



## The Faroese Creative Economy

Workshop  
Summary –  
Toward a  
Creative  
Economy  
Green Paper



## Introduction

On June 16 and 17, Tom Fleming led a workshop with key partners from across the Faroese Creative Economy to establish the focus and parameters of a Green paper for the Creative economy of the Faroe Islands.

The expected results of the Workshop were

- Understanding of the main trends in creative economy and cultural ecology agenda developed among cultural managers, creative professionals, businesses, local authorities and media
- Identification of the active professionals, creative businesses and cultural initiatives in the Faroe Islands which could be considered as an important cases of Faroese creative economy potential
- Development of the project & policy proposals which can be developed further & realised.
- Framework for a Faroese Green Paper established and forward plan agreed.

# List of Participants

Edvard Nyholm Debess, tónleikari  
Bárður Persson, sjónleikari  
Jens M. Dalsgaard, LISA  
Katrína í Geil, Tórshavnar kommuna  
Gloria Kalsø, Framtak  
Jørgen Lützen, Yrkisfotografar  
Siggvør Laksá, Manager Eivør  
Meduna Dalsgaard, Arkitektafelagið  
Tórstein Olsen, Mentanarhúsið  
Annleyp Lamhauge, Kvinna  
Niels Arge Galán, Sendistovan  
Bogi Eliassen, Vinnuframarunnurin  
Rakel Helmsdal, Rithøvundafelagið  
Olga Biskupstøð, Economusee  
Regin Dalsgaard, Globi  
Katrín I. Jacobsen, Bitland  
Rani Nolsøe, Íverksetarahúsið  
Kinna Poulsen, listaummælari  
Leif Sørensen, Gourmet

Helena Dam á Neystabø, landsstýrskvinna í mentamállum  
Johan Dahl, landsstýrismaður í vinnumálum  
Jørgen Niclasen, landsstýrismaður í uttanríkismálum  
Brynhild Næs Petersen, Uttanríkisráðið  
Margretha Nónklett, Uttanríkisráðið  
Birita Nolsø, Uttanríkisráðið  
Sigmundur Isfelt, Uttanríkisráðið  
Margertha Jacobsen, Uttanríkisráðið  
Leivur Langgaard, Uttanríkisráðið  
Unn Poulsen, Uttanríkisráðið  
Niels Winther, Vinnumálaráðið  
Oyvindur av Skarði, Vinnumálaráðið  
Urd Johannesen, Norðurlandahúsið  
Martin Næs, Mentamálaráðið  
Jørgen Meitilberg, Mentamálaráðið  
Kristianna Sjóvará, Mentamálaráðið  
Mortan Zachariassen, Mentamálaráðið  
Tove Askham, Mentamálaráðið  
Armgard Weihe, Mentamálaráðið





## Structure & Focus

**June 16th:**

**09.00 – 0.930 - Registration & Refreshments**

**09.30 – 10.00 – Introductions by  
Mentamálaráðið & Ministers**

**10.00 – 11.00 – Introductory keynote by Tom Fleming.** This will set out the core concepts – Creative Industries, Creative Economy & Cultural Ecology. It will highlight sector and policy trends internationally and point to specific opportunities and challenges in small countries and 'at the margins'.

Here key cross-cutting themes will be introduced:

- The role of the Faroese creative economy in a wider North Atlantic and Nordic context – strengths, opportunities, policy leadership
- The role of cultural infrastructure in developing activity
- The role of 'traditional culture' in developing economic value through creativity
- The value-adding role of the sector for other parts of the economy and society.

**11.00 – 13.00 – Open Space Plenary.** Here participants will be encouraged to put forward a policy theme or issue for discussion. We will then select priority issues and structure a discussion around them. This may require breaking into working groups (this depends on the attendance level). This open space approach gives attendees a role in directing the focus and time of the event from an early stage, and is an excellent 'R&D' process to map the dynamics of the creative economy and cultural ecology of the Faroe Islands.

**13.00 – 14.00 – Lunch.** Here an Ideas Board will be introduced, so participants can continue to offer issues throughout the break. This will be available as a workshop notice board throughout the two days.

**14.00 – 15.30 – The Creative Economy 1:** A focus session on business support needs, trade development, and investment.

