

The role of creative economy in Slovak Republic

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Abstract The aim of the paper is to analyse and evaluate the situation in the field of creative economy in the Slovak Republic on the level NUTS 3. The analysis is based on the Euro-creative index calculation for year 2009. Based on the discussion of the research results, the weaknesses of the calculation and current state of the Slovak creative economy were identified. Conclusions include the proposal of activities how to attract and maintain the talented, creative people, so-called creative class in the regions. In the theoretical part of the paper, we characterise the creative economy and its importance in the current global world based on knowledge of the most famous experts dealing with the issue of creative economy and its measurement. In the research part of the paper, based on the analysis results (Euro-creative index calculation), we characterise the current position of creative economy in Slovak regions, the regional disparities among Slovak regions in context of creative economy and the possibilities for increasing the exploitation of creative potential in the Slovak regions.

Keywords Creative economy · Creativity · Euro-creative index · Region · Creative industries

1 Introduction

A trend in the most developed economies is a shift from industrial economics to economics of knowledge, information, and it is well known as the economics of creativity—creative economy (Howkins 2001; Florida 2002;

Evans 2001, 2009; Hesmondhalgh and Pratt 2005; Hutton 2004; Pratt 2004, 2005).

The main components of the creative economy are creative industries based on creativity. Human creativity and new ideas are the mover of the economic and especially innovation development. Creativity as a psychological activity, using non-traditional approaches and divergent thinking, is often associated with originality, inventions and new ways of addressing issues. The framing, nurturing and ethical and sustainable exploitation of human creativity have become a key focus for economic development linking it to concepts around innovation, design and entrepreneurship. The importance and role of creativity and innovations for the economy have been highlighted by the European Union in strategic documents, for example, “The Treaty of Lisbon and Strategy of EU 2020”. To achieve the key aims of the European Union by 2020, three main priorities were identified, namely smart, sustainable and inclusive growth. Seven incentives that support the progress of each priority were furthermore identified. Smart growth should broaden the values of the EU through growth based on knowledge using education, research, innovations and creativity. This is why the ambitions of the EU are aimed at the strengthening of knowledge and innovations, based on creativity, improving the education system, research, supporting and spreading innovations and knowledge, thus transforming ideas into new products and services (European Commission 2007, 2010c). Creativity can provide a source of economic and social resilience in times of economic downturn. Consider the situation in the USA in November 2008, where the unemployment rate was nearly 9.4 % while unemployment in the creative sector was significantly lower (Suciu and Ivanovici 2009).

The creative industries and its share on the overall growth of economics on GDP are currently gaining ever

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