
FOSTERING ENTREPRENEURSHIP IN THE CREATIVE ECONOMY

**SUMMARY SESSION HIGHLIGHTS
NOVEMBER 19, 2010**

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Table of Contents

Executive Summary	2
1.0 – Burning questions and issues	3
2.0 – Lessons learned	6

Executive Summary

Attached are meeting proceedings from the interactive summary session of the Fostering Entrepreneurship in the Creative Economy Conference on November 19, 2010. The purpose of the session was to:

- Surface any burning questions and issues;
- Share lessons learned.

1.0 – Burning questions and issues

Question: What are your burning questions/issues/topics that you would like to see addressed?

1. How do we change/adapt the education system of today (elementary and secondary) to work in 'today's world' ... it seems that the education system now is the same as it was (essentially) in the 1800's... the world has changed many times over since then - why hasn't the education system really made any dramatic changes to reflect that?
2. What is the critical mass for a rural incubator and what is the expected life span. How many incubators can we support? How do incubators measure success?
3. What is the risk of duplication bw incubators between communities?
4. How do incubators differentiate themselves? Via a research focus?
5. How can we infuse our rural communities with ethnic and cultural diversity--expose these communities to ideas from other cultures so that they might better understand how to communicate or serve, say ethnic communities in TO with products from Rural communities?
6. How do we find support for the last mile? How do we create a business case for the last mile?
7. If diversity, proximity and density are enablers for the creative process, we need not despair--we can manufacture or simulate these conditions in rural communities. Some of the projects presented demonstrate this.
8. How should creative economy strategies work within/utilize existing larger economic development plans/strategies?
9. How does PEC do so well with so few retirees contributing economically? (RE: Age dependency ratio)
10. What are the best practices in linking the entrepreneurs (who have great ideas) with the private equity providers (\$)?
11. Beyond events like today how do we share best practices between rural communities that would not normally have contact with one another? Or how do we create scale from aggregating rural communities together in creative initiatives?
 - a. OEEDC blog on creative economy...
12. If there are such significant advantages to "do entrepreneurial development" in major urban centres, why fight that? Is it counter-productive to spend a lot of time and effort developing rural strategies?
13. Many global agencies and other national entrepreneurship strategies have included a specific focus on women entrepreneurs (particularly in non-metro areas and agriculture). We didn't hear about that in any papers today; has anyone had experience with this approach in Canada?
 - a. see incubator at Halliburton CFDC - Andy Campbell
 - b. NC CFDC "women business owners w/o offices"
14. From a public policy standpoint what can a municipality do to help foster entrepreneurship in its jurisdiction?
15. How do we partner "idea" folks with the "business-case-writing" people in the cultural economy?
16. What can we do in rural settings to increase interactions and diversify knowledge?
17. Some communities seem to be able to engage the academic community to assist in rural economic development while others can't. Is there a model of engagement or is it luck or proximity?
18. What can we do to diversify creative exchange?
19. How can you assist an individual to discover their business passion (an opportunity that suits their needs) and operationalize it?