**15.30 – 17.00 - The Cultural Economy 2:** A focus session on the role of cultural infrastructure and organisations in the Faroe Islands. This will explore their openness, flexibility, and wider role in linking creativity to innovation.

**17.00 – 17.15 – Summary – Tom Fleming.**



## June 17<sup>th</sup>:

**09.00 – 09.30 - Registration & Refreshments**

**09.30 – 10.00 – Introduction by Tom Fleming to the themes and objectives of the day.** By the end of the day we need to establish:

1. Key policy options for of the Faroese creative economy
2. Opportunities for growth and a value-adding role
3. Options for a Policy Framework
4. Next steps – maximising the value of the Faroese creative economy.

**10.00 – 11.00 – The Creative Economy Three** – A focus session on learning & skills, knowledge exchange, innovation

**11.00 – 11.20 – coffee break**

**11.20 – 13.00 – The Cultural Ecology Four** – A focus session on linking creative and cultural agendas – such as in tourism, inward investment, cultural planning and creative branding.

**13.00 – 14.00 - Lunch**



## June 17<sup>th</sup>:

- 14.00 – 15.30 - Convergence** - Top Five to Ten Actions Required for the Creative Economy & Cultural Ecology of the Faroe Islands. Here we will stage a round table discussion with key participants to draw up a long-list of actions and then reduce them down to a shorter number by theme and priority.
- 15.30 – 16.15 – Ownership** – Here we match actions to lead partners. Key here is encouraging participants to volunteer.
- 16.15 – 17.00 – Strategy** – Here we identify how each of the actions can be linked as a framework for a creative economy and cultural ecology strategy / Green Paper for the Faroe Islands.
- 17.00 – 17.15 – Next Steps** – Final round up by Tom Fleming and other lead partners – to be designated.



# One Open Space Session

Here we invited participants to contribute their agenda. Participants stood in a circle and were asked to provide priority considerations and issues for each of the four Creative Economy themes / workshop. These were then discussed in micro working groups to further refine the agenda prior to the four workshop sessions of Creative Economy 1-4.





