



The role of creative intermediaries in developing sustainable creative economies



Outline

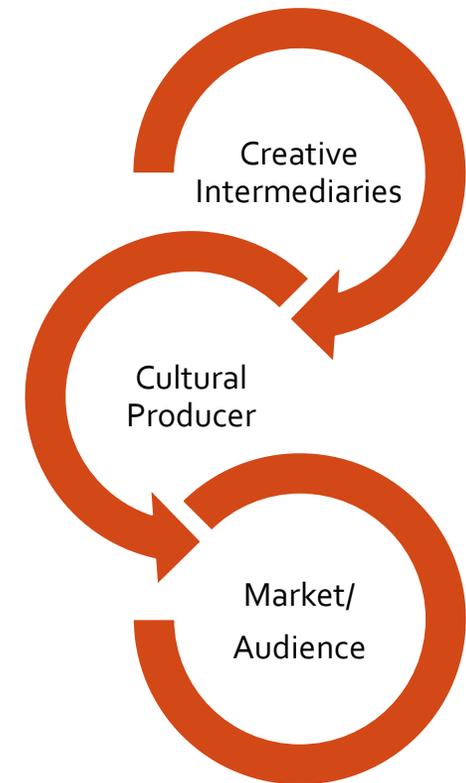
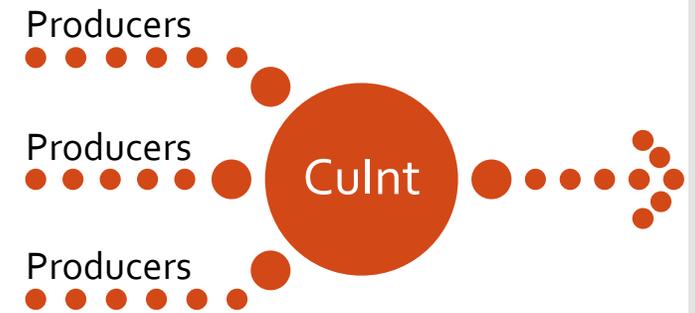


- Who are the creative intermediaries?
- What creative intermediaries do?
- Importance of **local networks for practitioners** (examples from UK – limited research in emerging economies)

Who are creative intermediaries



- Lots of attention in research has been focused on cultural intermediaries (mediating taste between markets/consumers and producers).
 - Examples: music producers and record labels.
- Creative intermediaries have a broader role to support and facilitate producers achieving their goals

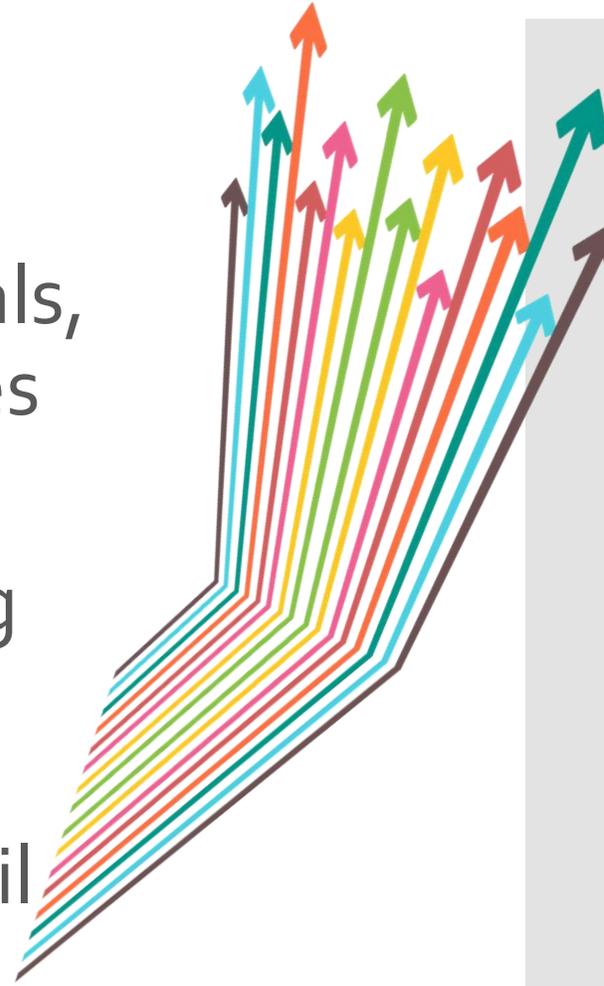


Who are creative intermediaries



Creative intermediaries are individuals or organisations that facilitate the growth and development of creative individuals, and creative and cultural industries (CCIs).

