



Towards a creative Iceland

Margrét Sigrún Sigurðardóttir, PhD
Assistant professor, University of Iceland
School of Business



UNIVERSITY OF ICELAND
School of Business



Background

- Representatives of the creative industries meet at a meeting with the ministry for foreign affairs – which lead to the founding of “samráðsvettvangur” of the creative industries.
- The main emphasis was put on creating data on the creative industries – leading to the mapping project financed by five ministries and Promote Iceland.





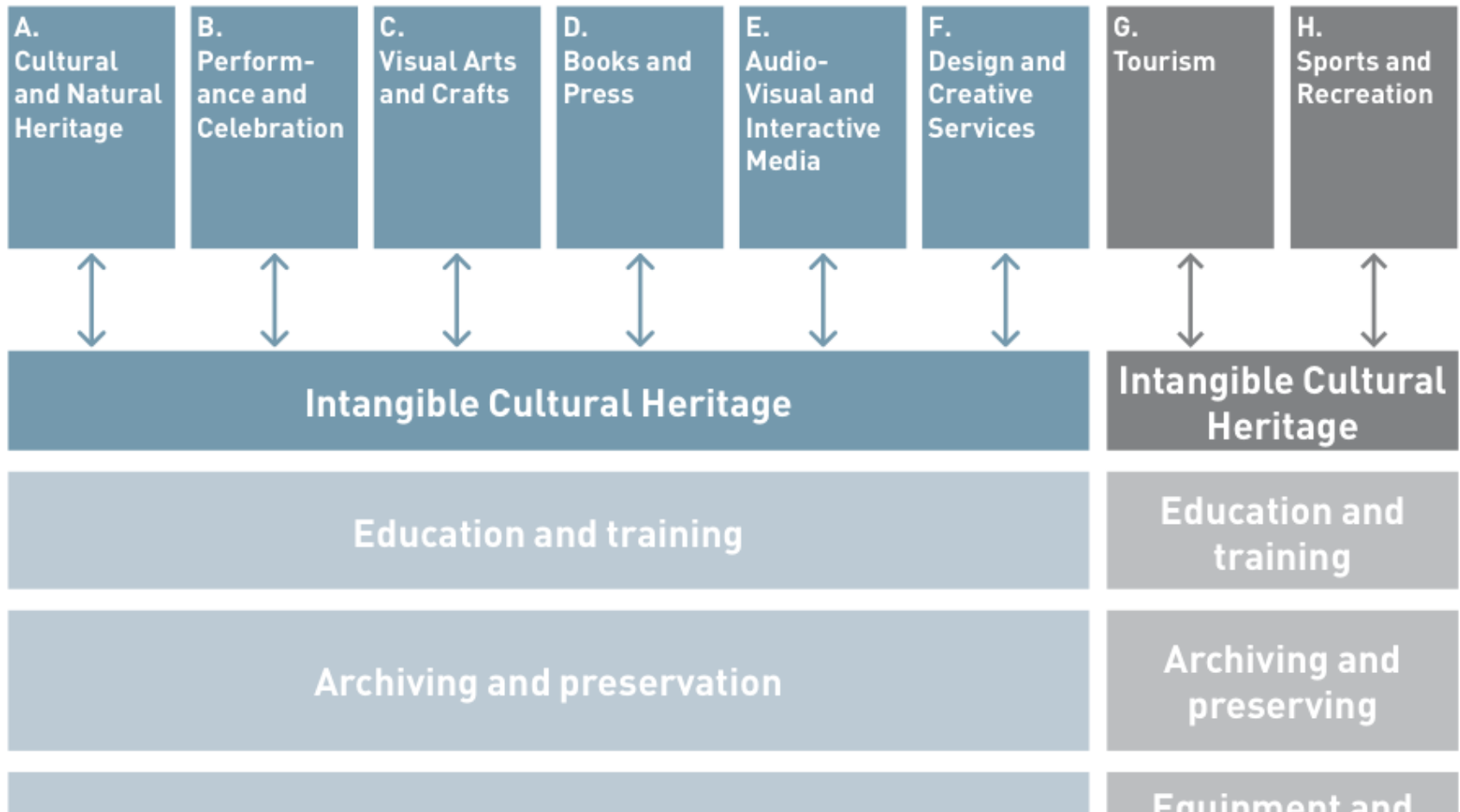
The data

- Builds on a definition by Unesco and the DCMS (UK)
- Uses data from
 - The Icelandic State Accounting Office
 - The Association of Local Authorities
 - VAT-data
- Data is VAT turnover – would have been better to use value added.





