

ROADMAP FOR STRENGTHENING CREATIVE ECOSYSTEMS

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ECOCRIN

SUSTAINABLE AND
INNOVATIVE CREATIVE
ECOSYSTEMS

THE DYNAMIC MODEL AS A LIVING TOOL FOR CULTURAL AND INNOVATION POLICY

**This roadmap outlines the practical implementation of the Dynamic Model,
presents guiding principles, and suggests key actions for execution.**

The Dynamic Model is openly accessible and designed as a living tool for a wide range of actors. It can be used to develop and bring closer local, regional and national cultural and innovation policies to more strongly support activities within the cultural and creative sectors. The model emphasises a bottom-up and dialogue-based policy design: grassroots actors, intermediaries and policymakers across sectors and policy-domains participate jointly in exploring ecosystem needs and finding common means to solve them to support sustainable and innovative Finnish cultural and creative sectors.

The Dynamic Model enables organisations of different sizes and other actors to use the model to strengthen cross-sectoral dialogue with creative ecosystems, develop strategies, reform methods and evaluate future roles. It requires active support from national-level actors and advisory bodies. This support is needed to bring the model alive, to help cultural and innovation policies gain synergy in society.

IMPACT AND ACTIONS OF THE DYNAMIC MODEL

The Dynamic Model bridges cultural and innovation policies and strengthens future-oriented thinking. It identifies the development of intermediary activities as essential for strengthening dynamic, cross-sectoral ecosystems. Secondly, it encourages futures literacy to understand of the possibilities of open and alternative futures instead of business as usual thinking, supporting action within planetary boundaries. The model also recognizes the importance of contexts of dynamic ecosystems, regional differences, and their specific characteristics to promote innovation work. Additionally, the model emphasises bottom-up dialogue as a starting point for developing cultural and innovation policy designs that would share co-created means and language to support creative ecosystems in Finland.

To create effective future action, we recommend making some broad steps that embody ECOCRIN's approach to creative ecosystems and that strengthen the Dynamic Model's impact. These can act as guiding principles and practical objectives that individuals, groups and networks should put effort to define for themselves.

**A DYNAMIC MODEL FOR
AN ECOLOGICAL APPROACH
TO POLICY DESIGN FOR
FINNISH CREATIVE
ECOSYSTEMS**



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**The Dynamic Model is
available on the project website:**

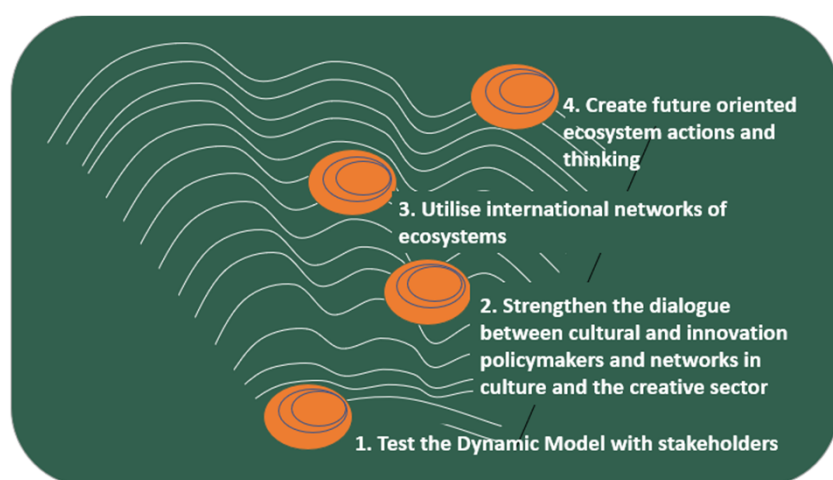
sites.utu.fi/ecocrin



IMPLEMENT THE DYNAMIC MODEL THROUGH THE FOLLOWING FOUR STEPS:

- 1. Test the Dynamic Model with stakeholders.** Inform about the usefulness of the model, organise workshops and events on applying the model in your work.
- 2. Strengthen the dialogue between cultural and innovation policymakers and networks in cultural and creative sectors.** Encourage ecosystem actors to actively participate in the interaction. Take everyone's wishes into account.
- 3. Utilise international networks of ecosystems.** Share your expertise and best practices.
- 4. Create future oriented ecosystem actions and thinking.** Identify the need to strengthen future-oriented thinking in society and enhance your organisation's futures literacy and agency.

FOUR STEPS FORWARD ROADMAP



The model helps to engage in meaningful discussion and analyse one's understanding of the creative ecosystem.

Since the future is marked by constant change, the Four Steps Forward Roadmap offers broad guiding actions for the future development of Finland's creative ecosystem.

Figure 1. Four steps within the context of the Dynamic Model.

VISION OF THE SYNERGY OF A BROAD NETWORK OF ACTORS

As a result of the co-creation process, the ECOCRIN project has identified a broad network of key actors who may use and promote the use of the Dynamic Model, support more effective and inclusive policymaking and strengthen dialogue. Together, these actors can contribute in many ways to the convergence of cultural and innovation policy.

The broad range of actors includes, among others:

- Organisations in cultural and creative sectors
- Municipalities, cities, and their domestic and international networks (e.g., UNESCO's Creative Cities Network)
- Other civil society organisations and communities
- Universities of applied sciences, universities, research centres (e.g., The Center for Cultural Policy Research Cupore)
- Key agencies (e.g., The Finnish Arts and Culture Agency, The Finnish Heritage Agency)
- Trade associations (e.g., Micro and Sole Entrepreneurs Association MYRY)
- Companies and entrepreneurs, central associations (e.g., Federation of Finnish Enterprises EK)
- Advisory expert bodies (e.g., The Research and Innovation Council TIN, The Creative Economy Council)
- Ministries
- Foundations

FURTHER INFORMATION

The ECOCRIN team is very grateful to all the individuals and organisations that provided valuable insights, experiences and opinions that we have synthesised.

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