## **Creative Session 1:**

**What are the Industry Development Needs & Opportunities?**

**Capacity**

**Growth**

**Markets**

**Intelligence**

**Infrastructure**

# What Does Support Mean?

**Access to  
markets and  
supply chains**

**Access to finance**

**Access to  
people and  
knowledge**



**Business  
planning and  
development**

**Workspace**

**A role in  
place-making**



## **Creative Session 2:**

**How to Establish a Vibrant, Innovative & Value-adding Cultural Ecology?**

**Infrastructure**

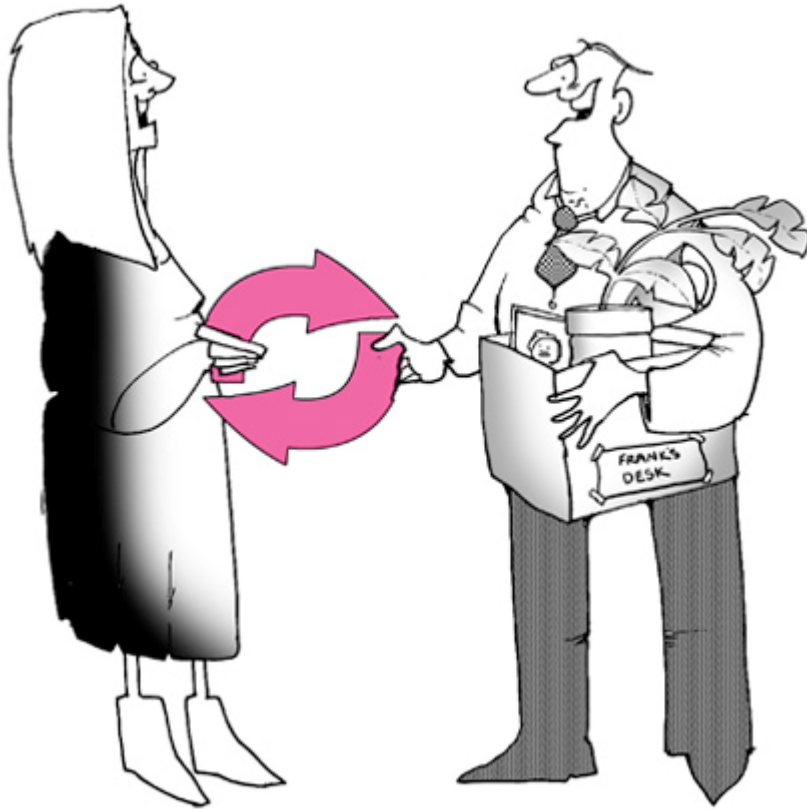
**Capacity**

**Coordination**

**Quality Vs Participation**



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## **Creative Session 3.**

**Talent Development**

**Education**

**Knowledge Exchange**

**Professional Development**

**How can the role of culture can be advanced through a dedicated approach from the learning and skills sector?**

**How can knowledge transfer and exchange ensure that culture and creativity drives processes of place-making and business development?**

**How can the informal and formal learning sector be dovetailed to interface more effectively?**

**How can the Faroe Islands be recognised as a centre of excellence for creative learning and cultural entitlement?**





## **Creative Session 4:**

**Transforming the Brand Narrative**

**Linking Production to Consumption**

**Cultural Tourism**

**Interweaving the heritage & Contemporary**

# Telling the Faroese Story – a Creative Brand?



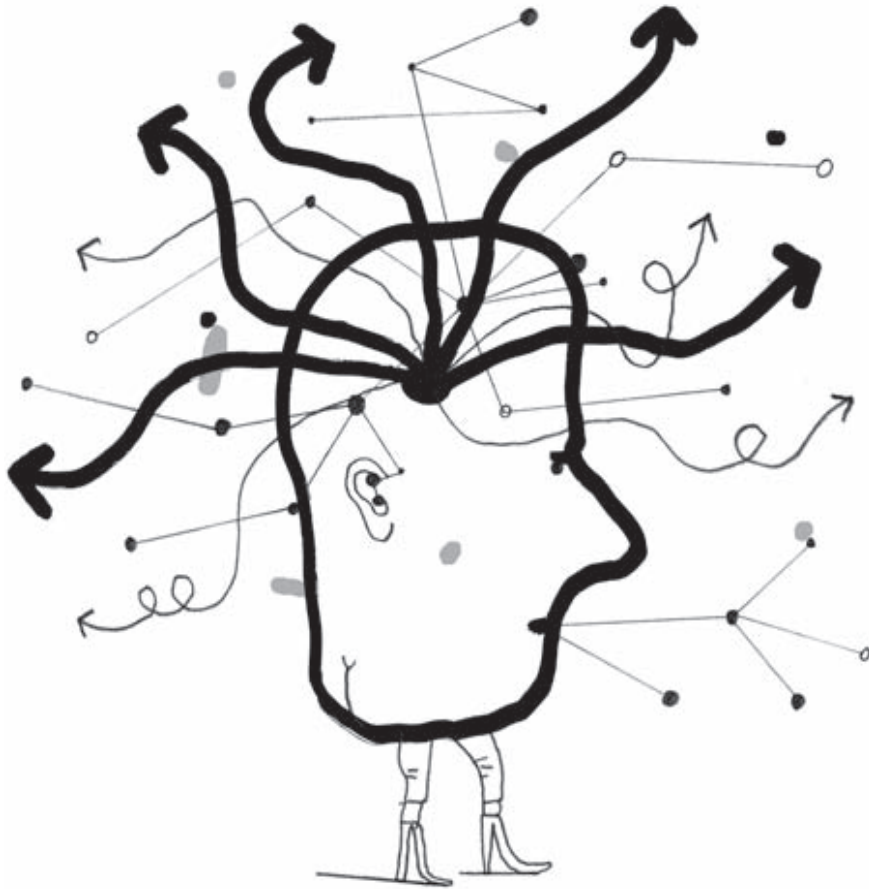
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## Our Ideas Noticeboard

We also had an Ideas Notice board to encourage participants to add ideas and reference points that had not emerged in the wider discussions.



