

# Creve: Creative Industries

## **Will We Survive?**

### **Is creative destruction challenging the creative industries' ability to survive?**

Survivability and possession of flexible survival techniques has become increasingly important in the creative industries. Rapid technological advancement is highlighting the diversity of the world. New difficult problems are arising and creative destruction of businesses is accelerating. Simultaneously, cultural complexity thinking is challenging static thinking by drawing attention to alternative scenarios and the relationships between phenomena. Are new ways of survival required?

Resilience is the natural ability to adapt to circumstances, and has the potential to be learned and developed. Resilience is based on one's own desire to survive, ability to recognise one's resources and utilise these. Tolerance, taking others into account and cooperation are always desired traits, but do these traits bring added value to businesses in the creative industries? What kind of resilience and associated skills will be required in the creative industries in the future? Can traits that are often only recognised in times of struggle be evaluated and pre-emptively developed to enhance the flexibility of a business's activities?

The workshop will consider how to strengthen and develop one's own resilience from the point of view of entrepreneurship in the creative industries. Using methods based on collaborative design, we will reflect on adaptability as a resource in entrepreneurship within the creative industries, as well as a resource supporting immaterial increase in value. In our work, we will combine pieces of survivability, the creative industries and entrepreneurship as well as the evaluation of these. The resulting vision will be utilised to develop national business consultancy for the creative sectors. The workshop will provide each participant with mental tools for self-evaluating their own entrepreneurship on the level of services, products and general character.

The Creve network is seeking ways to dismantle obstacles encountered in creative fields, which are often linked to certain ways of thinking, or the experience of lacking possibilities for discussions with interesting individuals from one's own entrepreneurial perspective. Join us in creating enduring entrepreneurship and a sustainable creative economy!

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