Creative Industries, Innovation & The Smart Economy

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- National and EU context
- Education and the Creative Industries
- Craft as a Creative Industry
- The role of Education and Training in developing craft as a creative industry
- Developing Creative Talent

Ireland & the Creative Sector
- WDC Creative West Report
- Building Ireland's Smart Economy, Dept Taoiseach 2008
- Building the Ideas Economy
- Importance of creativity & innovation
- Creating the Innovation Island
Global Irish Economic Forum, Dublin 2009

- Recognition that Building Ireland's Smart Economy is the right strategy
- Emphasis on the need to strengthen our education system to foster creativity
- Recognition of the importance of culture and a strong cultural identity
- Establish Ireland as a Global Centre for Artistic and Creative Education, Innovation and Technology
- Concept of Cultural Innovation

DKM: Economic Impact of the Cultural sector

- Value added dependent of cultural and creative sectors in 2008 was €11.8 billion or 7.6% of total GNP
- Employment was 170,000 or 8.7% of total employment
- European Commission ranked Ireland 13th out of 29 European countries in turnover in the creative industries sector
- Sector is recognised as one of the fastest growing representing 7% of global GDP and growing at a rate of 10% per annum

Education and the Creative Industries

- Recognised as globally one of the fastest growing sectors in economic terms
- European and national policy support their potential
- Not just an economic contributor, recognised for potential to contribute at a broader level in terms of local and regional development,
- Can play a role in building Ireland's Smart Economy
- Innovation and creativity are at the core of the creative industries
- Wider educational, cultural and social benefits to be gained from the creative industries
**Key Questions**

- How do we develop innovation and creativity?
- Does our national curriculum support the needs of the creative sector?
- Are we exposing our second level students to the potential of careers in the Creative industries?
- Are our third level institutions providing the types of undergraduate programmes required by creative industries?
- Are we providing the type of on-going continued professional development required to further develop our Creative Talent?

**Craft as a Creative Industry**

- Valued at €122M, employing approximately 5,000
- Crafts Council of Ireland is the national organisation responsible for the development the craft industry in Ireland, both in economic terms and to preserve our strong cultural heritage
- Work at national and regional level supporting individuals and networks around Ireland

**The Role of Craft Education and Training**

- Foster innovation and creativity at an early age
- Craft on our national curriculum at primary, second and third level
- Ensure those working in craft have access to training
- Promote craft as a career - develop the next generation of makers
- Contribute in economic terms to the craft industry
- Contribute to Ireland’s Smart Economy
- Craft recognised as one of the Creative Industries
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The Role of Craft Education and Training

Creative Pathways Report 2009
- First comprehensive study of craft education and training in Ireland
- Examined issues across primary, second, third and further education sectors as well as continued professional development opportunities

Key Points
- More craft on our curriculum
- Supports and training for teachers
- Need for Partnerships and alliances between stakeholders
- Policy and lobbying for craft as a creative career
- Business skills training and incubation supports required for graduates

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The Role of Craft Education and Training

- **Primary Level**
  - National craft based residencies
  - Educational Outreach activities

- **Second Level**
  - National career events (Higher Options)
  - Educational Outreach activities
  - Partnerships (IGC)

- **Third level**
  - National Awards for excellence for Emerging Makers
  - Partnerships with 3rd level providers (Fulbright)

Training
- Enterprise Development
- Development programmes
- Workshops
- Seminars
- Mentoring

Issues
- Business (Finance and marketing skills)
- Access to training/incubation facilities
- Funding for on-going professional development
Craft in the Classroom

What is Craft in the Classroom?
A craft based educational programme supporting the Visual Arts Curriculum
Delivering creative crafts projects for students in primary schools

Aims
- Heighten awareness of Craft
- Support Visual Arts Curriculum
- Develop Innovation & Creativity at an early age
- Model & facilitate strong creative process
- Develop good collaborative practice
- Training for Crafts people & teachers
Key Elements
- Selection of Craftspeople
- Partnering with schools
- Training / planning
- Collaboration
- Shared expectations
- Supporting
- Evaluating

Total Numbers to date
- 70 Trained Crafts People
- 77 Schools
- 2,000 Students

Benefits
Crafts people
- Training for planning & implementing residencies
- Re-visit their own creativity process
Teachers & Schools

- Support with the Visual Arts Curriculum
- Developing creative skills
- Raised expectations
- Ideas for future projects
- Integrated learning

Students

- Working with Crafts people
- Develop new skills
- Specialised tools
- Increased awareness of Craft
- Raised expectations of ability
- Nurture creativity and innovation at an early age

Third Level Initiatives to support craft as a Creative Career

- **Future Maker awards**
  - National awards for excellence in craft (skills, design, production)
- **Fulbright partnership (NCAD)**
  - Developing professional practice
- **Partnerships** supporting graduate development (Leonardo)
An example of our work in Education Outreach to promote creativity and innovation at an early age

Filmed in Kilkenny during the Kilkenny Arts Festival this year