Assessing the contribution of HEIs to the creative economy of regions: The case of the University of Porto

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Session: Universities & Industry
Context of research

- Ongoing project dedicated to the Creative Industries in the University of Porto’s ecosystem supported by UPTEC and INESC TEC

- INESC TEC coordinates sub-project CEICI – Centre of Excellence for the Creative Industries and Innovation
Purpose of research:

Dashboard of indicators for the Observatory for the Creative Industries in the University of Porto (UP)

UPSTREAM INDICATORS

- Contribution of the UP to knowledge generation primarily associated with creative value chains;
  - Training Activities - *Course design and delivery*;
  - Research & Development activities;
  - Intellectual Property;
  - Technology Transfer;

DOWNSTREAM INDICATORS

- Assessment of performance and economic contribution of companies from creative value chains incubated in UP’s centers;
State of the art

- Different conceptual proposals to define the “Creative Industries”
  
  e.g.: DCMS, WIPO, UNCTAD, KEA European Affairs

- Yet, increasing convergence between definitions about what industries make the creative landscape

- Remaining conceptual intricacies affecting adequate measurement of creative activities (operational/practical weaknesses).

  Development of sound indicators to map the creative industries requires a clear understanding of what they are
Our research field

The University of Porto

- 4 centres fully dedicated to pre-incubation and incubation of companies
- 1 centre fully dedicated to the creative industries (38 companies/entrepreneurial projects in the 1st semester of 2012)
- Adoption of the 2001 DCMS (UK) proposal for creative sectors

“Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property” (DCMS, 2001)
Our Approach

What is the scope for our dashboard of indicators?
What companies incubated in UP’s science and technology centres can be said to be part of the creative industries?

VALUE CHAIN APPROACH

Companies from creative segments involved in the creation, manufacture, production, (and wholly dedicated to) distribution and sales of products embodying creative contents (based on the copyright criteria - WIPO, 2003).

Literary works
Maps and technical drawings
Motion pictures or cinematographic works
Computer programs and databases

Applied arts
Photographic works
Musical works
Artistic works
The Concept of Copyright (and related rights)

Branch of Intellectual Property that refers to the protection of all literary, scientific and artistic works, regardless of their mode or form of expression (WIPO, 2003).

Set of rights that are conferred to the intellectual (creative) author of a literary, scientific and artistic works.
Our Approach

Use of industrial codes to build a creative sector’s value chain

**MAP OF POTENTIALLY “CREATIVE” INDUSTRIAL CODES BY CREATIVE SECTOR**

Example:

**CREATIVE SECTOR “MUSIC”**

<table>
<thead>
<tr>
<th>Portuguese Industrial Codes CAE.Rev3</th>
<th>Creation</th>
<th>Manuf./Prod.</th>
<th>Distr.</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>90030 – Literary and Artistic Creation</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>59200 – Sound recording and music publishing</td>
<td>x</td>
<td>x</td>
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<tr>
<td>18200 – Reproductin of recorded media (% of music recorded media)</td>
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<tr>
<td>47630 – Retail of music records, CDs, DVDs in dedicated stores</td>
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Our Approach

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Extraction of the “creative content” embodied in products/services:

Portion of a company’s activities related to the creation, production, manufacture, distribution and sales of **recorded music**

Collection of data for extraction of a business’s creative content through **survey**
Our Approach

How can companies from creative segments be identified? How can companies from non-creative segments may have their creative dimension captured?

I - MAP OF CREATIVE INDUSTRIAL CODES PER CREATIVE SECTOR

- Does it have a “creative” industrial code?
- Is it involved in the creation, manufacture, production, (wholly engaged) distribution and/sales of products/services embodying creative content?

II - OTHER INDUSTRIAL CODES

- Is it involved in the creation, manufacture, production, (wholly engaged) distribution and/sales of products/services embodying creative content?

III – APPLICATION OF QUESTIONNAIRE

- Questionnaire to extract the creative dimension of company and assess the performance and economic contribution of company’s creative-related business
THANK YOU FOR YOUR ATTENTION