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# **Creative cities & creative communities: Challenges and opportunities for Romania & Serbia**

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# PAPER'S STRUCTURE

1. Introduction – the necessity to promote, implement and develop the creative economy during crisis time
2. Creative cities, creative communities and creative regions – people and places that fire the engine of the entire economy – revitalization power
3. Networking in the creative economy. The role of new technologies for a global creative economy market
4. The stakes of the creative economy in the emerging countries of Southern and Eastern Europe.
5. Attitudes towards Creative Industries in Romania & Serbia
  - ❑ The case of Romania
  - ❑ The case of Serbia
  - ❑ Conclusions for Serbia and Romania based on our survey
6. Conclusions and recommendations
7. Reference

**Note: For the PPT presentation we select just a part of the issues**

# **AGENDA OF THE PRESENTATION**

## **INTRODUCTION**

- I. ROMANIA CASE**
- II. SERBIA CASE**
- III. CONCLUSIONS FOR SERBIA AND ROMANIA BASED ON OUR SURVEY**
- IV. CONCLUSIONS**
- V. SELECTIVE REFERENCE**



# Introduction



## MAIN OBJECTIVE OF THE PAPER :

- to quantify, to some extent, the openness of Romanian & Serbia young people for the new fields of activity comprised by the creative industries

## HYPOTHESIS:

- Does *gender issues* make the differences ?
- Is the environment for creative activities quite favourable ? What about *illegal consumption of creative products* & Intellectual Property Rights (IPR) violation?
- Identify if the young Romanian & Serbian make the distinction among the various *creative industries* from the perspective of creativity and flexibility implied. Do they establish a hierarchy with respect to their usefulness and to what degree ? Is it possible to score creative industries according to creativity & flexibility ?
- Are Romanian & Serbian young people interested to work within creative industries?
- What motivates mostly creative workers in Romania & Serbia ?



## I. ROMANIAN CASE.

The sample structure regarding age & education degree

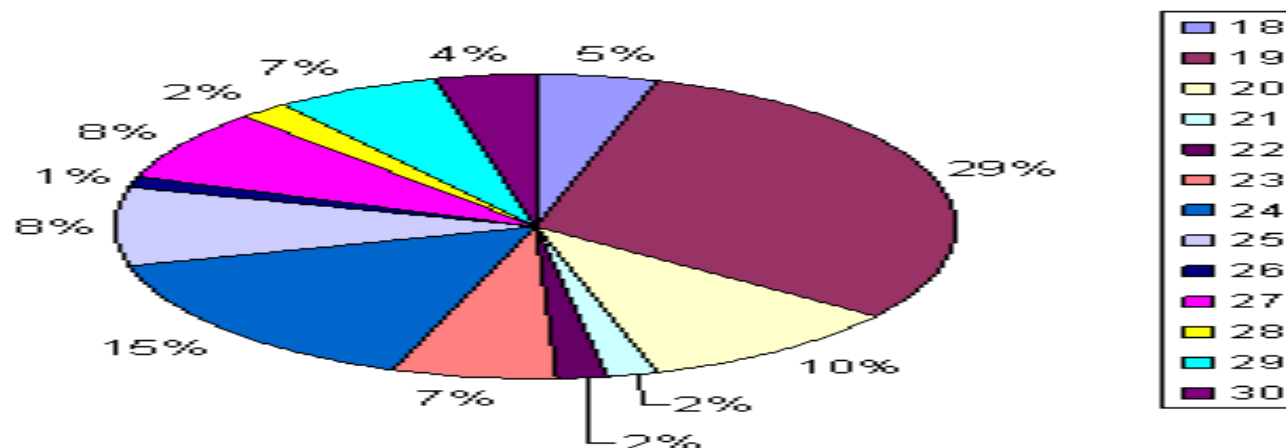
Christina Suciu, Mina Ivanovici



The study was carried on young people, because young people are *more open to novelties*.

