

# CREATIVE PARTNERSHIPS IN POLAND

final report - summary

Pro Cultura Foundation  
Warsaw 2011

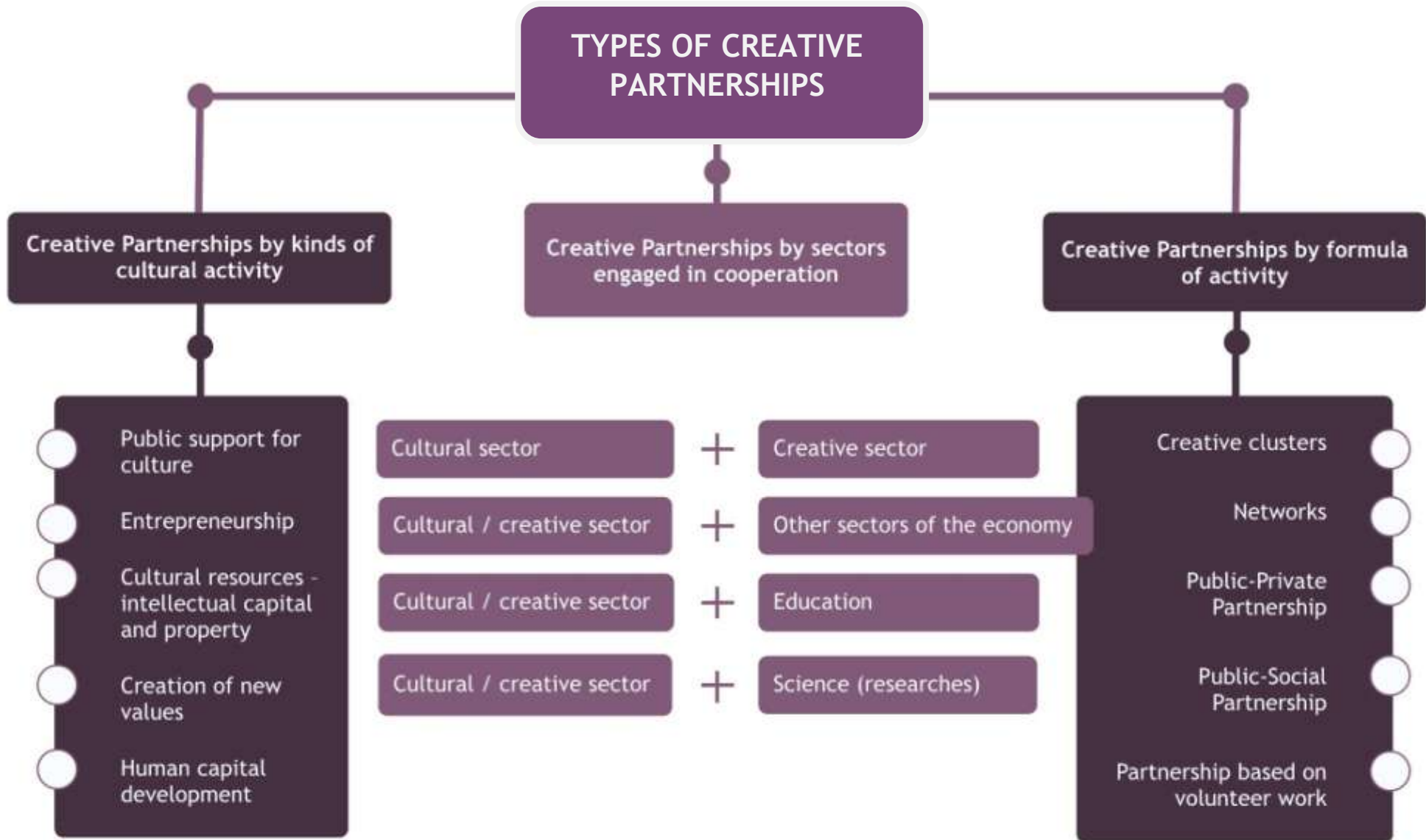


W

ithin the “Creative Partnerships in Poland” project’s framework we made an attempt to indicate the scope of functioning and outline knowledge on this phenomenon. The research combining: review of the available material, individual in-depth interviews and written questionnaires as well as case studies of cooperation between various entities covered by the adopted definition, constitutes the background for recommendations concerning Creative Partnerships development. The final report consists of two parts. The first one contains the diagnose of the substance and specificity of the phenomenon in question, based on available documents and international reports. In this part we reflect on various definitions of Creative Partnerships and present the typology taken from the experts’ report ‘The significance of cultural competencies for raising creativity and intellectual capital of Europe’ (by Dorota Ilczuk and Kazimierz Krzysztofek on the commission of Ministry of Culture and National Heritage). Subsequently, we present the examples of Creative Partnerships functioning abroad. The second part refers to the Polish situation. We start the reflection on the phenomenon from the presentation of interviewees and respondents’ opinions. In the next part we describe Polish examples of Creative Partnerships initiatives. The report ends up with conclusions and recommendations.

