

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

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

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SUMMARY OF THE SWOT ANALYSIS ON CULTURAL AND CREATIVE INDUSTRIES IN MALAGA

PARTNER: *PROMÁLAGA (Malaga City Council)*

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STRENGTHS	WEAKNESSES
<p>The existence of well-known people from Malaga in the creative and cultural world with international public recognition</p> <p>A sector with enthusiasm and strength that is prepared for change</p> <p>A tradition for the generation of culture in Malaga</p> <p>The presence of a huge amount of historical and intangible heritage</p> <p>The position of Malaga in the international art map is due to the wide range of museums</p> <p>Open to new projects and ideas coming from the public administration</p> <p>Presence of well-trained young people and specialised professionals.</p> <p>Recognition of new technologies as a key tool in cultural creation</p> <p>Principle of local cultural clustering</p> <p>The existence of networks and important actors with a good reputation who can support others</p> <p>The existence of competitive prices</p> <p>A broad and much more accepted cultural agenda</p>	<p>A negative social perception of the sector</p> <p>The heterogeneity of the sector makes it difficult to develop joint actions</p> <p>Low level of school and university training on culture and creativity</p> <p>Lack of cohesion and support for the sector with a little associative movement</p> <p>Micro-enterprises and freelance workers.</p> <p>Poor management capacity and lack of entrepreneurial vision</p> <p>Undefined business model</p> <p>Little recognition of young artists</p> <p>Presence of unauthorised people who do not have sufficient training</p> <p>The main investor is the public sector which doesn't assign enough funds</p> <p>They do not take advantage of private sponsorship and funding</p> <p>Limited education of the society in cultural issues</p> <p>Lack of a long-term vision</p>
OPPORTUNITIES	THREATS
<p>A friendly and cosmopolitan character of the city</p>	<p>Lack of associations that represent the sector</p>

A large number of foreign groups who are located in the territory and who love culture
Favourable local fiscal Environment (Plan Decenio Cultura Innovadora)
A great cultural boom in Malaga with international recognition
Excellent communication infrastructure, connected with all the continents
Outstanding position in the Mediterranean
Implementation of new technologies within a creative and cultural framework
Specialised urban spaces (Technological Park, Digital Content site, Incubators, etc.)
The possibility of adding the subject and projects in the school curriculum, which could strengthen creativity and culture
The availability in Europe of specific networks and funds
The sector is seen as a booming economic engine, especially for international investors
Malaga is seen as a cultural and creative city, led by all the different sectors, especially the public sector
The relationship between the university, businesses and institutions in order to encourage

Different legislation and laws in the Spanish autonomous communities
High taxes on culture and lack of tax incentives
Lack of investors and of awareness on how to value investments

The existence of organised groups and large enterprises that reduce the chance of success of the small ones
Centralised investments and cultural market in large Spanish cities
The Media interest on running the trends in the sector
Lack of international security and terrorism
Precarious employment in all sectors and especially in this one
Investment protectionism and the possibility of attracting certain markets such as China

projects and products to generate
employment and wealth

CLOSING REMARKS

The broadness of the concept that nowadays is used by the public administration to define the cultural and creative industries turns this sector into a very heterogeneous segment, with different realities, needs and tendencies.

Malaga, as an eminently touristic destination, has been committed to culture and innovation/creativity for over twenty years, so much so that the production model is being diversified through it. However, there is still reluctance from both the public and private sector about the value of culture economic and employment driver.

Although the number of training opportunities have multiplied and are more specialised, there are still many gaps and needs in order to be able to prepare professionals who will be able to compete internationally.

In the case of Malaga, the implementation of new technologies is a clear feature of this industry, as well as the movement of all public and private actors for creative and cultural projects.

GRAPHIC MEMORIES



