

Insights on developing sustainable and innovative creative ecosystems

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Entrepreneurship education

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H2020 DISCE project (2019-22)

RQ: What are inclusive and sustainable creative economies? And how can they be developed?



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CREATIVE PROFESSIONALS HIGHLY ENTREPRENEURIAL

- Manage uncertainty
- Enjoy freedom of work / arts
- Exploit cleverly scarce resources
- Experiment
- Manage and even success in crises

Hytti, Ulla – Heinonen, Jarna – Hytönen, Kaisa – Nieminen, Lenita (2022)
Repositioning creative freelancers as entrepreneurial agents.
Paper presented at the *NCSB Conference 2022*, May 18-20 in Kolding, Denmark.



Economic motives/earnings

Income, earnings, economic value of creative work

Power/influence

On people's lives and thinging through arts and creative work

(Pro-)social motives

Increasing well-being, inclusivity, empathy and co-creation through arts and creative work

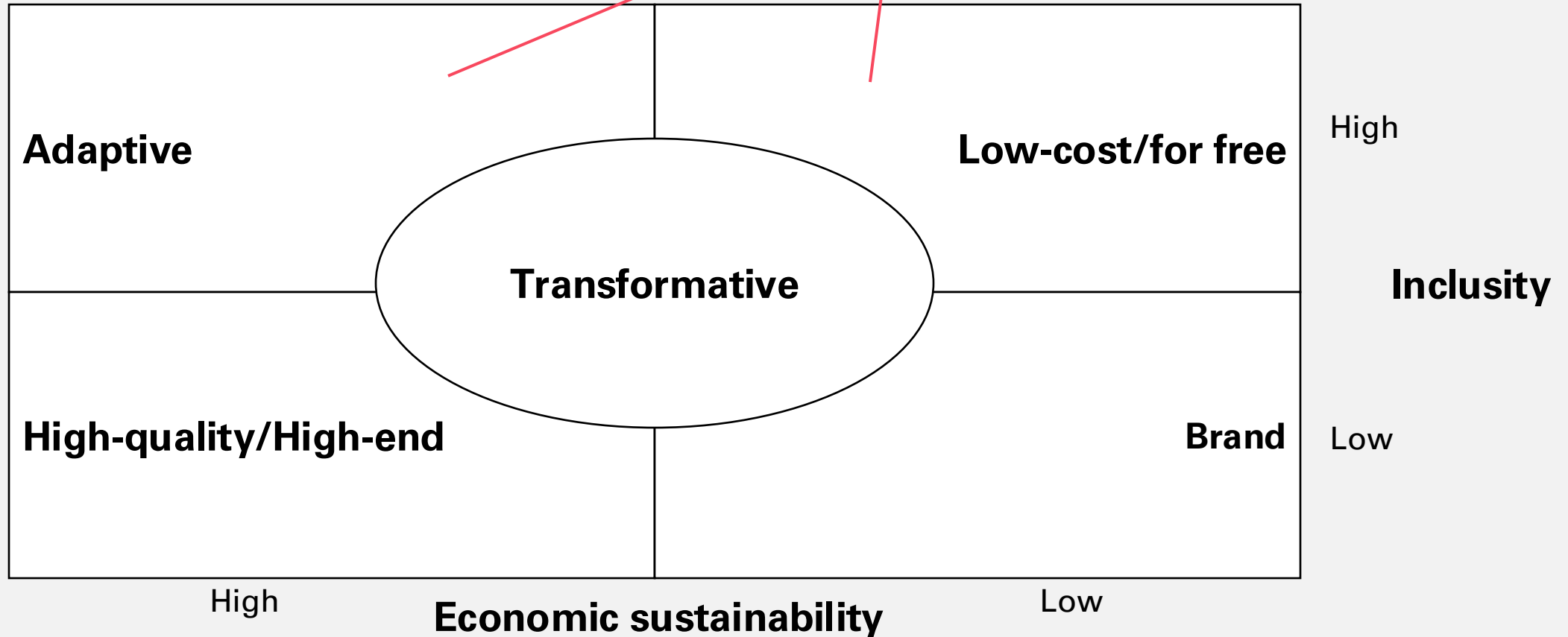
Enjoyment

Gaining independence as an entrepreneur, and offering entertainment, experiences and joy to others

