

DEVELOPMENT OF CREATIVE ENTREPRENEURSHIP IN COOPERATION WITH EU

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Background. In the current conditions of active integration of Ukraine into the European space, the development of creative entrepreneurship is becoming particularly relevant. This area plays an important role in the socio-economic development of Ukraine, therefore, for the effective development of creative business, systematic actions are necessary, the implementation of European practices and the creation of conditions for partnership with EU countries. Therefore, the study of European experience in supporting creative entrepreneurship is extremely relevant.

Practice. In the context of a globalized world, creative entrepreneurship is increasingly playing the role of a driver of economic development, a source of innovation and social progress. The European Union consistently demonstrates awareness of the strategic importance of cultural and creative industries, implementing multi-level programs to stimulate their growth [1]. One of the leading initiatives is the Creative Europe program, aimed at supporting cultural diversity and increasing the competitiveness of the cultural and creative sectors. In the 2021-2027 budget cycle, it received funding of €2.44 billion, almost double the amount in the previous period. The program is structured around three strands:

- culture – educational, artistic and cooperative initiatives;
- media – development of film, television and digital content;
- cross-sectoral cooperation supporting digitalization, new business models and innovation.

Research shows that the development of creative industries in EU countries is closely linked to the re-imagining of the role of cities as platforms for innovation and culture. After deindustrialization in the 1970s, many European cities, such as Manchester (UK), Lyon (France) and a number of cities in the Ruhr region in Germany, faced economic difficulties [2]. This necessitated a new development policy, with a focus on the creative sector.

In response to these challenges, EU governments have begun to explore the potential of creative industries in greater depth [3]. The first strategic documents have been appearing since the late 1990s: in the UK – Creative Industries Mapping Document, 1998; in Denmark – Denmark's Creative Potential, 2000; in Austria – Erster Österreichischer Kreativwirtschaftsbericht, 2003; in the Netherlands – Culture & Economy, 2005. The European Commission has also confirmed the priority of this area in a number of key documents: "The Economy of Culture in

Europe” (2006); “The European Agenda for Culture” (2007); “The EU Green Paper” (2010); “Europe 2020 Strategy” (2010) and the “Creative Europe” program for 2014-2020.

The European approach is based on a holistic vision – support for CCIs involves not only financial investments, but also the development of creative infrastructure, innovations, digital platforms and network cooperation [3]. A feature of this model is the focus on people as a source of ideas and content, which makes the sector resilient to changes in the labor market associated with automation.

Results. According to EU reports, today more than 12 million people are employed in the CCI sector in the region (approximately 7,5% of the economically active population). The European cultural and creative market occupies a leading position in the world. Thus, the ECCIA (European Cultural and Creative Industries Alliance) brings together six leading national associations, including Altgamma (Italy), Circulo Fortuny (Spain), Comité Colbert (France), Gustaf III Kommité (Sweden), Meisterkreis (Germany) and Walpole (UK), representing over 600 wellknown brands. Thanks to the activities of the CCI, more than 30 million jobs have been created in the global market, and European brands account for over 70% of the high-quality creative products segment [4].

Conclusion. Thus, the EU implements a comprehensive policy of supporting creative entrepreneurship, recognizing its strategic importance for economic growth, innovation and social progress. The main tools for the development of CCI are the Creative Europe program, financial mechanisms for SMEs, initiatives at the national and municipal levels, as well as support for innovation, networking and creative infrastructure. Examples of such European Union countries as Poland, Estonia, Finland, Sweden and Denmark demonstrate a successful combination of cultural policy, urban changes and interdisciplinary cooperation [5]. In general, the European approach is based on investments in human potential, intellectual resources and creativity as key factors of sustainable development. In this regard, the implementation in Ukraine of various forms and instruments of interaction with the EU in the context of the development of creative entrepreneurship has significant prospects.

References

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