In the report Creative Partnerships are understood as contracted between the culture / creative sector and other sectors of economy, the public sector or entities acting in the field of education, training etc. Their goal is to create innovative content and transfer creative skills from culture to various areas of economy and social life.

The diagram below is a graphic representation of the typology of Creative Partnerships from the experts' report 'The significance of cultural competencies...".



The report's main aim is to popularize the Creative Partnerships as an innovative tool supporting the creation of competitive economy and modern cultural policy. Nowadays, we deal with a new type of economy based on knowledge, where the intellectual capital is gaining on importance. The understanding of culture as a factor that stimulates creativity - the basic source of innovation - is growing. The economic capital no longer decides about the competitiveness on the global market. The possibility of generating and implementing innovative solutions is the key to success. Creative Partnerships are extremely important, firstly, as an element of EU intellectual capital building and, secondly, as a tool for strengthening the social capital including equal relations between representatives of various circles. Such a solution can significantly contribute to mental change of individuals and, in a further perspective, development of local communities in particular Member States and the whole EU. The potential of Creative Partnerships has already been widely recognized in the majority of EU Member States and successfully used for increasing their economic competitiveness.

The questionnaires and interviews carried out in the project's framework have shown that the phenomenon is still poorly recognized in Poland. However, after getting acquainted with the meaning of this term, the interviewees indicated huge interest in such a cooperation which can contribute to popularization of the idea in the future and conscious engagement in Creative Partnerships. This will, nonetheless, demand crossing many barriers, both mental and legal. The presented Polish case studies prove that such a formula of cooperation is possible to be realised under current conditions and to a larger scale. It is worth emphasising that all presented initiatives are Creative Partnerships unconsciously to some extent - mostly because the phenomenon has not been promoted enough.

Conclusions from the research induce us to elaborate a set of postulates referred to entities potentially interested in Creative Partnerships development. Understanding of the role of culture in releasing creativity - which is essential for building economy based on knowledge - is the key issue. It is crucial to include culture and art in educational programmes as elements necessary for development and stimulation of individual creativity. Creative Partnerships can be popularised via intensified exchange of good

practices and well prepared communication strategy. It might be also necessary to create legal framework defining rules of functioning and funding of such a cooperation.

Creative Partnerships, as most phenomena in the field of culture, evade simple definition framework. For example, Tillt Europe refers only to artistic interventions in work environment, which excludes the cooperation between culture sector and entities acting in fields other than business and formula other than private. On the second pole there is IFACCA's approach, according to which Creative Partnerships are interactive forms of collaboration between individuals, groups and organisations in the art and culture sector and those in other disciplines or sectors. Even typology used in the report, which connects various kinds and levels of Creative Partnerships, certainly does not cover the whole scope of possibilities. It seems that the only necessary criteria to distinguish

Promoting, supporting and stimulating Creative Partnerships are among the key elements of pro-innovative policy. The character of modern economy, where intellectual capital as well as access to information and knowledge plays the key role, requires support for development of culture-based initiatives fostering inter-sectoral cooperation.

Creative Partnerships from other kinds of cooperation are: equality of engaged entities (partnership) and transfer of cultural component to other areas of economic and social life.

Creative Partnerships, through their interdisciplinary character, are infinite source of creativity and innovation. In the field of education, by releasing creative energy, stimulating imagination and teaching unconventional thinking, they help to shape new generations of Europeans and to build creative civic society based on knowledge. While in business environment they stimulate employees' and management staffs' creativity. Such initiatives support development of cultural competences both of cognitive and

instrumental orientation and have positive influence on self-assessment. One of the most important effects of Creative Partnerships is gaining skill of specific way of thinking similar to creative process.

We wish to emphasise that engagement in collaboration in the spirit of Creative Partnerships should be a well-considered choice out of many possibilities and not an obligation. It is crucial to treat cultural and creative sectors subjectively - as carriers of universal humanistic values of European society, and not as tools for achieving social or economic goals.

We invite you to read the report 'Creative Partnerships in Poland' available in Polish on [Pro Cultura Foundation's website](#).

## Research team:

Dorota Ilczuk, professor of Economics and Cultural Management

Kazimierz Krzysztofek, professor of Sociology

Ewa Bender

Małgorzata Nowak

Anna Wójcik

Graphic design:

Iwona Wyżga