5

Examples of different earning logics of creative professionals

unsustainable creative deal



'UNSUSTAINABLE CREATIVE DEAL'

- Expectation of an 'unsustainable creative deal' challenges entrepreneurship in creative economies (institutional practices, attitudes, working modes, norms...)
- Particularly low-cost/for free and partly also adaptive earning logics
 - Work for free or low pay
 - Separating different arenas (creative work, work for some compensation) and a continuous struggle between different types of work and arenas take time and cause stress
 - Doing everything by oneself implies less time to creative work and forces to continuous learning but causes pain / struggle

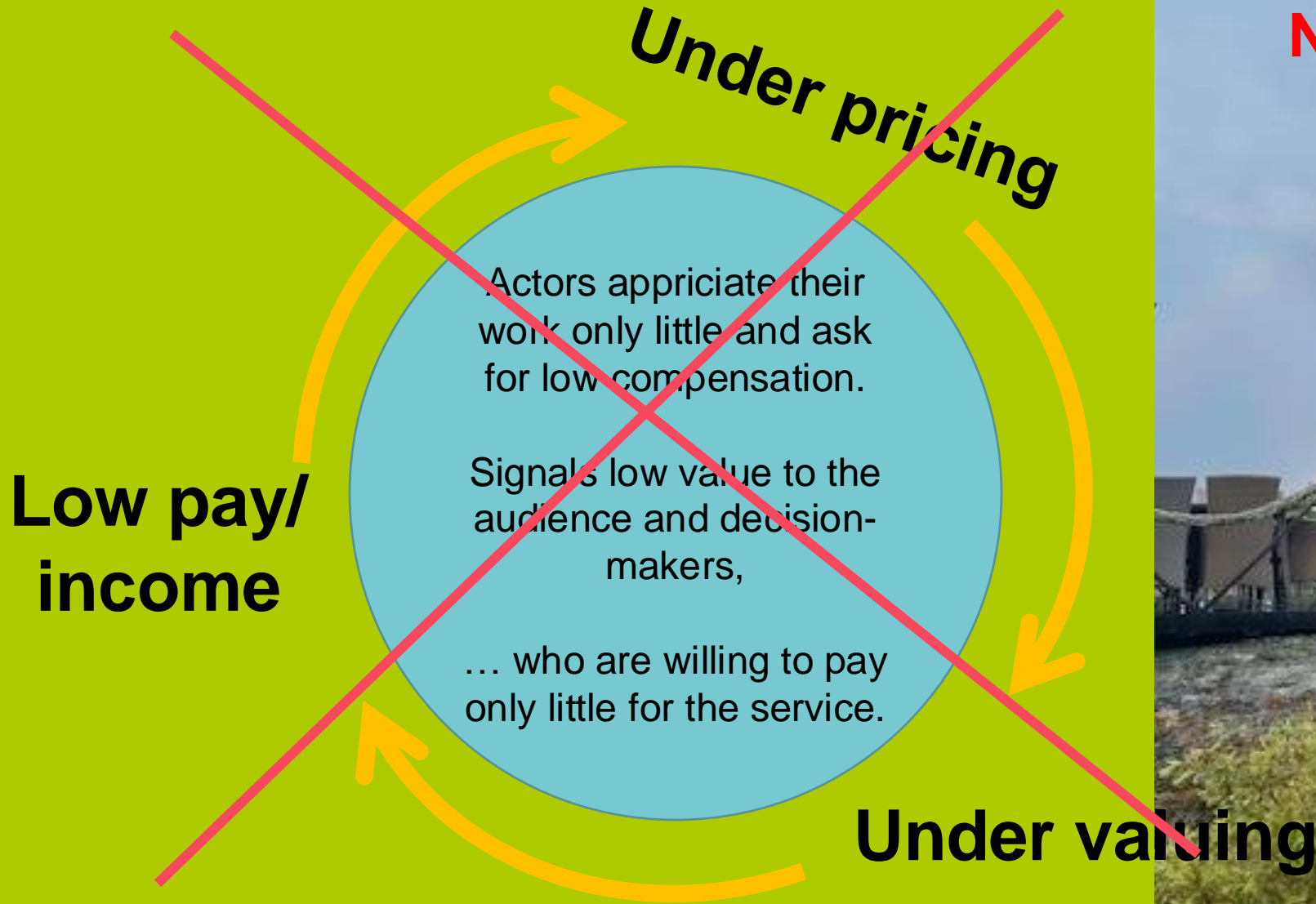
Heinonen Jarna – Hytti Ulla – Hytönen Kaisa – Nieminen Lenita – Pukkinen Tommi – Stenholm Pekka (2022)

