

Policy Recommendations for Creative Industry

Representatives:

Introduction:

The creative cultural sector encompasses industries such as arts, music, fashion, and design, which often involve the production of unique and innovative products. However, this sector is also associated with high levels of waste and environmental impact, as materials are often used in a linear, "take-make-dispose" model. Engagement with sustainability principles is becoming increasingly important in the creative cultural sector, as consumers are becoming more conscious of their environmental impact and are seeking out businesses that prioritise sustainability. Closed loop manufacturing refers to the manufacturing process that reduces waste and minimises the consumption of resources by reusing and recycling materials to mind or waste and reduce environmental impact. In the creative cultural sector, closed loop manufacturing can play a significant role in reducing the environmental impact of production processes while also contributing to sustainable economic growth. However, whilst this approach has been successful in traditional manufacturing, it poses unique challenges in the creative cultural sector. Implementing closed loop manufacturing in the creative cultural sector requires a shift in mindset towards sustainability and a collaborative effort from businesses, designers, materials scientists, and policymakers. Overcoming the barriers and challenges to closed loop manufacturing will require a concerted effort to educate and incentivise businesses, develop new materials and processes, and create the necessary infrastructure and regulations to support sustainable production processes.

Recommendations:

The CASCADE project has undertaken a series of workshops and interviews over the duration of the project to identify barriers to the implementation of closed loop manufacturing and sustainability in the creative cultural sector and has produced a range of recommendations to overcome these. Our recommendations cover the four interlinked areas of concern:

- Investment in local hubs

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- Support for cooperative approaches
- Investment in education and learning
- Investment in grant funding

The current document has been designed to cover a series of policy recommendations aimed at creative industry representatives. A more detailed guide for a variety of different stakeholders can be found at the link below: [Policy Recommendations](#)

On a creative industry representation level, we recommend the following actions:

Investment in local hubs:

The creative and cultural sector has great potential for closed loop manufacturing, which involves designing and producing products with the aim of keeping materials in use and out of landfills. However, a lack of investment in local hubs to support this type of manufacturing can pose several issues. Firstly, without adequate investment in local hubs, it can be difficult for creative and cultural sector businesses to access the necessary resources and infrastructure to support closed loop manufacturing. This includes access to appropriate machinery, equipment, and skilled labour, as well as the necessary regulatory framework and support networks to ensure successful implementation. Secondly, the lack of investment in local hubs can result in a limited understanding of closed loop manufacturing processes and their potential benefits among creative and cultural sector businesses. This can make it challenging for businesses to embrace and adopt sustainable manufacturing practices, leading to missed opportunities for innovation, cost savings, and reduced environmental impact. Finally, the lack of investment in local hubs can also contribute to a lack of collaboration and knowledge sharing between creative and cultural sector businesses. Closed loop manufacturing requires a collaborative approach, with businesses working together to share knowledge, expertise, and resources. Without local hubs to facilitate these interactions, businesses may struggle to form the necessary connections and partnerships to support sustainable manufacturing practices. To address these issues, it is important to invest in local hubs that can support closed loop manufacturing in the creative

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and cultural sector. This investment can take many forms, such as providing financial support for infrastructure and equipment, developing regulatory frameworks to support sustainable manufacturing, and creating networks and support systems to facilitate collaboration and knowledge sharing.

1. **Create a supportive policy environment:** Encourage local governments to create policies that support closed loop manufacturing in the creative cultural sector. This could include incentives such as tax breaks or subsidies for businesses that invest in these types of initiatives.
2. **Foster collaboration:** Encourage collaboration between businesses in the creative industry and local hubs for closed loop manufacturing. This could include setting up networking events or providing resources to help businesses find potential partners.
3. **Develop training programmes:** Develop training programmes for employees in the creative industry to help them learn about closed loop manufacturing and how to incorporate sustainable practices into their work.
4. **Increase public awareness:** Increase public awareness about the benefits of closed loop manufacturing in the creative industry. This could include creating public campaigns or events that showcase the positive impact of these practices.
5. **Provide financial support:** Provide financial support to businesses in the creative industry to help them invest in closed loop manufacturing initiatives. This could include grants or loans that are specifically targeted at supporting sustainable manufacturing practices.