20. How can we use social networking and social media to get the rural diaspora (those who come from rural areas) to be engaged in the future of rural areas from their positions in urban Canada (Ontario)?
21. How are universities/public institutions doing their best to disengage rural youth from the future of rural areas?
22. Rural Canada occupies over 90% of Canada. How do we ensure community capacity given the many intrinsic disadvantages of creative entrepreneurship that we've discussed today?
23. What happens when we've transferred a province's rural ethos becomes a tourist provider? Right now as a province we can support unique rural tourism . . . I am not sure we as a province can support all rural economies to be tourism based. By encouraging arts based rural tourism. . Are we raping and pillaging rural communities to the benefit of urban money?
24. We heard a few stories about using cultural/theatre as drivers of development in Atlantic Canada. But these were all from relatively "small" communities. Is it possible to apply this in much larger geographic context, such as in all of Ontario, or Alberta?
25. What can parents and schools do to nurture the creativity on the creativity literature map?
26. - HIPPY Canada .. Muskoka creative paths collaborative
 - a. NE Ontario Youth entrepreneurship programs
 - b. Learning through the Arts (Royal Conservatory)
 - c. Arts Smarts
27. Social process requiring soc. env and diversity.... how can we enhance/create in a rural setting? This is related to management of creative cities. What can Prov. Cities, CFDCs, etc? Who are all the players that can help with enhancing creativity?
28. How can we get rural to be the next "cool thing"?
29. Understanding the necessity of leveraging the cultural assets that create the community's identity!
30. How can we in rural Ontario provide input on government regulations that have a negative restricting effect on business development? Ex. Species at risk ANSI areas identified as natural or scientific interest.
31. How do we figure out who all the players are and their roles? How do we get them working together rather than in silos?
32. How can we use a mix of communication tools to assist communities in developing a consensus around moving forward?
33. Provinces like BC have decided to not wait and go after higher bandwidths and connectivity ... how do we bring the lessons of these efforts to southern Ontario? HH notes the difference between SW Ontario and E.Ontario ... but in E.Ontario the work is not finished either.
34. The business incubation industry is alive and well in Canada with over 100 incubators from coast to coast to coast. Surely some 'Credible' research can be done with this large group.
35. How do we overcome the competitiveness among lower tier municipalities?
36. Urban Canada depends on rural Canada. As rural Canada goes, so does Canada ... Rural Canada is not homogenous and is interdependent ... What are related creative economy policy implications?
37. Let's get agencies such as LCBO on board with the rural creative economy! Others to target??
38. How do we address rural gentrification, planning for prosperity while managing its impacts?
39. Can Community Investment Funds operate the same as Venture Capital firms?
40. What is the relationship between creative people working primarily because they WANT to be creative, not necessarily with great commercial aspirations, and the "bigger fish"? I'm not sure that many artists, for example, or even small business people in creative enterprises in Kingston, would quite recognize this discussion. Perhaps there is a need to give greater value to non-economic value...?
41. What is the difference between issues in truly 'rural' communities and smaller cities? there are common points, but also differences

42. How do we avoid "parachuting" cultural development that may or may not meet the needs of locals? Are the reservations of locals sometimes in fact quite reasonable? How can we be duly attentive to local cultural factors -- I'm not endorsing closed-mindedness here, but people from "away" ought not perhaps to drive these processes.
43. How to convince Ministry of Research and Innovation to invest in more than science, tech and green - to include culture and agriculture?
44. What might the role be of public libraries to foster information/internet access etc.? How to help this, define it as role?

2.0 – Lessons learned ...

Lessons Learned & Takeaways: What are any personal learning Nuggets, surprises, revelations, key takeaways?

1. Getting community support through partnerships and profit sharing
2. The importance of partnerships in making anything happen e.g. Private Public Partnerships in making rural broadband happen
3. Interesting that a few today stated communities are leaning from tourism, but developing creative economy
4. Prince Edward County doesn't have as much money as people think
5. Creativity Literature Map from Spence was great. How it feeds into the creative process and maps of connectivity and how the interaction happens and develops. That there can be a dominate place smaller homogeneous places surrounding it. The importance of social interactions in the whole process of connectivity is interesting.
6. The role of arts education in schools and the creative hubs and all these kinds of policies fit into the creativity literature map.
7. Maybe need to highlight single women in rural areas to lure the males (?)
8. Lunenburg example interesting (HB Studios) since studies show young workers need more than just jobs - social life, attachment to community, proximity to urban centres and recreation opportunities are major factors also
9. RE: Revival not requiem - staying in touch with young migrants more important than attracting in new people/entrepreneurs (?)
10. The obstacles may not be as big as the opportunities (since there are some bright spots) - so we sometimes need to focus on the positive and just be pragmatic about the negatives (avoid being overwhelmed by them)
11. There is a need for someone or some organization to provide a "spark" to ignite the process. Who should provide this spark?
12. Factors that work against entrepreneurial success.
13. Kevin talked about how rural areas use tourism as a business, but tourism really is quality of place (amenities etc) so Tourism can be used to drive the quality of place in creative rural communities and therefore develop the creative economy.
14. A digital presence including websites and social media use for businesses/coops etc. increase legitimacy
15. Leverage assets community already has and think big (e.g. small Swedish town now major ski, snow shoe and winter wear design producer)
16. Rural gentrification
17. it seems that creative economies carry risks as well as attractions for those who already live in a place -- rising costs, traffic, commodification of their culture, etc. -- need to better plan for this, not be in denial
18. Lessons learned = Citizen-driven growth is the answer for rural areas.