

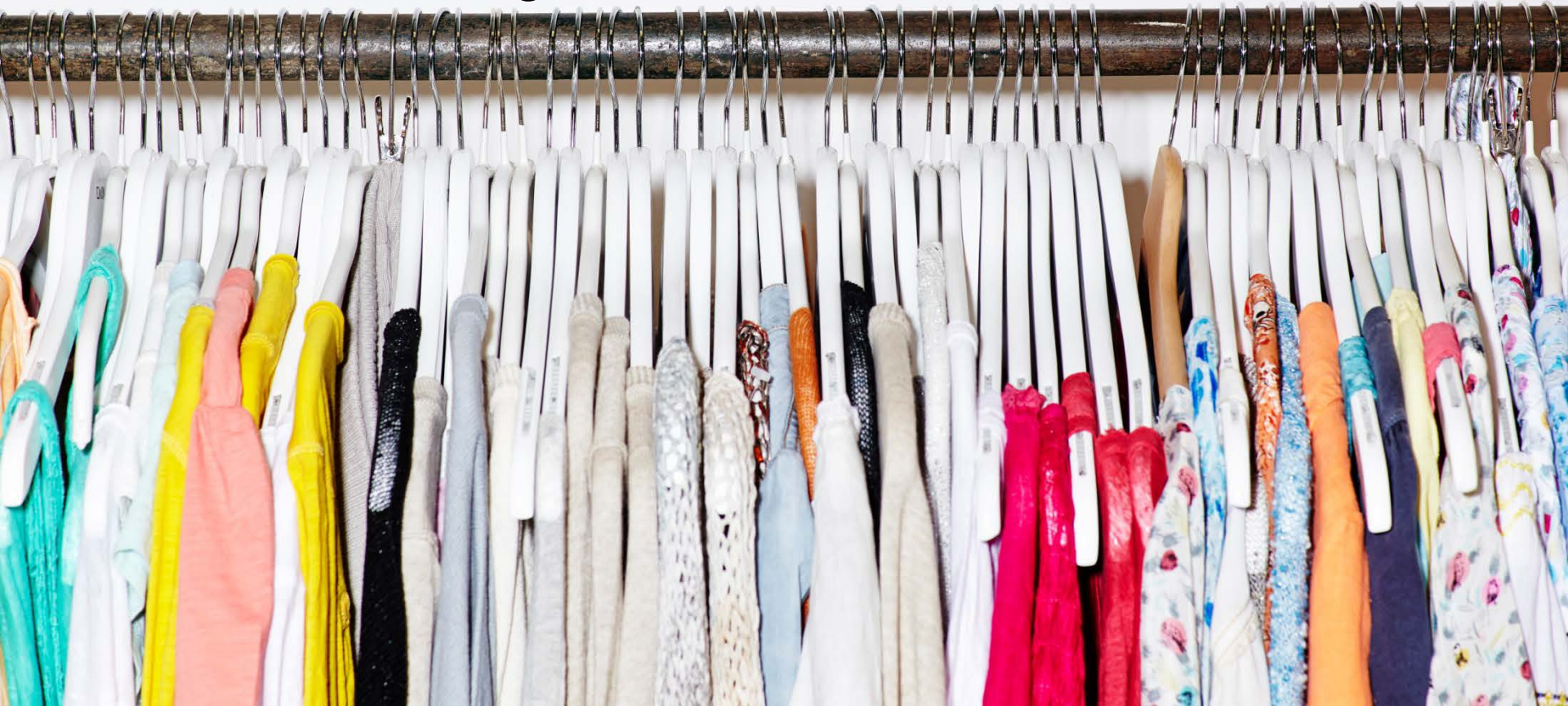
A Norwegian approach to creative industries