They play a vital role in supporting the sector by providing access to information, skills, resources and networks that enable them to fulfil their mission, creative or business goals, whether this is to stage a play, provide arts education for children or to take a new product to market.



Who are creative intermediaries



Creative intermediaries come in all forms and sizes.

They can range from one-person local freelance businesses to large international organisations.

They can themselves adopt a range of business/organisational models, reflecting the range of organisations active in the creative economy: for profit, public-sector organisation, charities or not-for profit organisations, cooperatives and community of interest companies or be informal networks.

What do creative intermediaries do?



- Creative intermediaries can operate in a range of sectors, providing a variety of services or specialising in just one of them.
- They can provide access to information and networks (**soft infrastructure**) as well as physical or structural resources (**hard infrastructure**).

What do creative intermediaries do?

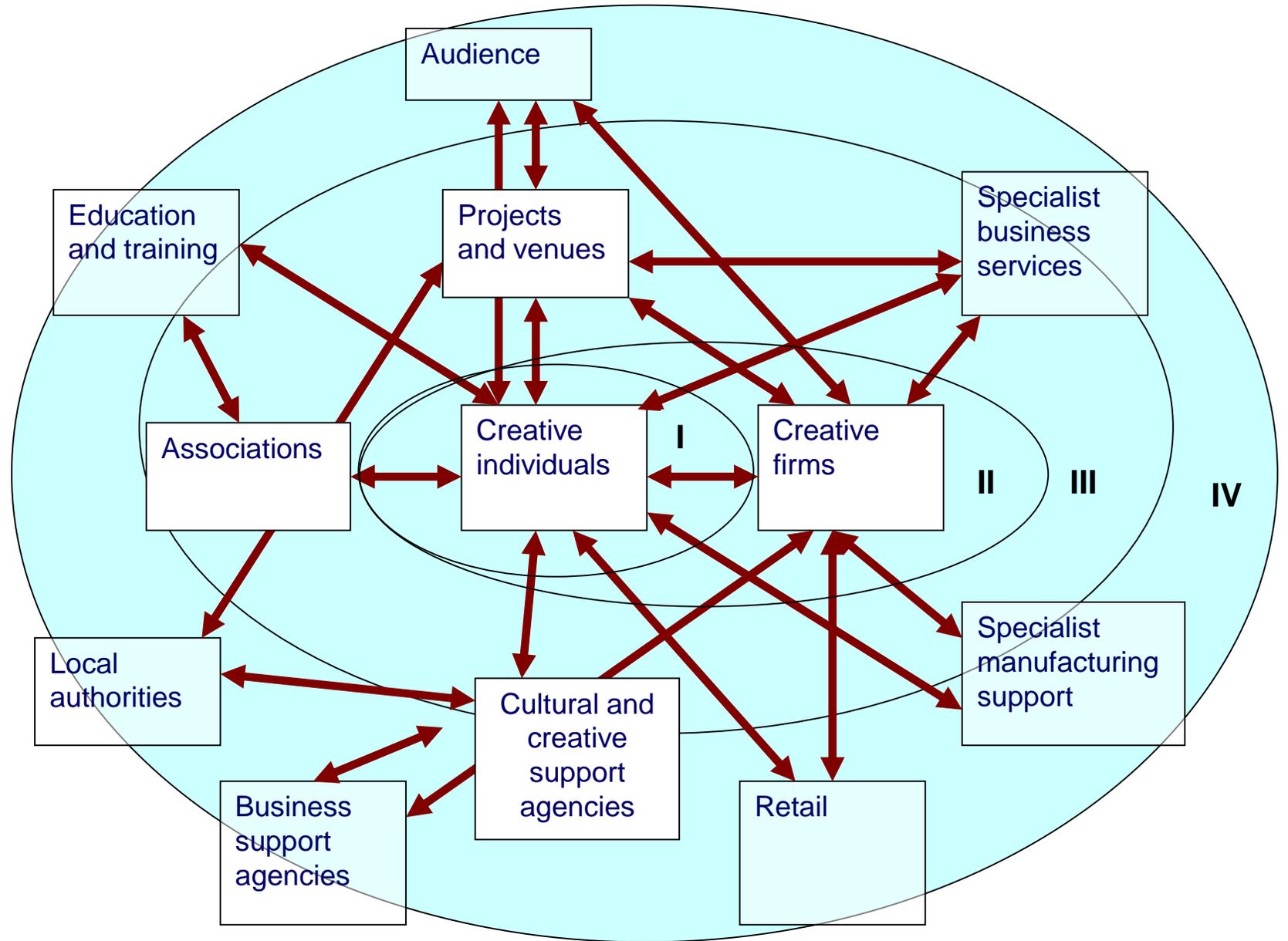
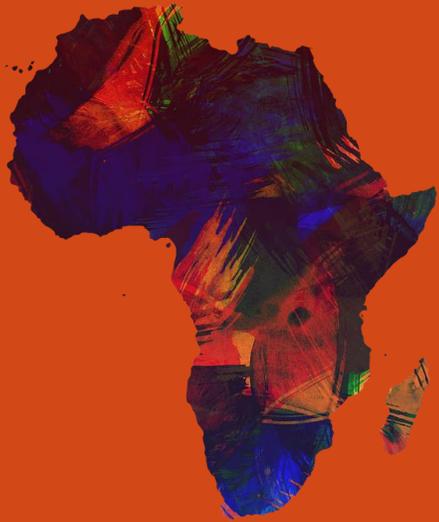