Creative and cultural domains





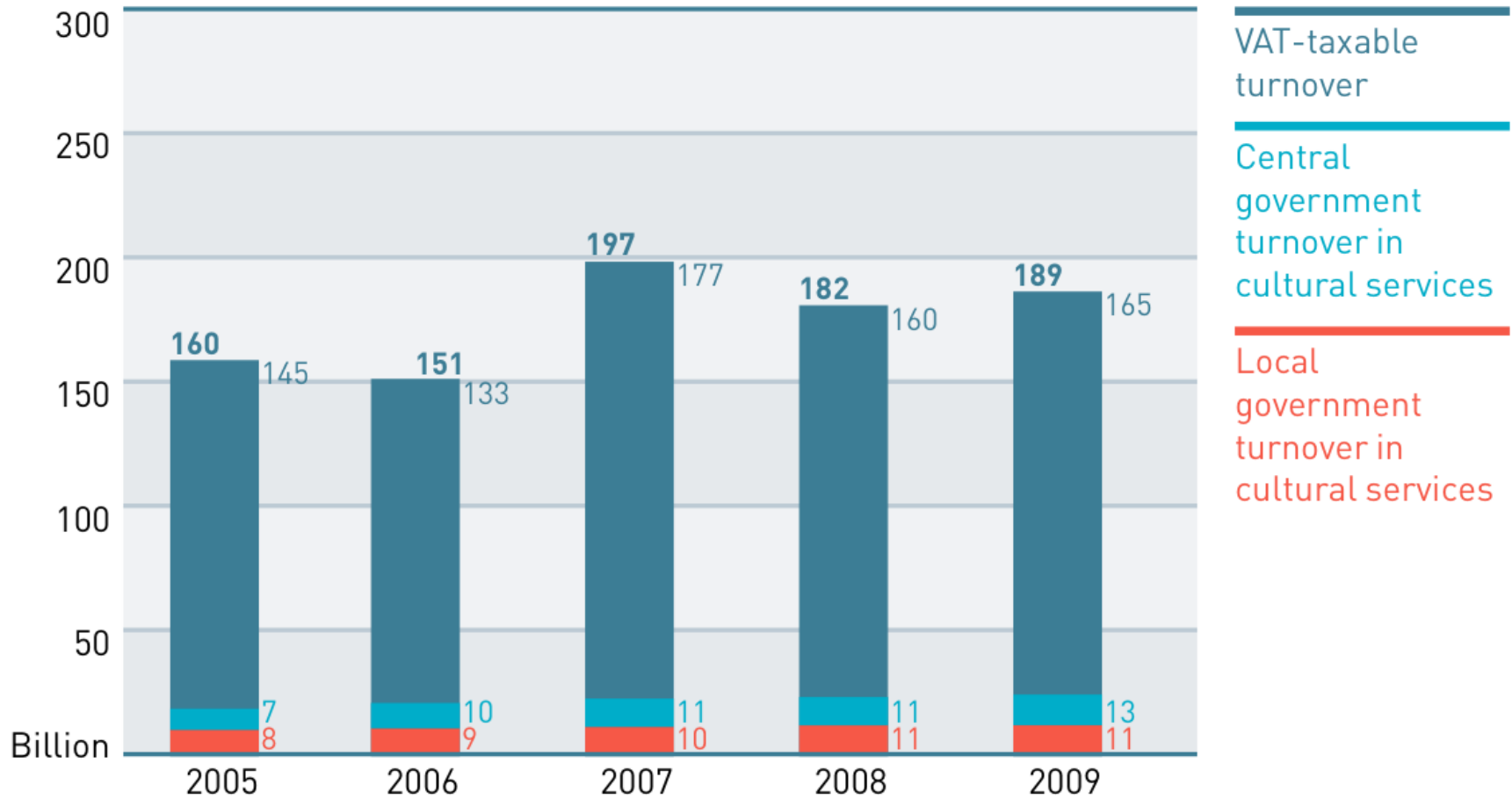
Key findings

- Iceland's creative industries generated turnover of ISK 189 billion in 2009
- Accounting for 6.36% of the economy's total VAT-taxable turnover
- Government turnover approximately 12.5% of the creative sector's total
- Full-time equivalent jobs in the creative industries numbered 9,371 in 2009
- Export revenues for the sector in 2009 were about ISK 24 billion, or approximately 3% of Iceland's total exports.