# Our Core Principles for the Green Paper



**Light touch & enabling**

**Bridges gaps & knows when to let go**

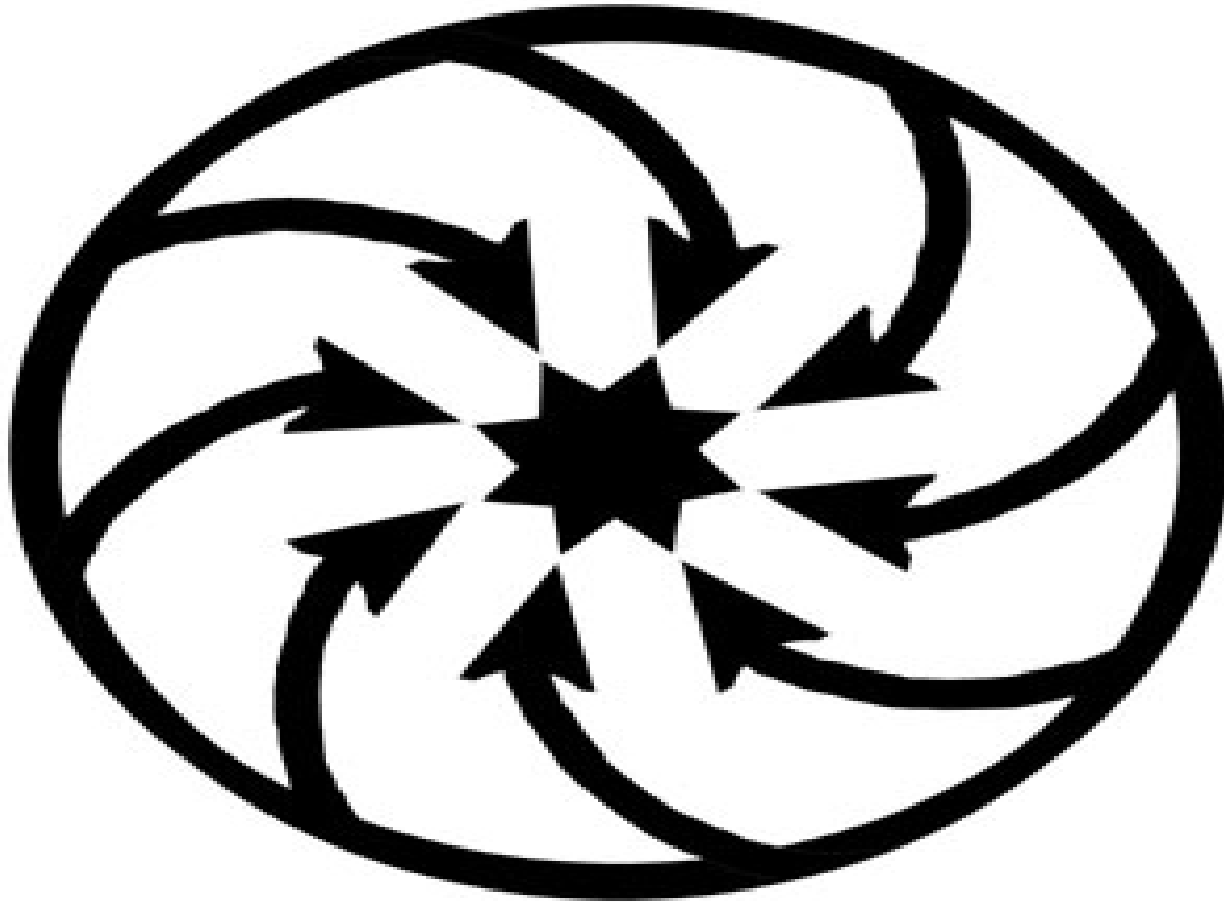
**Connects & adds value to the existing offer**

