CREATIVE HUBS: OPPORTUNITIES AND CHALLENGES FOR INTERCULTURAL DIALOGUE

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1 INTRODUCTION
CREATIVE HUBS PLAY A KEY ROLE IN LOCAL ECONOMIC AND SOCIAL CHANGE AND CREATE NEW OPPORTUNITIES FOR INTERCULTURAL DIALOGUE.

This report tries to fill the gap in research and start a new discussion on this topic. The overall aim is to provide first evidence on the relations of creative hubs to intercultural dialogue and highlight the role creative hubs can play for societal goals in the future.
A 5-MONTHS RESEARCH PROJECT

The research project was initiated by the Connect for Creativity project, which is led by the British Council, in collaboration with ATÖLYE and Abdullah Gül University in Turkey, Bios in Greece and Nova Iskra in Serbia. Connect for Creativity is part of the Intercultural Dialogue Programme that is led by Yunus Emre Institute and is co-funded by the European Union and the Republic of Turkey.

The research is led by the Creative Economy Team of Cardiff University and was developed in close collaboration with the Connect for Creativity project.
What are creative hubs and intercultural dialogue?

‘Creative hubs are places, either physical or virtual, which bring creative and cultural professionals together. A creative hub is a convenor, providing space and support for networking, business development and community engagement within the creative, cultural and tech sectors. This can include clusters, co-working spaces, studios, creative centres, networks, online platforms, or alternative places and organisations that support growth, collaboration, interaction and development of the creative and cultural industry.’

‘Intercultural dialogue is constructive and positive interaction between persons or groups which are culturally different from each other. Cultural diversity can be based on culture itself, nationality, religion, ethnicity, language, sexual orientation, class, gender, age, disability, health differences, geographic location and more. Intercultural dialogue can take place locally or internationally.’

Inspired by British Council Creative Hub Kit

Inspired by UNESCO
WE ASKED MORE THAN 400 LOCAL CREATIVE HUB EXPERTS AND STAKEHOLDERS IN GREECE, SERBIA, THE UK, AND TURKEY ABOUT THE IMPACT OF CREATIVE HUBS ON INTERCULTURAL DIALOGUE.
THE FINDINGS OF THIS REPORT ARE BASED ON A RANGE OF DATA SOURCES BOTH EXISTING AND GATHERED BY THE RESEARCH TEAM.

**DESK RESEARCH**

**SURVEY**

August - September 2019  
More than 400 experts  
Data from 100 creative hubs in Greece, Serbia, Turkey and the UK.

**WORKSHOPS**

October 2019  
29 experts  
4 workshops in the participating countries

**ANALYSIS**
2 CONTEXT: FOUR COUNTRIES AND FOUR DIFFERENT CREATIVE HUB ECOSYSTEMS
1 INTRODUCTION

THE SCOPE

GEOGRAPHICAL SCOPE

CASE STUDY SCOPE

ATÖLYE  BIOS  Nova Iskra  RABBLE STUDIO
THE GROWING CREATIVE HUB ECOSYSTEMS OF OUR PARTNER COUNTRIES DEVELOP IN UNIQUE CULTURAL AND ECONOMIC CONTEXTS.

GREECE, SERBIA, THE UK, AND TURKEY SHOW SIMILARITIES AND DIFFERENCES THAT HELP US TO UNDERSTAND THEIR SPECIFIC CONTEXTS.
TURKEY HAS AN INTERNATIONALLY RECOGNISED CREATIVE HUB ECOSYSTEM THAT IS DRIVEN BY PRIVATE INVESTMENT AND IS INCREASINGLY RECOGNISED BY POLICY MAKERS.
1 INTRODUCTION: SETTING THE SCENE

İSTANBUL
ANKARA
İZMİR
BURSA
MERSİN
MUĞLA
ÇANAKKALE
DİYARBAKIR
GREECE HAS AN EMERGING CREATIVE HUB ECOSYSTEM PROVING RESILIENCE THROUGH FOREIGN AND PRIVATE SUPPORT.
INTRODUCTION: SETTING THE SCENE

ATHENS

THESSALONIKI

MYTILINI
THERE IS NEW PUBLIC RECOGNITION AND THE BEGINNINGS OF A GROWING CREATIVE HUB ECOSYSTEM IN SERBIA.
THE UK IS EUROPE’S POWERHOUSE FOR CREATIVE PRODUCTION AND HAS A STRIVING CREATIVE HUB ECOSYSTEM.
INTRODUCTION: SETTING THE SCENE

CARDIFF
GLASGOW
COLERAINE
BELFAST
HEBDEN BRIDGE
SCARBOROUGH
SHEFFIELD
LONDON
WORTHING
BRIGHTON
3 FINDINGS
75 PER CENT OF SURVEY RESPONDENTS AGREE THAT CREATIVE HUBS ENABLE INTERCULTURAL DIALOGUE IN SOME WAY.
CREATIVE HUBS AND CULTURALLY DIVERSE GROUPS

On what levels can creative hubs create intercultural dialogue?
CREATIVE HUBS HAVE AN IMPACT ON INTERCULTURAL DIALOGUE ON A MICRO-LEVEL WITHIN THE HUB, ON A MESO-LEVEL WITH ITS SURROUNDING NEIGHBOURHOOD OR CITY AND ON A MACRO-LEVEL ACROSS BORDERS.
ON A SPATIAL LEVEL, A CREATIVE HUB CAN CREATE INTERCULTURAL DIALOGUE:

