



Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

Table Number: 14

Table Session: 03

Table Host: Nick Poole

Title: Building bridges – experience of developing collaborations with the Creative Industries

Introduction

This session looks at some examples of successful (and not so successful!) experiences of developing collaborative programmes with partners in Creative Industries including gaming, design and broadcast. Are there common features to a successful partnership? What can you do to plan for success? What are the dangers to watch out for? Collections Trust CEO Nick Poole will draw on his own experience of building partnership programmes with organisations including Google, the BBC and game designers as well as inviting participants to share their own experiences.

Discussion

successful ppp's: less about making money, more about who you are as organisations

goal of session: what are the benefits from two perspectives, what are the risks, how to get started, key requirements for succesfull ppp

city archives of amsterdam have experience in ppp: 'serving paid food, not serving free food'

question from cultural institutions: are the creative industries actually waiting for us to open up our data? 'providing the raw ingredients for a nice meal'

CLICKNL Heritage: online marketplace, place to find partners for new PPPs. a virtual matchmaker, you can make your own profile

benefits (for culture sector)

- surprise us, refreshing innovative perspectives
- increased visibility for the collections, diversifying, not only the mona lisas, but also the hidden treasures
- show continued relevance of cultural institutions, risk of being less visible, less used
- money! funding for sustainability
- reaching non traditiotnl audiences
- meeting the needs of our users
- building a public image, improving public image
- new skills, new business models, reuse skills from other partners
- free tools, reuse developed tools

benefits (for creative industries)

- content content content
- cultural institutions have the knowledge to share the story
- good for their reputation
- strengthen cultural brands/ competitive advantage
- unique content
- cheaper to use cultural content than to start from scratch
- access to existing audiences, user groups
- can lead to paid assignments
- free marketing and PR
- fun for app developers
- nice people to work with
- creative people have affinity with cultural content
- could open new funding opportunities

risks and challenges from experience of the people at the table

- understanding of roles, different expectations
- don't speak the same language
- different expectations of outcome, goal
- no sustainable outcomes
- cost control
- rules of the game, what can you expect from each other, different expectations
- lack of common business models
- an absence of industry benchmarks
- pressure to engage in PPP, but reluctance to engage with creative industries
- higher risk of failure because of economic pressure

what is creative industry? if you make an app with cultural data: are you creative industry? cultural institutions are also part of creative industry, we shouldn't think of them as separate worlds.

requirements for success?

- combination of different skills
- common language
- common goals
- business model and a vision, from both sides
- trust (trial and error)
- understanding the risks
- budget
- communication & sharing of ideas