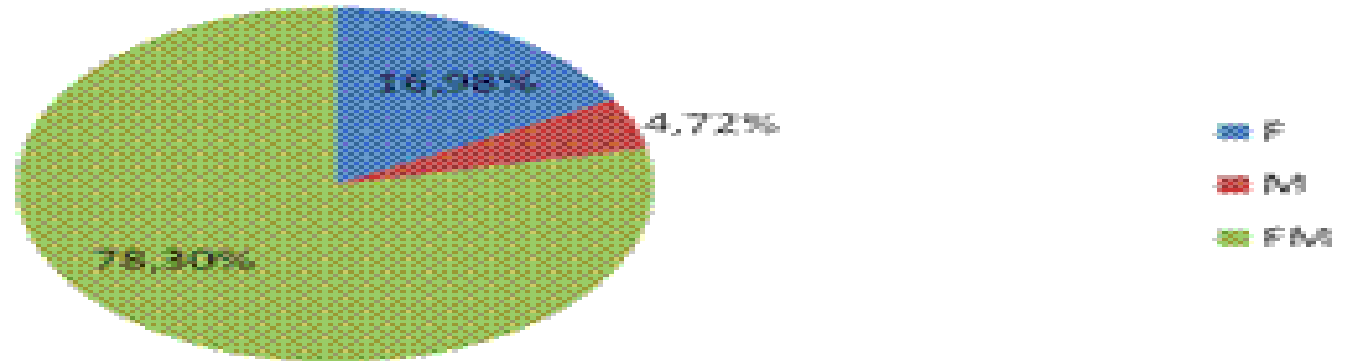
**Sample: 106 young individuals (18-30 years) from urban areas.** Holders of Baccalaureate (53.77%), Bachelor's degree (30.19%), Master's degree (16.04%); **50.94% presently enrolled in higher education institutions.** The professions of the respondents cover a very wide range of qualifications: programmers, engineers, civil servants, PR and communication specialists, journalists, economists, teachers and professors, tourism agents, linguists, architects.

Age distribution of respondents

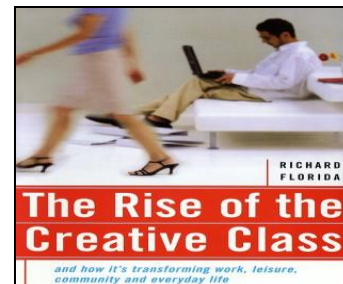
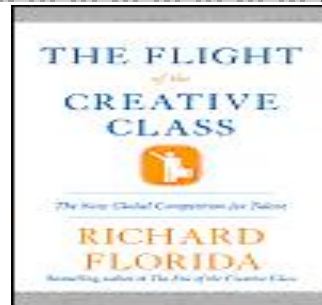