Between labour markets and entrepreneurship: entrepreneurial behaviour in the creative economies. DISCE reports,

<https://disce.eu/wp-content/uploads/2022/07/DISCE-D4.2-updated.pdf>



CHALLENGING THE VICIOUS CIRCLE



New rules of the game!



SUSTAINABLE AND INNOVATIVE CREATIVE ECOSYSTEMS:

Ecological Approach to Policy Innovation for Creative Sectors in Finland

ECOCRIN



ECOCRIN

SUSTAINABLE AND
INNOVATIVE CREATIVE
ECOSYSTEMS



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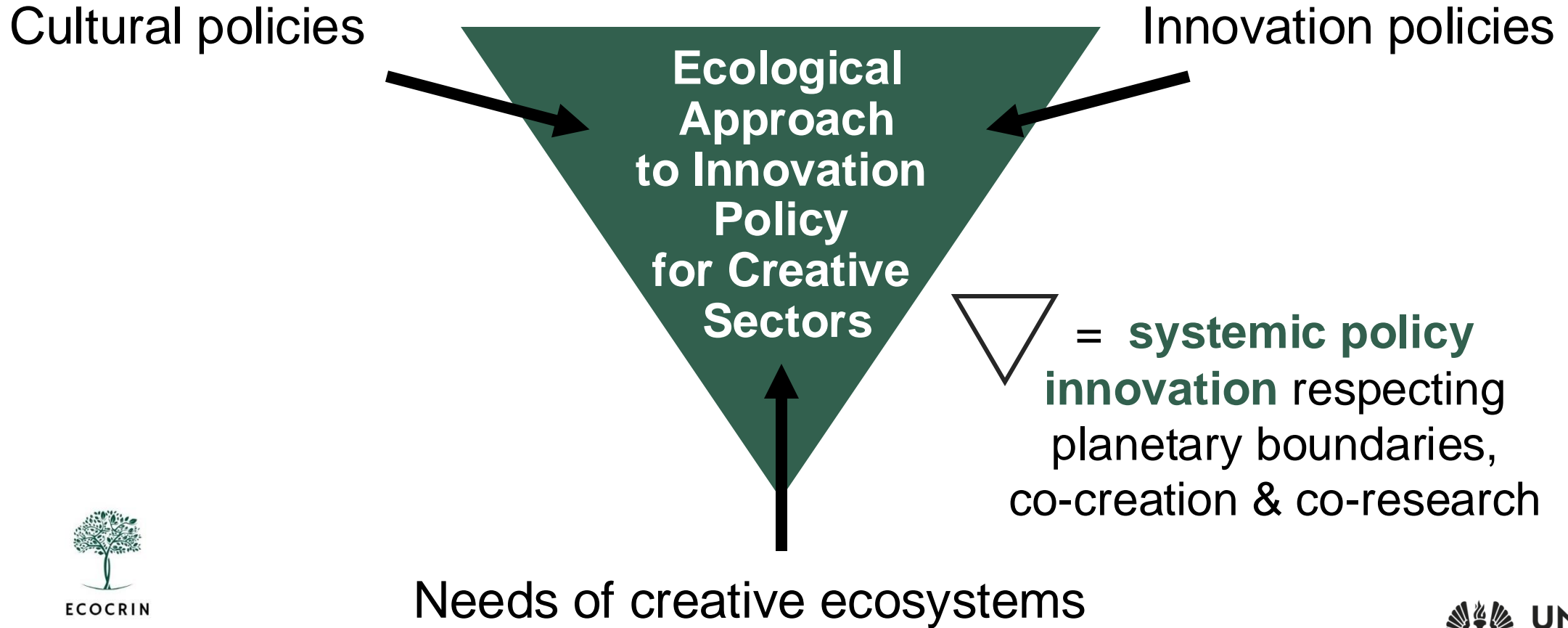