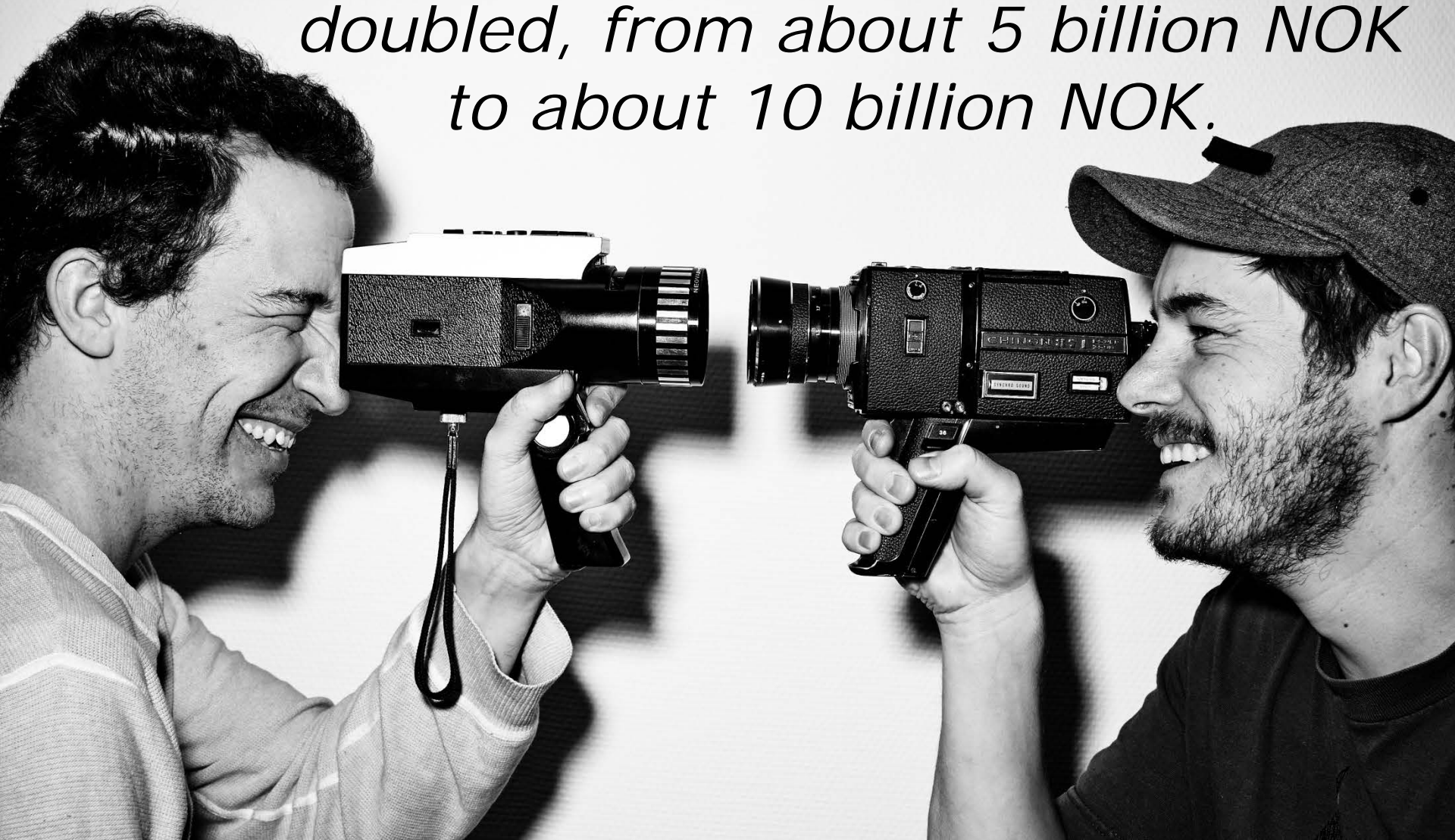
A new action plan: "From cultural start-up to cultural enterprise"



Creative industries have become a bigger part of Norway's economy: the number of employees is up by 50% in 10 years.



Norway's Cultural Initiative: Since 2005, the culture budget has doubled, from about 5 billion NOK to about 10 billion NOK.



Challenges for the creative industries:

- *business expertise & funding*
- *Network & cooperation*
- *Export & internationalisation*



Measures taken in Norway's action plan:

- *Technology development and digitisation*
- *Knowledge and skills*
- *Business expertise*
- *Networks and cooperation*
- *Export and internationalisation*



The plan's main focus: to build bridges between the arts and the marketplace

- *Competence development*
- *Mentor service*
- *Commercial business networks*