Summary: Investing in local hubs for closed-loop manufacturing in the creative cultural sector can provide numerous benefits, including reducing waste, lowering production costs, and creating a more sustainable and resilient industry. By investing in local hubs, we can support the growth of sustainable manufacturing practices in the creative cultural sector and unlock the economic, social, and environmental benefits that come with closed loop manufacturing.

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Support for cooperative approaches:

Cooperative approaches in the creative cultural sector can be highly beneficial, but lack of support can limit their effectiveness. A cooperative approach involves individuals or organisations working together for the common good, rather than in competition with each other. This can lead to greater collaboration, sharing of resources and knowledge, and ultimately, a stronger creative and cultural sector. One of the main reasons for the lack of support for cooperative approaches is the emphasis on competition in the creative and cultural sector. Many individuals and organisations are encouraged to pursue their own interests and compete with others, rather than working together to achieve common goals. This can lead to a fragmented and inefficient sector, with a lack of coordination and collaboration. Another reason for the lack of support for cooperative approaches is the perceived risk associated with sharing resources and knowledge. Some individuals and organisations may be reluctant to share their resources or expertise for fear that others will gain a competitive advantage. This can lead to a lack of trust and collaboration in the sector, limiting the potential for cooperation and collective action. Furthermore, there may be a lack of awareness of the benefits of cooperative approaches in the creative cultural sector. Some individuals and organisations may not be aware of the potential benefits of working together or may not have the skills or knowledge to effectively collaborate with others. This can limit the potential for cooperation and collaboration in the sector.

To address these issues and promote cooperative approaches in the creative cultural sector, there needs to be a shift in mindset towards a more collaborative and cooperative approach. This can be supported by government policies and initiatives, such as funding for cooperative projects, training and education programs on collaboration and collective action, and the promotion of best practices in cooperative approaches. Additionally, there needs to be greater awareness of the benefits of cooperative approaches, and more opportunities for individuals and organisations to connect and collaborate with each other. Ultimately, a greater emphasis on cooperation and collaboration can lead to a stronger and more vibrant creative and cultural sector.

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1. **Advocate for cooperative development:** Creative industry representatives can advocate for the development of cooperatives in the creative cultural sector by promoting the benefits of cooperative approaches and lobbying for policy change to support cooperative development.
2. **Provide resources for cooperative development:** Creative industry representatives can provide resources to support the development of cooperatives in the creative cultural sector, such as access to legal and financial advice, training programmes, and networking opportunities.
3. **Foster partnerships:** Creative industry representatives can foster partnerships with cooperatives and other organisations in the creative cultural sector to provide opportunities for collaboration and knowledge sharing. This can include joint marketing campaigns, mentorship programs, and shared resources.
4. **Promote education and training:** Creative industry representatives can promote education and training on cooperative principles and practices in the creative cultural sector, by supporting workshops, seminars, and training programs.
5. **Provide funding for cooperative development:** Creative industry representatives can provide funding for the development of cooperatives in the creative cultural sector, through grants, loans, or other financial mechanisms.

Summary: Overall, the goal of these policy recommendations is to support the development of cooperative approaches in the creative cultural sector by providing resources, funding, and education. By promoting cooperation and collaboration in the creative cultural sector, we can create a more equitable, sustainable, and resilient economy for the future.

Investment in education and learning:

Education and training are essential components for the growth and development of the creative cultural sector. The lack of investment in these areas can significantly limit the potential for growth and innovation within the sector. One of the main ways in which education and training can be limited is through the lack of access to quality education and training programmes. Individuals and organisations within the creative cultural sector may

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not have access to the necessary resources and facilities needed to develop the skills and knowledge required to succeed in the sector. This can result in a lack of diversity, talent, and innovation, as well as a limited pool of qualified workers. Another factor that can limit education and training in the creative cultural sector is a lack of funding. Education and training programmes can be costly to develop and implement, and without sufficient funding, they may not be able to meet the needs of the sector. This can result in a lack of high-quality education and training programmes, as well as a lack of investment in research and development. Moreover, the rapid evolution of technology and changing consumer trends means that the creative cultural sector must continuously adapt to new challenges and opportunities. However, without ongoing education and training, individuals and organisations may not have the necessary skills and knowledge to remain competitive and innovative in the sector. To address these issues, governments and other stakeholders must prioritise investment in education and training for the creative cultural sector.