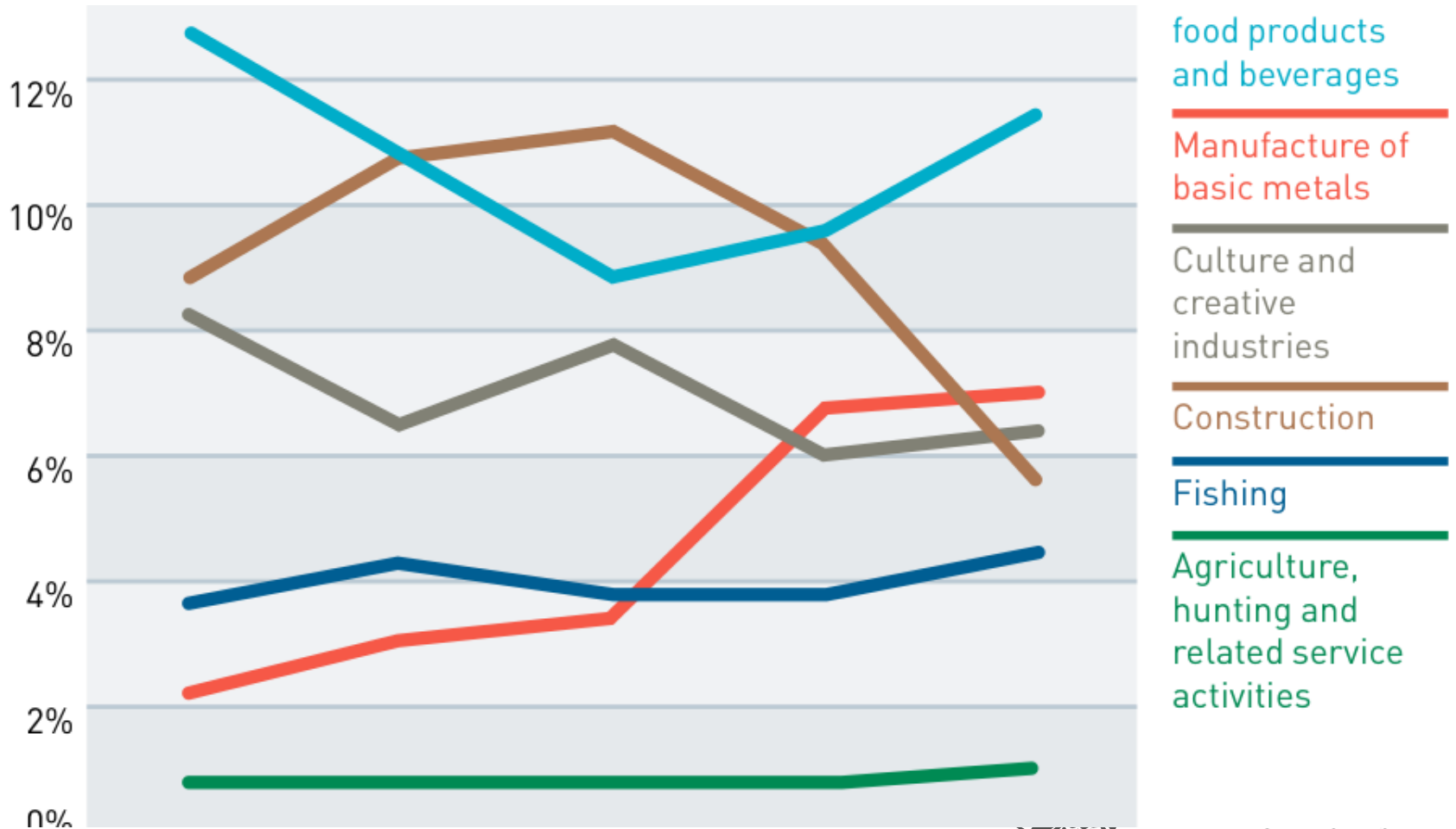


Turnover





Comparison





After the mapping

- The attitude towards creative industries has changed.
 - Artists are no longer asked to get a “real” job!
- Two more reports in the making
 - Suggestions for actions to support the CCI on the government level
 - Research on the business environment of companies and individuals in the CI – with the aim to better support business growth.

