

ChIMERA

Innovative cultural and creative clusters in MED area

P.A. 1: Promoting Mediterranean innovation capacity to develop smart and sustainable growth

Obj. 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

<https://chimera.interreg-med.eu/>

D. 3.2.2 SWOT Analysis PP03

WP 3. Studying

Act. 3.2. Analysis of the state of the art of the innovation system for the cultural creative sector

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REGIONAL SWOT ANALYSIS

Partner: *Technology park Ljubljana ltd.*



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Internationally recognised festivals, awards, individuals . • Concentration of institutions and firms (LJ capital) • Tradition • International cooperation (NGOs) • Products/services suitable for foreign markets • Quality education and training • Programmes in some sub-branches • Access to latest technologies • Access to offices and production venues (for those recognised by the legislation on CCI). • Active national professional associations • A small segment of CCI is very globalised and successful (source of know-how). • IPR are not expensive • There is general legislation on this. • There are a few financial sources • We have good know-how on Kickstarter projects. • We are resourceful in smart, but 'Balcanic' • Public finances are by far the main source for CCI (good as a protective pillar but bad for the development/suppression of marketing skills and for 'dumping prices' or freebees of CCI products/services). 	<ul style="list-style-type: none"> • Support organizations: <ul style="list-style-type: none"> ◦ are ill coordinated. ◦ get established but then don't get developed & updated. ◦ Lack of support and know-how for internationalisation. ◦ Lack of legal support for foreign markets (should be at least for the key markets). • Networking <ul style="list-style-type: none"> ◦ is ill supported (people, skills and opportunities) ◦ is culturally handicapped because Slovenes often do not know how to create a win-win relationship. ◦ Institutions and companies are not well connected. ◦ Lack of networking on and for foreign markets • Missing infrastructure in some sub-branches • Small HR market • Specialised educational programs: <ul style="list-style-type: none"> ◦ Too little awareness about available specialised programs. ◦ Too modest budgets for people-development ◦ Too few programs on soft-skills ◦ Too few programs and market skills and management skills (sales, marketing, leadership...) ◦ Slovenes are a nation of self-taught people • Schooling system does not propel creativity <ul style="list-style-type: none"> ◦ Does not encourage creativity and entrepreneurship (lack of

- business knowledge)
 - Graduates have often obsolete knowledge that is useless. Need to connect schools-industry.
 - Lack of interdisciplinary on all schooling levels
 - Lack of specialised educational programmes
 - There is no way to verify certain jobs
 - Need for more practical work.
- General lack of interdisciplinary activities
- IPR problems
- IPR personnel are not enrolled in the market and not qualified to evaluate CC IP.
- Administrative challenges
 - Ministries are not aligned or connected (sometimes even within themselves)
 - Problematic labour and fiscal policies (eg. the use of 'options' is highly taxed)
 - 2nd brute wage should be equalized with the European average.
 - Labour market is very stiff – need for more flexibility
- Lack of strategic policies, vision & documents

OPPORTUNITIES

- Increasing demand for creative products/services
- Accessible ICT infrastructure
- Horizontal technologies for various CCI sectors (digitalisation)
- Linking CCI with other sectors
- Rise of the cultural tourism
- The role of art and design as the

THREATS

- Economic turmoil (problems in the private sector and lack of public funds (SLO & EU).
- Fierce competition from other countries
- Rapidly changing technologies (also opportunity)
- Migration of talents to abroad

- propelling force of CCI.
- EU tenders can help expose Slovene CCI
- Socio-demographic trends (migrations, aging of population)
- It is the period of disruptive global business models – business changers
- Contents are easy to copy
- Trend of increase of precarious workforce
- General industry in Slovenia:
 - is economically uncompetitive in the foreign markets (CCI can not bootstrap on it).
- has low capacities (not capable of accepting large orders from abroad).

FINAL CONSIDERATIONS

Write down relevant aspects or final thoughts that you consider important to highlight about your regional SWOT analysis.

In Central Slovenia but also in Slovenia as a whole there is a large number of active persons and institutions. However their operations are usually limited to small scale, freelance operations. Many of them are not aware of the potentials of the CCI sector for improving the competitiveness of the sector and are lacking especially the knowledge and awareness on entrepreneurship. Educational sector while well developed is lacking interdisciplinary approaches and to some degree also involvement of the modern technologies in the CCI. Most importantly the “traditional” sectors and CCI are disconnected. For all that the government has initiated several initiatives to bridge this gap and offer various incentives for improving the sector by itself but also cooperation with the other sectors.