# Gender Issues

## Attitudes towards the creative potential of the genders

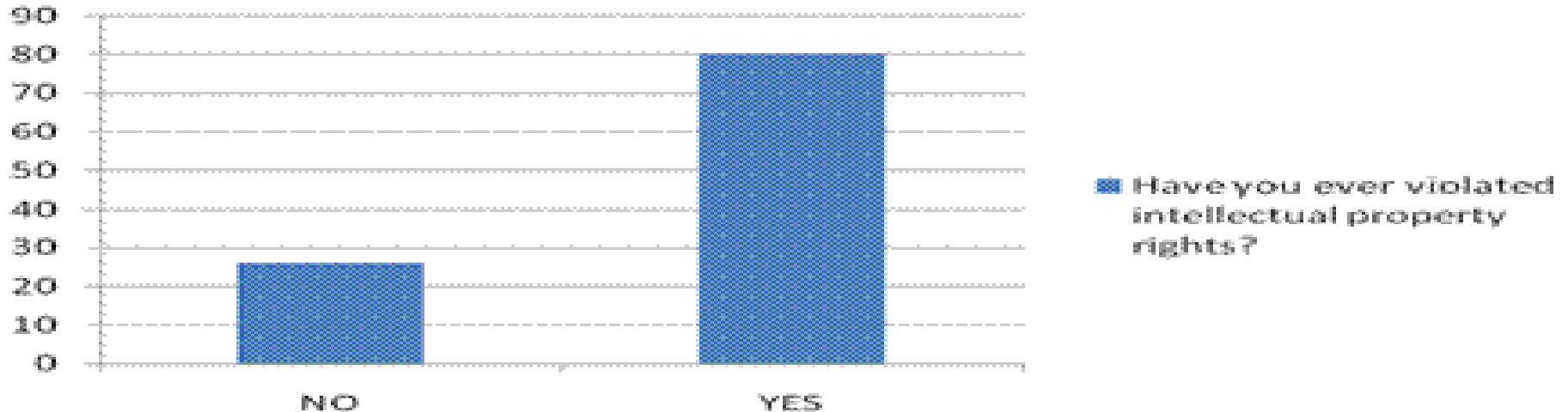


- Out of the total number of respondents, **78.3% consider that people, irrespective** of their gender, are potentially equally creative, while **16.98%** consider that women are more creative and only **4.72%** believe men are more creative than women.
- No correlation has been found between the gender of the respondents and their attitude towards the creativity of genders
- Lack of gender discrimination – **openness & tolerance** which, in Richard Florida's (Richard Florida 2002) opinion, is crucial for the existence of the *creative industries*.

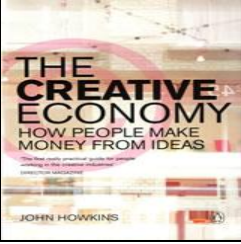


# Intellectual Property Rights

## Intellectual property rights violation



- The environment for creative activities is not quite favourable because of the illegal consumption of creative products (other than acquisition and payment).
- When asked whether they had ever trespassed upon other people's intellectual property rights through replication, imitation, unauthorised use, piracy and other similar procedures **24.53%** said they had not resorted to such practices, while **the wide majority (75.47%) admitted having violated intellectual property rights using one or more possible ways ...**



# What are the best performers creative industries in Romania for creativity & flexibility:

The respondents were asked *to score each of these industries with a mark ranging from 1 to 10 (1=the lowest mark; 10=the highest mark) in order to evaluate the creativity and flexibility of the activities implied by each of the industries.* The modal value 10 (the most frequent score for the industry) was obtained by advertising, architecture, design, designer fashion, film, music and software. **The modal value 6 (as the most frequent lowest score) was obtained by crafts**

## Creativity

- *Design (8.85)*
- *Advertising (8.66)*
- *Designer fashion (8.39).*

versus

- *Arts and antiques markets (6.21)*
- *Crafts (6.51)*
- *Television and radio (6.78)*

## Flexibility

- *Advertising (8.58)*
- *Design(8.29)*
- *Designer fashion(8.23)*

versus

- *Arts and antiques markets*
- *Crafts*
- *Architecture*

# Scoring creativity & flexibility based on the British classification of creative industries

Creative industry	Creativity average score	Creativity modal	Creativity median	Flexibility average score	Flexibility modal	Flexibility median
Advertising	8.66	10	9	8.58	10	9
Architecture	8.22	10	9	6.36	8	7
Arts and antiques markets	6.21	8	7	6.03	7	6
Crafts	6.51	6; 7 and 8	7	6.34	6	6
Design	8.85	10	9	8.29	9	9
Designer fashion	8.39	10	9	8.23	10	9
Film	8.36	10	9	7.77	8	8
Interactive leisure software	7.30	8	8	7.35	10	8
Music	8.16	10	9	8.18	9 and 10	9
Television and radio	6.78	7	7	7.16	8	8
Performing arts	8.08	9	8	7.40	8	8
Publishing	7.21	8	8	6.93	8	7
Software	7.31	10	8	6.55	7	7

