



## ECCE (Developing Economic Clusters of Cultural Enterprises) (France)

### Summary

ECCE (Developing Economic Clusters of Cultural Enterprises) was created to foster cooperation between the economic and the cultural worlds in order to support the professional development of micro companies in the cultural and creative sector as well as artists and designers and other creative practitioners by providing access to business development, information and advisory services.

#### Sector(s) covered

##### Main Sector

Business & Entrepreneurship

##### Other Sectors

Arts & Creativity Industry

Education & Training

Public Administration

### The project

For many artists, designers and creative practitioners the way to ensure that their activities can also become viable and sustainable economic projects can be a real challenge. These difficulties might stem from a lack of financial training or insufficient access to networks and information. For cities participating in ECCE, the 'brain drain' of talents that sees many creative people leave their home towns and move to big cities like London, Amsterdam, Paris and Berlin is also a key issue.

Designed to facilitate and encourage the professional development and entrepreneurial skills of artists and micro companies in the creative sector, the ECCE network groups with Nantes, Rennes and Angers in France, Aachen in Germany, Eindhoven and Utrecht in the Netherlands and CIDA in Huddersfield in the UK. The network also aimed to develop methods to encourage entrepreneurial skills for students in arts higher education.

The key target group consisted of micro companies (who make up over 90 % of the creative sector in Europe) and artists, designers and other creative practitioners. Secondary target groups included: cultural and economic development administrators, bankers and investors, teachers and students in arts and business management higher education.

### Approach

Providing the kind of professional development services to the cultural sector introduced by ECCE constitutes a new approach for many local authorities in Europe whose more traditional role is in managing and helping to finance public cultural institutions and cultural associations.

The project developed Several ECCE guides and publications to enrich the services provided in the ECCE cities. The ECCE network also organised meetings, workshops, conferences, individual and group advisory services designed to bring these cultural and business sectors together and to encourage participants to find a common language and mutual benefits from their interaction.



## Element of innovation – the process

This practice brought together for the first time cultural organisations, businesses and groups that do not normally work together and whose interaction resulted in the development of practical business skills and expertise for the creative sector.

## Key successes

### (outcomes, results, impacts)

cities.

The results are reflected by the six local resources centres developed by the project partners that are dedicated to providing professional development services for the target groups across the participating

It is estimated that the project provided consultancy services for up to 1,000 individuals and companies across the European network; with up to 200 collective meetings organised over the duration of the project.

## Challenges

The main challenge was to encourage a better understanding and interaction between cultural and economic actors in order to facilitate the development and sustainability of cultural enterprises. This was facilitated through meetings in which the stakeholders could exchange and learn from each other.

## Transferability and sustainability

The practice is easily sustainable and transferable to other locations or contexts.

## Special Highlights:

In 2007, the ECCE network developed a series of comments and EU policy recommendations concerning the cultural and creative sector that were submitted to the European Parliament's Committee on Culture and Education. A report on the cultural industries in the context of the Lisbon strategy was developed.

Mr. Yannick Guin, Vice President of Nantes Métropole, was invited to testify at a Public Hearing on the subject organised in November 2007 by the Committee and a large number of the recommendations were included in the final report adopted by the European Parliament in April 2008.



## Key characteristics

<b>General purpose of the practice</b>	To stimulate innovative/creative behaviour in people and implement an innovative/creative solution to promote cultural entrepreneurship
<b>Target group</b>	Cultural operators and entrepreneurs are the primary target
<b>Type of learning</b>	Informal and Non-Formal
<b>Level of implementation</b>	International, Regional and Local
<b>Funding</b>	Public funding including 50% funded by the EU INTERREG IIIB Programme for North West Europe
<b>Time frame</b>	Since 2006
<b>Leading organisations</b>	Nantes Métropole, Urban Community

## Further information

### Website of the project

[www.connectedcreatives.eu](http://www.connectedcreatives.eu)

### Contact detail

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### Additional Information

Nantes Création : [www.nantescreation.fr](http://www.nantescreation.fr)

Aachen GrunderZentrum Kulturwirtschaft : [www.kulturunternehmen.info/index2.html](http://www.kulturunternehmen.info/index2.html)

CMBKU Utrecht: [www.cmkbunl/p/1/129/ECCE--English](http://www.cmkbunl/p/1/129/ECCE--English)

Angers Centre de Ressources Européennes (AnCRE) : <http://www.lequai-angers.eu/fr/le-quai/centre-de-ressources/>

Creative Industries Development Agency CIDA Huddersfield GB : [www.cida.org](http://www.cida.org)

The Hub, Eindhoven : [www.dehub.nl/](http://www.dehub.nl/)

Results of the project where you will find the film made about the project:

[http://www.connectedcreatives.eu/ecce/results/EN1257\\_The+ECCE+Film+by+Angers.aspx](http://www.connectedcreatives.eu/ecce/results/EN1257_The+ECCE+Film+by+Angers.aspx)

Film about the Impulse Night training module:

<http://www.callingtheshots.nl/index.html?url=/Subpaginas/Portfolio/Impulse/Impulse%20film1.htm>

Photos: [http://www.connectedcreatives.eu/ecce/pictures/cEN134\\_Pictures.aspx](http://www.connectedcreatives.eu/ecce/pictures/cEN134_Pictures.aspx)

Film produced concerning access to finance for creative industries:

[http://www.youtube.com/results?search\\_query=investment+matters&search\\_type=&aq=f](http://www.youtube.com/results?search_query=investment+matters&search_type=&aq=f)