Research Questions

RQ1: How do various actors, networks and value chains in creative sectors and beyond contribute to constructing innovative and sustainable creative ecosystems?

RQ2: How to design and model cross-sectoral and ecological approach to innovation and cultural policies to support innovative creative ecosystems respecting planetary boundaries?

OUR SOLUTION in ECOCRIN



Work-in-process: From creative entrepreneurs' individual strengths to viability of local creative economy

- **Aim:** to investigate how entrepreneurs' personal and social capital influences the perceived viability of local creative economy
- **Mixed-method approach** integrating qualitative and quantitative methods and data analyses (Hurmerinta-Peltomäki & Nummela, 2006)
 - QUAL > QUANT approach (Molina-Azorin et al., 2012)
- Interview and survey data from Finnish creative entrepreneurs in 2020-21
 - 4 interviews with creative entrepreneurs in one Finnish Region (Pori)
 - Survey data from full or part-time self-employed creative professionals in Finland (N=262)
 - 62% women, average age 48.5 yrs, entrepreneurial experience from 1 to 50 years (average 16 yrs), 46% worked in urban centres

Hypotheses developed based on the qualitative data and theory

- H1: Creative entrepreneurs' **resilience** increases the perceived viability of creative economy
- H2: Creative entrepreneurs' **networking** increases the perceived viability of creative economy
- H3: Creative entrepreneurs' **networking positively moderates the relationship between resilience and the perceived viability of creative economy**

Results

Hierarchical regression models testing the effect of resilience, networking and their interaction on perceived viability of creative economy

