Creative Industries, Innovation & The Smart Economy

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Crafts Council of Ireland

- 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
Ireland & the Creative Sector

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

Ireland & the Creative Sector

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
Education and 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
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

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
- Increased awareness of Craft
- 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

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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)
Thank you