Locally, within the hub and among its hub members and collaborators

In the surroundings of the hub with for example the neighbourhood or city

Internationally and beyond the locality, between different hubs, collaborators and stakeholders
CULTURALLY DIFFERENT GROUPS THAT ENGAGE WITH CREATIVE HUBS INCLUDE PEOPLE FROM DIFFERENT COUNTRIES, PEOPLE WITH DIFFERENT WORK BACKGROUNDS AND MINORITY / DISADVANTAGED GROUPS.
ON A CULTURAL LEVEL, A CREATIVE HUB CAN CREATE AND ENGAGE IN INTERCULTURAL DIALOGUE WITH:

- People from different countries
- People with different work backgrounds and skills
- People from minority and disadvantaged groups
3 FINDINGS

50 PER CENT OF CREATIVE HUBS OFFER INTERNATIONAL EVENTS

THE CONNECTION OF DIFFERENT SKILLS AND BACKGROUNDS IS AT THE CORE OF CREATIVE HUBS

50 PER CENT OF THE REPRESENTED CREATIVE HUBS IN THE SURVEY HAVE SPECIFIC ACTIVITIES THAT TARGET LOCAL DISADVANTAGED GROUPS
We asked our experts in the survey and the workshops what creative hubs are doing to create intercultural dialogue.

Actions - What are Creative Hubs Doing to Create Intercultural Dialogue?

Create a place for encounter / Correspondence and communication that is multilingual / Putting culture in the spotlight / Create accessibility for people with disabilities / Identify different cultures / Collaborate with local schools / Make the hub mobile (going to other places) / Translation of group jargon (e.g. Designer language) / Target cultural groups with publications / Projects that support minorities / Education programmes / Offer courses on diplomacy / Residency programmes / Co-creation projects / Creating a platform for different speakers / Charity fundraisers / Shared programmes with other hubs / Support members in networking / Conferences / Peer-to-peer initiatives / Training programmes / Support / Make research / Identify skill gaps / Collaborate with local festivals / Knowledge exchange programmes / Internationalisation activities / Events / International internships / Hub manager exchange programmes / Member exchange programmes / Raise awareness of activities / Raise awareness of funding opportunities / Acquire funding for initiatives / Create a safe space / Connect to neighbouring countries / Offer space for communities / Flat exchange programmes / Mapping exercises / Open house / Create of fun activities for exchange / Neighbourhood activities / Regular events / Gallery space / Invite groups / Neighbourhood engagement / Research activities / Promotion of activities / Screen members / Quotas for members / Community events / Case clinics / Promote local businesses / Pop-up events / Connection through food / Regular activities of members / Members cook together / Bi-lingual communication / Create a platform for sharing international experiences / Provide social space / Social business support / Social innovation project support / Provide a voice for the hub members / Co-designed workshops / Collaboration / Creation of international networks / Allow physical and digital exploration of hubs / Become a member of international networks / Open engagement with communities / Make one-on-one meetings happen / Identify new partners / Certificate programmes for cultural diplomacy / Enable learning about different lifestyles / Create partnerships / Translating services / Workshops for cultural groups / Develop tools for gender equality / Highlight value of diversity / Offer language courses / Quotas for events / Create inspiring stories / Mentoring programmes / Offer common sport activities / Create an intimate environment where people feel comfortable / Use digital tools for members / Create digital meet ups / Curation of members / Member charter
INTERCULTURAL DIALOGUE CAN BE CREATED THROUGH FOUR WAYS: ENCOUNTER, COMMUNICATION, DISCOURSE, AND LEARNING.
97 PER CENT OF CREATIVE HUBS ARE PLATFORMS FOR ENCOUNTER OF PEOPLE FROM DIFFERENT CULTURES

CREATIVE HUBS ARE ENABLERS FOR COMMUNICATION, DISCUSSIONS AND NEGOTIATIONS THROUGH SERVICES AND EVENTS

40 PER CENT OF CREATIVE HUBS HAVE CULTURAL DIVERSITY AND INTERCULTURAL DIALOGUE IN SOME WAY INTEGRATED AS GOALS IN THEIR MISSION STATEMENTS

50 PER CENT OF CREATIVE HUBS REPORTED IN THE SURVEY DO OFFER SUCH COURSES AND TRAININGS TO DEVELOP INTERCULTURAL COMPETENCES
CREATIVE HUBS ARE ORGANISATIONS THAT BRING OPPORTUNITIES FOR THE CREATION OF INTERCULTURAL DIALOGUE. LIMITED RESOURCES, THE WRONG MINDSET AND ORGANISATIONAL SILOS STAND IN THEIR WAY.
4 CALL FOR ACTIONS
DEVELOPING AN UNDERSTANDING OF THE IMPORTANCE AND VALUE OF INTERCULTURAL DIALOGUE

Communication of the findings contained in this report with creative hubs globally via the British Council network.

Sharing the report with policy makers in the four partner countries.

Further analysis of the value of intercultural dialogue for creative hubs and their communities in other settings and countries.
SUPPORTING HUBS, PARTNERS AND OTHER STAKEHOLDERS TO ENGAGE IN INTERCULTURAL DIALOGUE

Developing and delivering a communications and engagement campaign to promote ways to engage in intercultural dialogue for hubs, partners and stakeholders.

Creating resources to support and encourage this including case studies and a toolkit to provide practical steps and guidance.

Developing communications collateral to share with stakeholders and policy makers to engage and enable the strategic potential of intercultural dialogue.
ANALYSING, MEASURING AND MONITORING THE OUTPUTS AND IMPACTS OF CREATIVE HUBS

Undertaking further research in this area in other countries and hub contexts.