**Builds capacity & confidence**

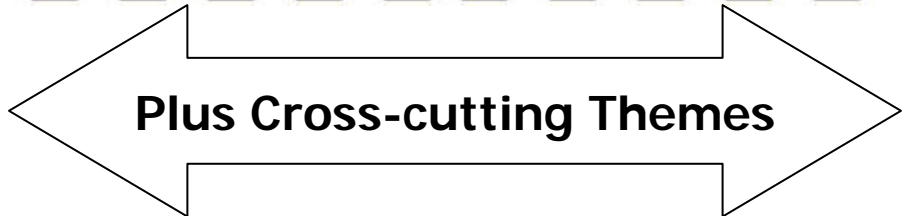
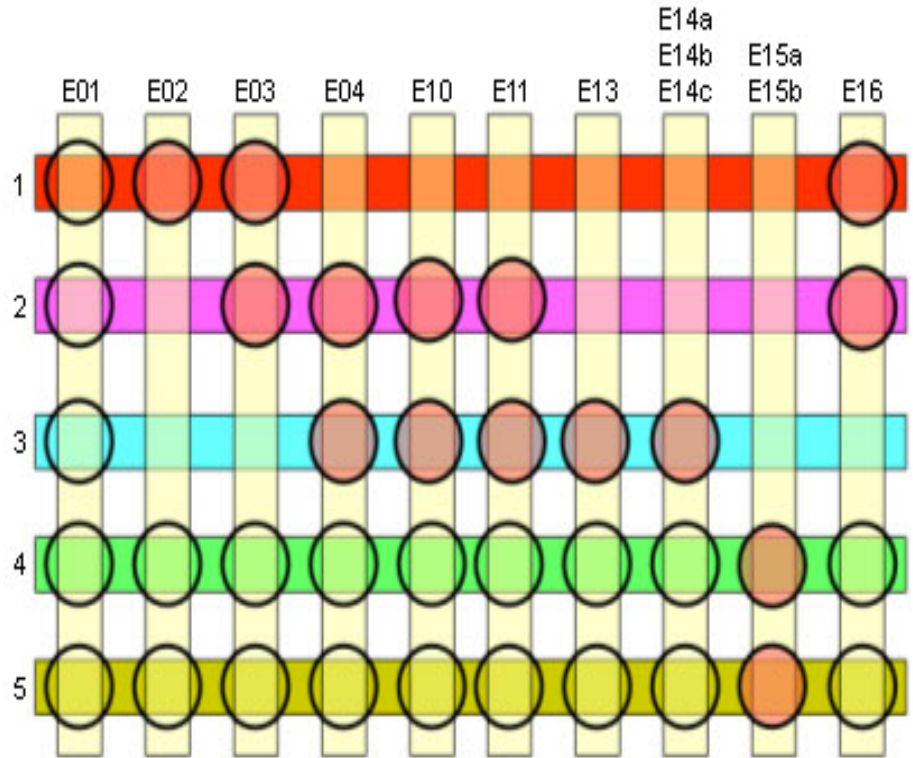
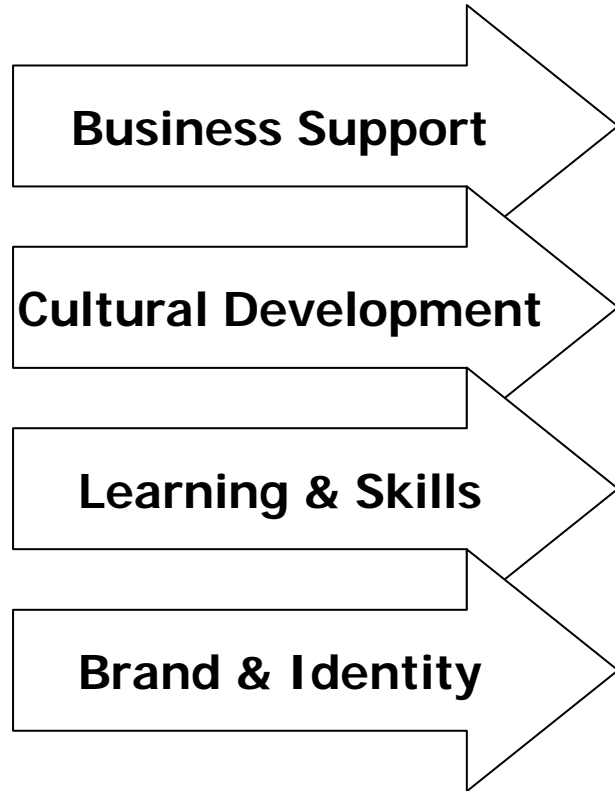
**Is the primary knowledge resource and generator**