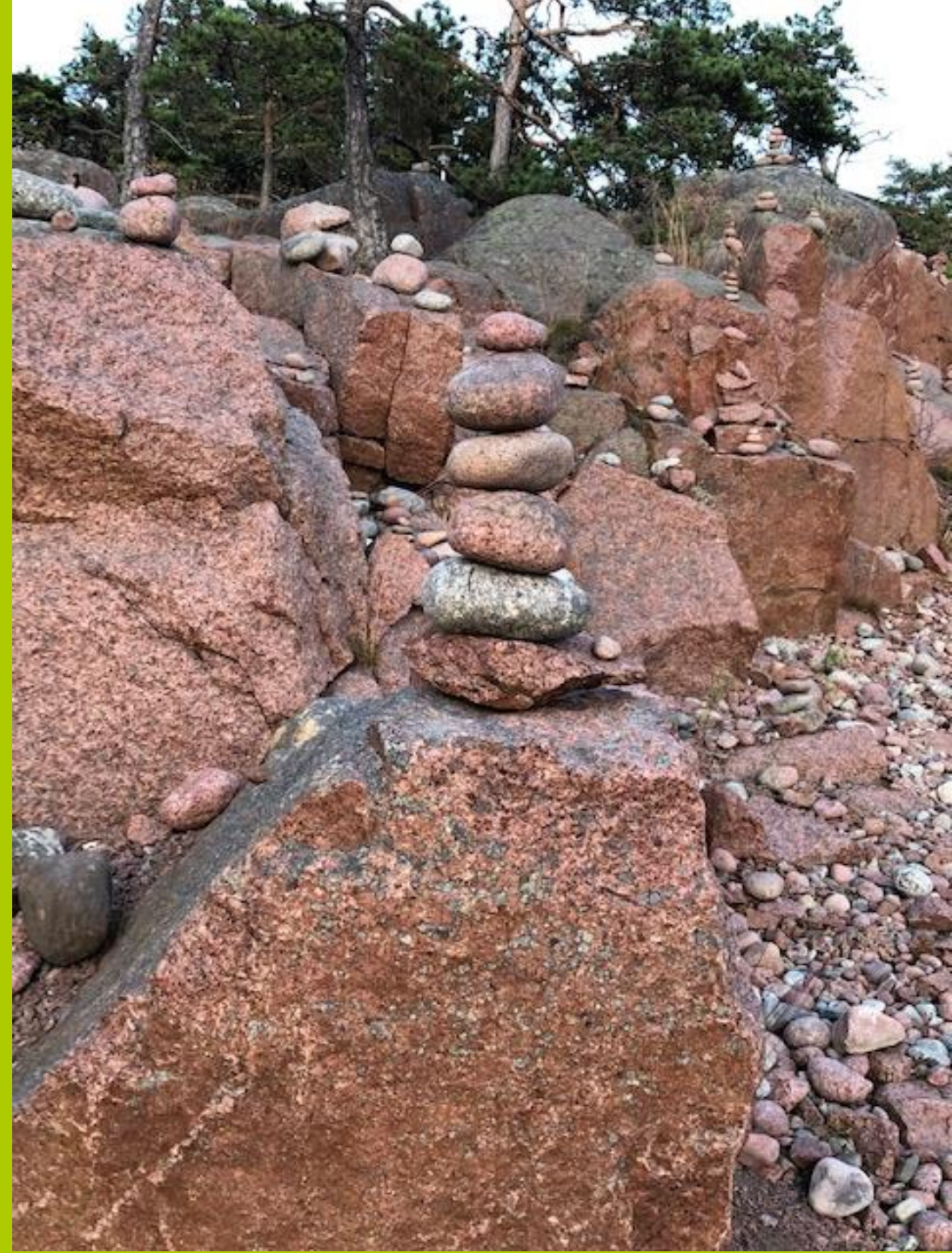
- H1: Creative entrepreneurs' resilience increases the perceived viability of creative economy **./ supported**
- H2: Creative entrepreneurs' networking increases the perceived viability of creative economy **./ supported**
- H3: Creative entrepreneurs' networking positively moderates the relationship between resilience and the perceived viability of creative economy **v not supported**

	Model 1	Model 2	Model 3
	β	β	β
Resilience	0.18**	0.17**	0.17**
Networking	0.14*	0.18**	0.17**
Resilience * Networking		-0.10	-0.10
Gender (1=female)			0.15*
Age			-0.06
Education (1=higher)			0.00
Entrepreneurial experience (years)			0.04
Location (1=urban center)			0.03
<i>Number of observations</i>	262	262	262
<i>R²</i>	0.06	0.07	0.09
<i>Adjusted R²</i>	0.05	0.06	0.07
<i>Max. VIF</i>	1.02	1.21	1.67

*Dependent variable= Venture goals progress. Random-effects regression, $tp < .10$, * $p < .05$, ** $p < 0.01$, *** $p < 0.001$.*

SO WHAT?

- Individual's psychological capital has a crucial role in supporting the development of local creative economy
- Equally networking / social capital has a role in enhancing the viability of local creative economy
- As their interaction does not enhance the viability
 - They are not needed jointly to foster viability of local creative economy
 - Both important but they operate through distinct mechanism





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Thank you.