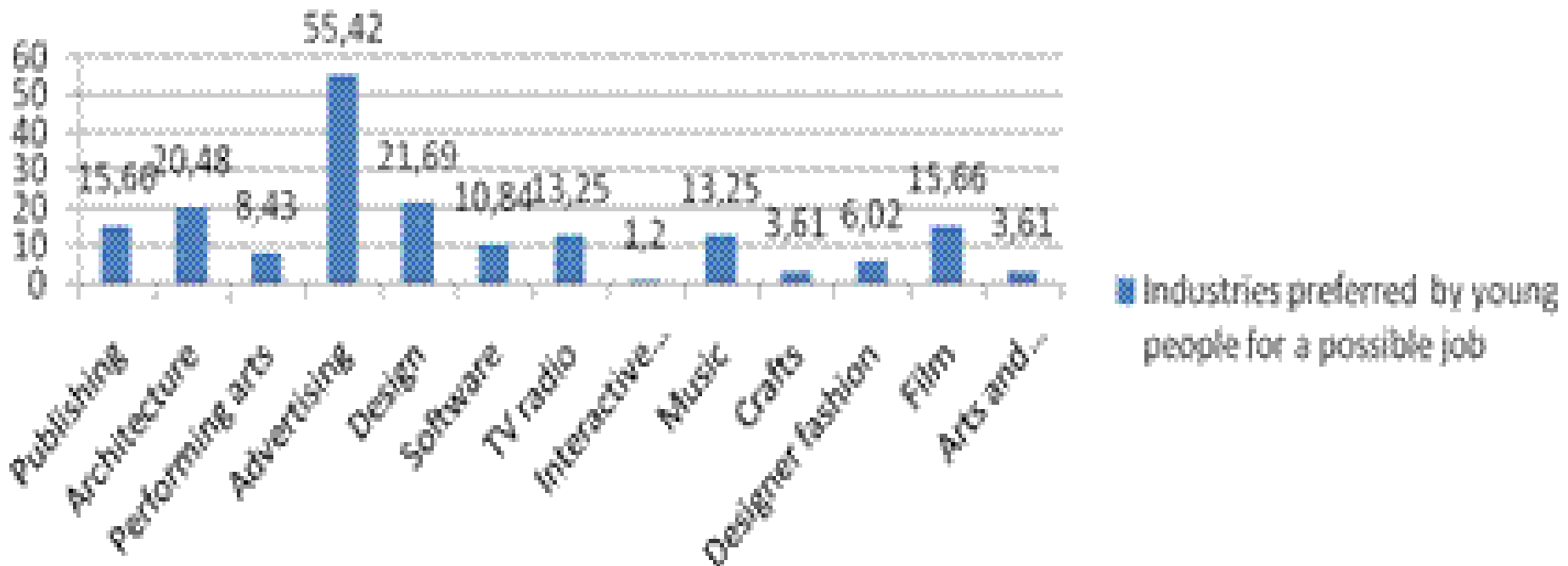
The **coefficient of variation  $v < 0.17$**  for advertising, architecture, design, designer fashion and film. For the other industries,  **$v > 0.17$ , but  $v < 0.35$** , which denotes an averagely representative average score and an average degree of homogeneity.

# Do Young People Want to Work in the Creative Industries?



- **79.25%** want to work in the creative industries
- Where?: 55.42% advertising; 21.69% design; 20.48% architecture; 3.61% crafts & arts and antiques markets; 1.20% interactive leisure software

## Industries preferred by young people for a possible job





## Why Do Romanian Young People Want to Work in the Creative Industries?



- creativity & originality degree implied (55.56%);
- passion (34.57%);
- existing talent and skills (14.81%);
- flexibility degree implied (12.35%);
- challenging nature of the industry (11.11%);
- financial reasons (7.41%);
- “the industry represents the person” (4.94%);
- necessity for the society (3.70%);
- satisfaction (2.47%);
- required responsibility (2.47%);
- fame (1.23%);
- other reasons (30.8%).

