our cities.

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.

The publication, *Enabling Crossovers: Good Practices in the Creative Industries* is the print companion to the issues discussed at the Forum. It includes 36 case studies from 33 countries across Asia and Europe as well as essays by the panellists:

- Creative Skills for a Creative Economy by Ada WONG
- Success, Failure and Cultural Entrepreneurship by Anmol VELLANI
- Creative Cities and Sustainability by Charles LANDRY
- Designing Quality of Life: A Co-Created Smart City by Mary-Ann SCHRUERS

The e-publication is downloadable at: <http://tinyurl.com/crossovers-ebook>

## 6-on-6: Voices of Thought Leaders



*Prof. Amareswar GALLA, Executive Director, International Institute for the Inclusive Museum*



*Katerina LINDHOLM, Project Manager, DancelInfo Finland*



*Laurie NEALE, Council Member, Europa Nostra*



*Phloeu PRIM, Executive Director, Cambodian Living Arts*



Yolanda SMITS, Director of International Business Development, KEA



Yudhishtir Raj ISAR, independent cultural advisor

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The 7<sup>th</sup> ASEF Public Forum on Creative Industries in Asia and Europe was organised as part of the ASEF Cultural Policy Dialogue Series<sup>7</sup>, a long-running platform for discussions on issues of common interest and mutual relevance for Asia and Europe. The Forum built on the dialogue 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)<sup>8</sup> and the Europe-Asia Roundtable Series: EARS on Helsinki (September 2014, Helsinki, Finland)<sup>9</sup>. For more details of this 7<sup>th</sup> ASEF Public Forum, visit: <http://tinyurl.com/crossovers-forum>

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The next 8<sup>th</sup> ASEF Public Forum on Creative Cities in Asia and Europe will take place on 24 November 2015 in Gwangju, Korea alongside the opening of the Asian Culture Complex and in conjunction with the Asia Culture Forum. Previous ASEF Experts' Meetings and Public Forums have taken place in Hanoi, Vietnam (2013), Yogyakarta, Indonesia (2012), Melbourne, Australia (2011), Seoul, Korea (2011) and Amsterdam, Netherlands (2010).

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This report was prepared by Jordi BALTA PORTOLES with the support of Anupama SEKHAR. A shorter version of this report is available as an Annex to the Chair's Statement of the 6<sup>th</sup> Asia-Europe Culture Ministers Meeting and is available for download at: <http://asemculture2014.org/>.

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<sup>7</sup> For more information on the ASEF Cultural Policy Dialogue Series, visit: <http://tinyurl.com/asef-culturalpolicy>

<sup>8</sup> For more information on this meeting, visit: <http://tinyurl.com/creativeeconomy-forum>

<sup>9</sup> <http://www.ears.asia/>

## Organiser



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 750 partner organisations ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 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)

## In partnership with



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.



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; Premsula, the Netherlands Institute for Design and Fashion; and Virtueel Platform, the e-culture knowledge institute.

## In the framework of



Building on the outcomes of the previous ASEM meetings, the 6<sup>th</sup> 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 6<sup>th</sup> ASEM CMM will focus on the exchange of experiences and discuss the benefits and challenges of the creative industries.



Ministry of Education, Culture and  
Science

Het Nieuwe  
Instituut

architectuur  
design  
e-cultuur

With the support of



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.