**Is agile & flexible**

# Convergence



# Four Themes





## 11 Priority Actions

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# Actions

- 1. Mapping / a baseline evidence base** – of the support landscape and sector; establishment of cultural and social metrics and indicators and their promotion as 'vital statistics'
- 2. Cross-matching** – a brokered collaboration initiative for creatives in society/business
- 3. Public diplomacy to focus on creative businesses** – bottom-up (CIs propose what they have to give); and top-down (framed and staged by the diplomacy service). This = the co-creation of what we have to give – e.g. the three things we have to give to the world. Important here that the creatives are given a voice.
- 4. Creativity summer schools** – a programmed approach to establishing the Faroe Islands as a leading gathering place for creative thinking and practice; with a wider remit focused on creativity in business and global agendas – e.g. linked to social innovation, gastronomy etc. Need short-term / quick wins here.

# Actions

5. **Feasibility to establish a Creative Entrepreneurship fund** – a pre-start-up fund as proof of concept for CIs
6. **Specialist advice programme for CI businesses**, utilising international expertise and building expertise locally
7. **Build capacity and flexibility in our cultural institutions to diversify the offer**, embrace creative production and establish expertise in fields such as design, fashion etc. Also establish a joined-up approach to events and programme management and promotion. Also focus on what we can take a lead in – e.g. the creative contemporary role of minority cultures internationally.
8. **A regulatory review process staged by a creative business task group** – to identify how the legal framework can better support and sustain the creative economy
9. **Targeted inward and outward business development initiative** – thoroughly planned and coordinated with pre-qualification in the FIs re. the rationale and purpose of participation...with captive audiences at both ends

# Actions

10. Establish a gathering point – a place for creatives to work and play; e.g. a studio complex / managed workspace as a mini creative cluster / intersection. This would be sector-led, mixing production and consumption, operating as the place to connect, share, showcase, engage...

**11. Website – and creative mash-up portal.** The information portal / gateway; with open source space for discussion, notice boards, and uploading content.

# Ownership



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# Partnership

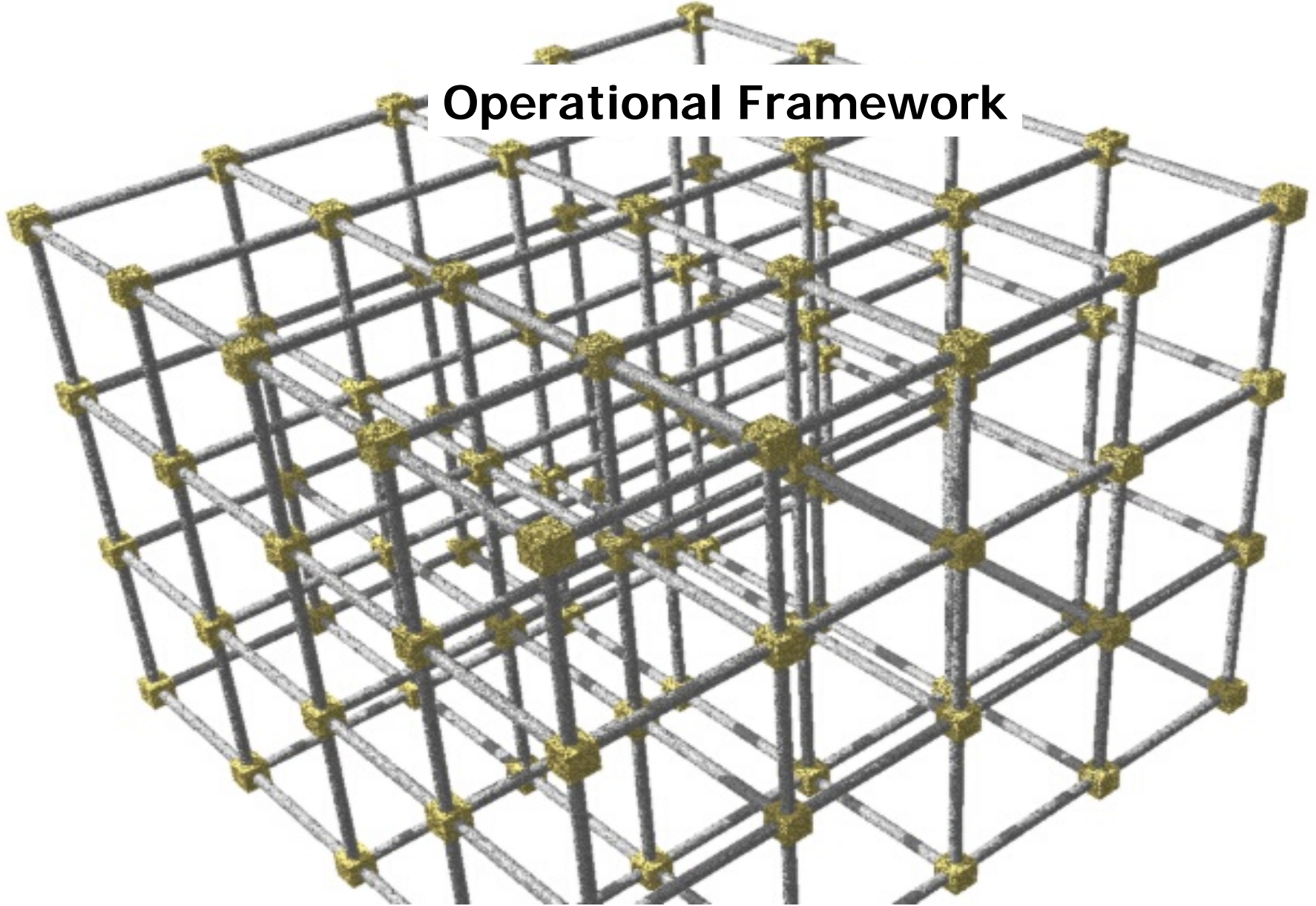
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**Leadership**