1. **Develop partnerships with educational establishments:** To ensure that education and training programmes are relevant and effective, cultural organisations should develop partnerships with educational establishments that specialise in sustainable manufacturing. This can include partnerships with universities, trade schools, and vocational training centres.
2. **Develop certification programmes:** To promote the adoption of closed-loop manufacturing principles across the sector, cultural organisations can develop certification programs that recognise individuals and businesses that have completed training and are committed to sustainable manufacturing practices. This can help establish industry standards and promote sustainable manufacturing practices in the creative cultural sector.

Summary: By investing in education and training, governments and other stakeholders can help to ensure that the creative cultural sector has the skills and knowledge needed to thrive and remain competitive in a rapidly evolving global market.

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Investment in grant funding:

Grant funding is essential to the growth and development of the creative cultural sector, and the lack of investment in this area can create a significant barrier to closed-loop manufacturing. Closed-loop manufacturing is an approach to manufacturing that emphasises sustainable production and resource efficiency, where waste is minimized, and materials are recycled or reused. In the creative cultural sector, closed-loop manufacturing involves the use of sustainable materials and production techniques that minimise waste and reduce the environmental impact of production. However, these sustainable practices often require additional investment, such as the use of new technologies or the sourcing of more expensive sustainable materials. This is where grant funding can play a crucial role in enabling the sector to transition towards closed-loop manufacturing practices. The lack of investment in grant funding for the creative cultural sector can limit the ability of businesses and individuals in the sector to adopt sustainable practices. Without access to grant funding, businesses may struggle to make the necessary investments in sustainable materials, technologies, and processes. This can create a barrier to entry for smaller businesses and independent creators who may not have the financial resources to make these investments on their own. Moreover, the lack of investment in grant funding can limit the ability of the sector to innovate and develop new sustainable practices. Innovation in this area is critical to the growth and development of the sector, but it requires significant investment in research and development. Grant funding can enable businesses and individuals in the sector to undertake this research and develop new sustainable practices that can be shared across the industry. To address this issue, governments can invest in grant funding for the creative cultural sector, specifically targeted at closed-loop manufacturing. This can include funding for research and development in sustainable materials, technologies, and processes, as well as funding for businesses and individuals to adopt these practices. This funding can be provided through grants, loans, or other financial mechanisms that prioritise sustainability and closed-loop manufacturing.

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1. **Provide funding for research and development:** To ensure that education and training programs are up-to-date and effective, creative industry representatives should provide funding for research and development. This can help identify new and innovative ways to teach closed-loop manufacturing principles and practices.
2. **Offer grants and scholarships:** To make education and training more accessible, creative industry representatives can offer grants and scholarships for individuals and businesses that want to learn more about closed-loop manufacturing. This can help incentivise participation and support those who may not have the financial means to invest in education and training.
3. **Develop industry-led training programmes:** Creative industry representatives can develop industry-led training programmes that are tailored to the needs of the sector. This can include training on sustainable materials and production methods, as well as workshops and mentorship programmes that focus on closed-loop manufacturing principles and practices.
4. **Foster collaboration between academia and industry:** To ensure that educational programmes are relevant and up-to-date, creative industry representatives should foster collaboration between academia and industry. This can include partnerships with educational establishments that specialise in sustainable manufacturing, as well as guest lectures and industry-led training programs.
5. **Develop certification programmes:** To demonstrate proficiency in closed-loop manufacturing, creative industry representatives can develop certification programmes that recognise individuals and businesses that have completed training and are committed to sustainable manufacturing practices. This can help establish industry standards and promote the adoption of closed-loop manufacturing principles across the sector.

Summary: Overall, the goal of these policy recommendations is to support the development of closed loop manufacturing practices in the creative cultural sector, which can help to reduce waste, increase resource efficiency, and support the growth of a more sustainable economy.

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