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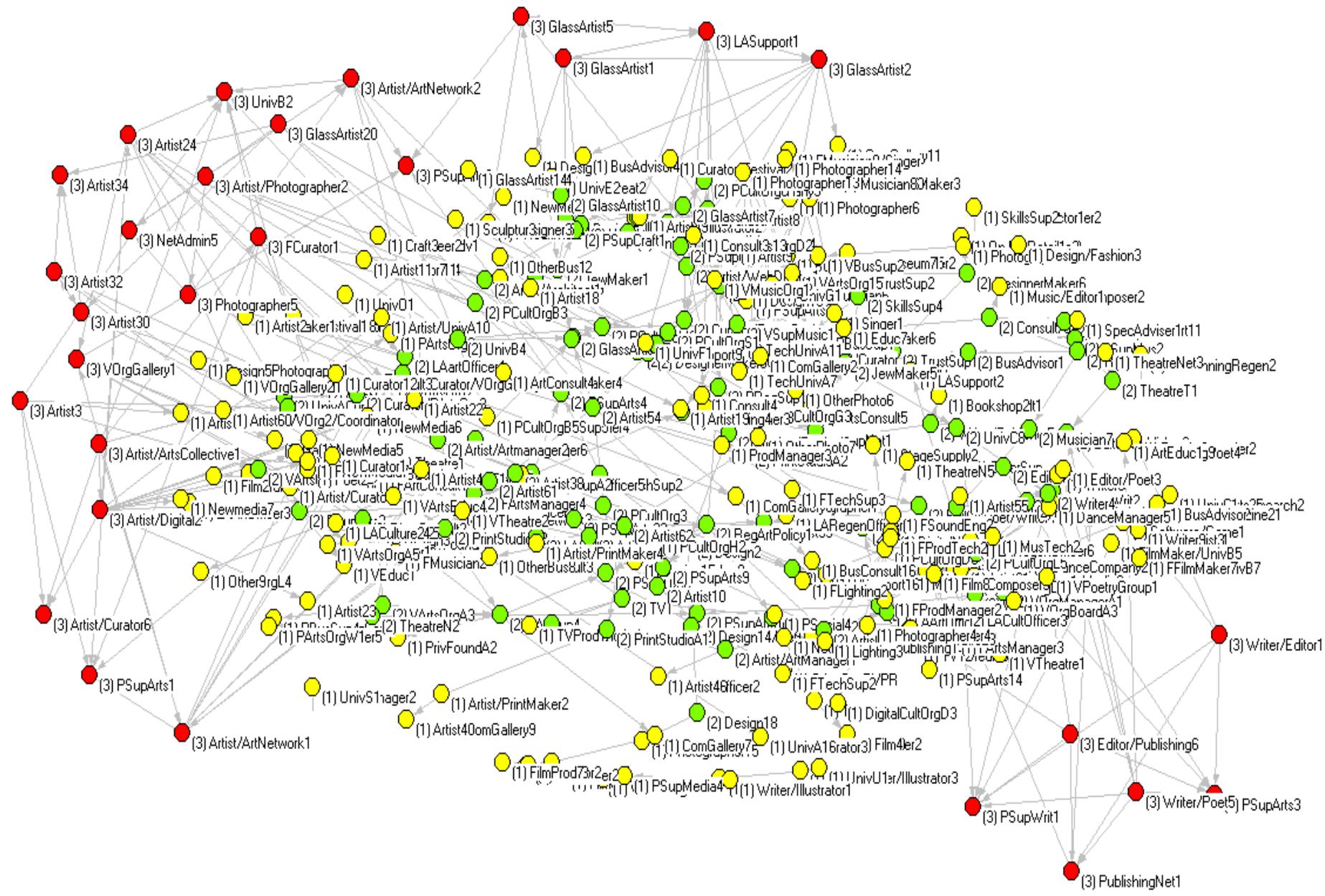
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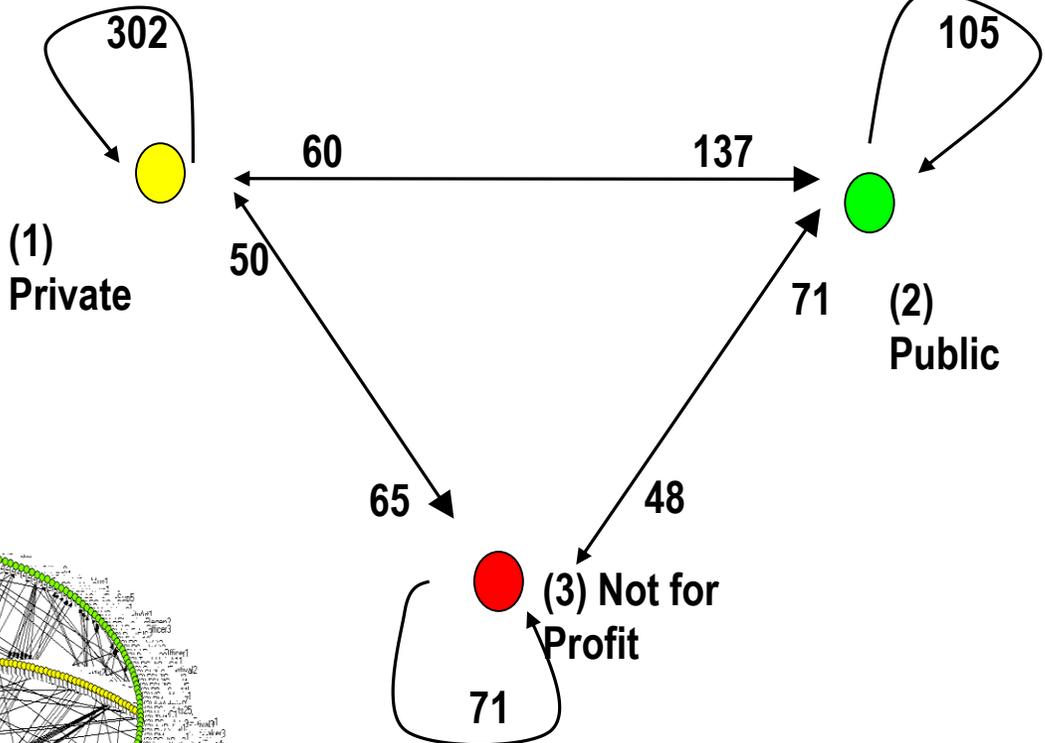
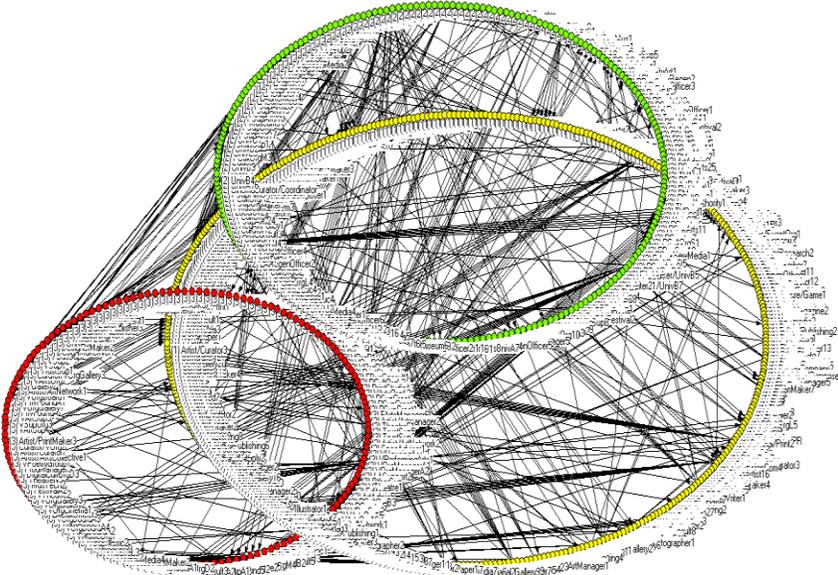
Working in Knowledge pools



Intermediaries as connectors



Intermediaries as connectors



Intermediaries as:



- Multiple overlapping roles & multiple networks
- Supporting access to market
- Providing knowledge exchange and professional / career development
- Engaging with funding and support infrastructure
- Creating a social / informal infrastructure
- Supporting the business infrastructure



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Thank you
for your attention

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