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# Operational Framework



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# Next Steps

1. Commission Green Paper
2. Establish a programme intranet site for the reference group
3. Hold one reference group meeting before final publication of the Green Paper
4. Recruit project Director
5. Establish programme Steering Group
6. Draw up work programme with milestones and deliverables
7. Initialise pilot & gateway projects – e.g. mapping; summer school; business support seminars
8. Change the world

# Proposed Next Steps

1. Commission Green Paper
2. Establish a programme intranet site for the reference group
3. Hold one reference group meeting before final publication of the Green Paper
4. Recruit project Director
5. Establish programme Steering Group
6. Draw up work programme with milestones and deliverables
7. Initialise pilot & gateway projects – e.g. mapping; summer school; business support seminars

### **Knowledge:**

**Signposts to the business support & investment landscape**

**Information point for the Faroese cultural scene – programme, events, services**

**Provides specialist CI support & advisory programme**

**Holds annual creative think tank / conference – attracting leading global expertise**

**Commissions sector research & info bulletins**

**Has user-generated on-line info portal**

### **Collaboration:**

**Brokers relationships between businesses and organisations**

**Manages a cultural commissioning fund and award – based on collaboration**

**Supports an international artists exchange programme – residencies, commissions, art in the public realm**

**Works with the education sector for creativity in the curriculum**

**Advocates for an international university offer**

**Advocates for more enabling regulatory landscape**

**Manages a ‘creativity programme’ – brokering artists etc. to have placements in other sectors**

### **Market Making & Shaping:**

**Supports investment in Faroese artists working internationally – e.g. for touring bands, exhibitions, design shows; perhaps as an ‘off schedule’ event at a major fashion show.**

**Coordinated creative reception/programme for journalists and opinion formers: placing the Faroe islands product through the Faroese creative businesses**

**Advocates for a ‘creativity and social innovation living laboratory’ programme – action research to elevate the islands as a centre of creativity & innovation**

**Positions creative production at the heart of the tourism narrative – ‘Faroese made’**

**Longer List of Options**

*"The losers launched websites. The winners launched vibrant communities. The losers built walled gardens. The winners built public squares. The losers innovated internally. The winners innovated with their users."*

(Tapscott & Williams – 'How Mass Communication Changes Everything').

The background of the slide features a repeating pattern of lightbulbs. Some are solid white, while others are simple line drawings. They are arranged in vertical columns, creating a textured, grid-like appearance.

about us

We are a high profile **creative economy and consultancy** based in London, and we offer **policy and industry leadership** across the creative and knowledge economy. Through **research, strategy and partnership**, we position creativity as a key tool for economic and social development.

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