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## Promoting Creative Entrepreneurial Spirit Together

(5 March 2018)

Four partners are combining their expertise to support and network cultural and creative industries in Germany and internationally.

The public Funding Network for Cultural and Creative Industries in Germany (PCI), founded in 2016, and the Federal Association of Cultural and Creative Industries Germany (Creative Germany), are ideal partners for the Goethe-Institut and the Strascheg Centre for Entrepreneurship (SCE) in the further development of their joint Cultural Entrepreneurship Hub project, which is funded by the Federal Foreign Office.

### **The project - Cultural Entrepreneurship Hubs**

Greece, Indonesia and South Africa: together with the Strascheg Centre for Entrepreneurship, the Goethe-Institut has been supporting the establishment of local Cultural Entrepreneurship Hubs in Thessaloniki, Jakarta and Johannesburg since 2016. The Cultural Entrepreneurship Hubs of the Goethe-Institut are focal points for actors in local cultural and creative industry scenes. They serve as junctures of innovation, entrepreneurial thinking and the action of smaller cultural enterprises so that synergies can be better utilized and start-up ideas brought onto the market. The Cultural Entrepreneurship Hubs impart entrepreneurial know-how to cultural professionals and networks them with the creative industry scene in Germany. Through this continuing educational service, the Goethe-Institut enables free access to knowledge and qualification in the cultural and creative sector, creating both regional and global networks for creative artists and actors in creative industry.

### **The Partners**

The Goethe-Institut has been active as a cultural mediator worldwide for over 60 years and has a great deal of experience in the field of international cultural

exchange. To this the SCE, the successful Entrepreneurship Centre of the Munich University of Applied Sciences, brings its competencies in education and start-ups. The Funding Network (PCI) and the Federal Association of Creative Germany are experts in the cultural and creative industries in Germany and partners in development and political discourse. They know the existing support structures and, above all, contribute strong networks to our project. In future, we will develop joint programmes and formats for networking actors in Germany and the participating countries, set up sustainable creative-economic structures at the various locations, and support the transfer of knowledge and the exchange of ideas.

Egbert Rühl (Managing Director of Hamburg Kreativ Gesellschaft GmbH) and Jürgen Enninger (Head of the Competence Team Culture and Creative Industries) are spokespersons of the Funding Network for Cultural and Creative Industries in Germany (PCI). They are of one opinion: "It is a major challenge for creative industry players to open up new markets and partnerships abroad. We are very pleased that the cooperation which has now been agreed upon constitutes a first step in sensitizing the network of Cultural Entrepreneurship Hubs and the Goethe-Instituts to these challenges."

Christian Rost (Head of Creative Saxony - Saxon Centre for Culture and Creative Industries) speaks for Creative Germany, the industry association of creative artists: "The Federal Association of Cultural and Creative Industries Germany is very pleased about the cooperation that has come about. It pools efforts to improve the public image of one of the most innovative and forward-looking sectors of Germany and to initiate developments together with its partners."

Dr. Johann-Jakob Wulf, Project Manager of the Cultural Entrepreneurship Hubs at the Goethe-Institut and the Strascheg Centre for Entrepreneurship, emphasizes the need for cooperation to ensure the sustainability of the project: "We enable art and cultural organizations to act more entrepreneurially in order to create a better society. We do this through a global network of hubs, where local creative people drive culture and business. With the collaboration of the German and international cultural and creative industry scenes in the Cultural Entrepreneurship Hub project, a sustainable international network is now being built that offers creative people from all over the world an opportunity to internationalize their product or service. In this form, there is no other project like it in the world."

*The Cultural Entrepreneurship Hubs project is a cooperative project of the Goethe-Institut and the Strascheg Centre for Entrepreneurship (SCE), funded by the German Federal Foreign Office.*

**For further information on the project:**

<http://cultural-entrepreneurship.org/>

**For further information on the partners:**

Goethe-Institut: [www.goethe.de](http://www.goethe.de)

Strascheg Centre for Entrepreneurship (SCE): [www.sce.de](http://www.sce.de)

Federal Association of Cultural and Creative Industries Germany, e.V. (Creative Germany): [www.kreative-deutschland.de](http://www.kreative-deutschland.de)

The public Network for Cultural and Creative Industries in Germany (PCI):

<http://kreativgesellschaft.org>

[www.kreativ-muenchen.de](http://www.kreativ-muenchen.de)

**For further information on the public Network for Cultural and Creative Industries in Germany (PCI):**

<http://kreativgesellschaft.org/de/news/2016/foerdernetzwerk-gegruendet>

**If you have any questions about the project, please get in touch with**

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