**In Romania creative workers seems to be motivated first of all by the nature of the Work & the passion for this type of activities. Financial rewards come after...**

## *II. Serbia case*



**Tamara Klicek**

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**Creativity!**

*Big effect*

*The Creative City  
The same but different!*

## Vojvodina: some facts

- Vojvodina is an autonomous province of Serbia.
- It is situated in the north of the country, which is the southern part of *Pannonian Plain*, where the lower sections of three large rivers - Danube, Sava and Tisa - converge.
- It makes almost a quarter of the Serbian territory.



# Survey Serbia

## *Data sources:*

- A survey carried out in Serbian language ***in Novi Sad***, the capital of Vojvodina, Northern Serbian province.
- It took place in March and April 2010 among people who already have job, but are involve in improving their education on higher level at the Faculty of Management at three departments for media, informatics and operational management.
- Although the survey was made to be ***online*** one, we did ***in person*** survey because we also wanted to see how much examinee have been actually familiar with doing online surveys since it is not often case in Serbia.
- The number of examinee is not big but ***this is pilot research*** to show trends and compare results among Romania and Serbia for now and it will be developed in future.

# Results

## *Demographic*

## *profile*

- Among 47 examinee who participated in survey people from 22 to 52 ages.
- Mean age of examinee is 30, 7. Among them are 60% of women and 40% of men.
- The professions of people who participated in survey are different: journalists, chemists, administrative workers, economists, clerks, etc.
- All participants has secondary school and now they are students of second and third year at the Faculty
- Who are more creative men or women - in opinion of Serbian survey men and women are equally creative 53%. The women are more creative then men with 44%, and men are creative then women with only 3%.
- The term 'creative industry' is known and not known to people with 25% and people do think they know what are creative industries around 59% but they are not sure completely.

- Have you ever breached intellectual property rights? 32 people said 'yes' it is 68% and other 15 said 'no' that is 32%. And on the question have you ever been a 'victim' of stealing your intellectual property 58% people said 'yes' and 42% said 'no'.
- In Serbia people rate the creative industry below according to the creativity degree you assume it implies (1-least creative; 10-most creative). Advertising 7,63, Computer and video games 7,14, Designer fashion 7, 72, Performing arts 8,68, Television and radio 7, Architecture 7,09, Crafts 7,07, Film and video 8,04, Publishing 7,54, Art and antiques markets 4,71, Design 9, Music 8,31, Software 7,81.
- Please rank the above-mentioned creative industries as to reflect the degree of **necessity** of their products and services for your own consumption (1-most useful; 13-least useful). Each creative industry should have a different rank: Advertising 9,83, Computer and video games 3,25 , Designer fashion 8,50, Performing arts 7,34 , Television and radio 8,36, Architecture 8,85, Crafts 4,25 , Film and video 7,58, Publishing 8,03, Art and antiques markets 6, Design 7,32,, Software 7,80. Music 9,46
- Mark Creative industries that you believe are cultural industries as well in Serbia people consider performing arts, music, and publishing as cultural as well with 98%, film and video and crafts around 70%, design 60% and architecture 42% , art and antiques markets 39% and all other creative industries less.

- How much of the family budget (%) is spent on creative products - In average Serbian survey shows that people who works spend 14% of their annual income.
- Abilities to work in one of the creative industries have twice more 'yes'. Those who don't want to work in any creative industry claimed themselves as not competent for that or not creative.
- What are, in your opinion, the most developed creative industries in Serbia – the most examinee said advertising, music, crafts, film and video industry and performing arts, no one thinks that art and antiques markets no one consider are creative in Serbia. Are these industries competitive at European/world level – 80% of people said 'no'.
- Do you have knowledge of any laws and policies aimed at supporting the creative industries in Serbia?
- There are number of some although most of the examinee almost 70% doesn't know any of them. Publishing – There is the law about spreading information over media in Serbia. It is forbidden by law to write lies and not truth. There is law in culture that considers solving problems in cultural field by institutions that are responsible for that. Music – Law about authorization – to stop plagiarism and misuse of creation. Software – law that considering licenses for original programs.
- It is interesting that Serbia is recently claimed to be the champion in using pirate software and coping without authorization rights by [Business Software Alliance \(www.bsa.org\)](http://www.bsa.org). There is defeating fact that dealing with pirate software and music in Serbia is five times more profitable then dealing with drags.

### III. Conclusions for Serbia and Romania based on our survey

- The general conclusion regarding the creative economy and industries in Serbia and Romania is that the structure of classification of the economic activities in Romania does not particularly focus on them
- *No correlation has been found between the gender of the respondents and their attitude towards the potential creativity of genders. Asked who are more creative, men or women: in Romania 78.3% consider that people, irrespective of their gender, are potentially equally creative; in Serbia 53% consider that men and women are equally creative; women are more creative than men (44%); men are more creative than women (3%).*
- Our study reveals confirms the violation of the intellectual property rights by the wide majority in both countries.
- It is often considered that some industries are more creative or more flexible than others – the scores obtained stand as a proof for both Serbia and Romania. Or, in other words, all the industries under our study seem to be creative in their own way, without being able to say with certainty that some are more creative than others. In Romania the highest average score for creativity is obtained by *design* (8.85), followed by advertising (8.66) and designer fashion (8.39). *In Serbia* the most creative industries are considered to be: *design* (9), performing arts (8,68), music (8,31), film and video (8,04). It's quite interesting that on the first position there is the design industry with quite similar score.

## Conclusions for Serbia and Romania based on our survey

- Given that some creative industries are also cultural industries, the survey was meant to explore which are the cultural industries in the respondents' opinion. In Romania *performing arts* is on the first position (94.34%) as being a cultural industry, followed by *music* (87.74) and film (80.19%). In Serbia the respondents consider that *performing arts*, *music*, and publishing are cultural industries (98%). There are other cultural industries as well in their opinion: film and video and crafts (70%), design (60%) and architecture (42%), art and antiques markets (39%).
- In both countries people are willing to choose a career in the creative industries, whether or not they consider that they have the abilities to perform well in such a field. What is more, 41% of the respondents consider that Romanian creative industries are quite competitive at European or world level, while 35% consider that they are not. The reasons given for the competitiveness of Romanian creative industries were: Romanian culture, the ability to find practical solutions to problems, the originality of people, the quality of our products and/or services and the fact that Romanians live in a region with spirituality and history. In Serbia 80% of the responders consider that creative industries are not yet competitive at the European/world level.
- At the question “*Do you have knowledge of any laws and policies aimed at supporting the creative industries?*” 91% of the Romanian respondents have no knowledge of any policies aimed at supporting the creative industries in Romania. In Serbia even 70% doesn't know any of them, some people have mentioned some examples.

## IV. Conclusions and recommendations



- Creative cities are place of identity, sustainability of interventions and involvement of the population and they are fire engines for the creative regions.
- In Serbia and Romania, the concepts of creative economy and cities are still in early developing stage and they are still based on enthusiasm of creative organization and individuals. The awareness of companies and individuals in majority is not high enough and creativity is seen as waste of money and time.
- ***Limitation of data:*** The structure of economic activities classification in Romania & Serbia does not particularly focus on creative industries.
- As expected young Romanian & Serbian often considered that some industries are more creative or more flexible than others – the scores obtained stand as a proof.
- Romanian & Serbian creative workers seems to be motivated first of all by the nature of the Work & the passion for this type of activities. Financial rewards come after

## V. Selective References

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**THANK YOU FOR YOUR ATTENTION !**

**Let's keep in touch !**

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