

Press briefing, 25 June 2015

THE INDUSTRIAL POLICY COUNCIL FOR CULTURAL AND CREATIVE INDUSTRIES:

The Ministry of Trade, Industry and Fisheries and the Ministry of Culture have appointed an industrial policy council for the cultural and creative industries. The new council will replace the sector council, which was set up under the 2013 action plan: “From entrepreneur to cultural business”. The new council will focus its efforts on business development, and will have members with particular expertise in this area. The emphasis will be on the people who invest in and work with bringing artistic and creative content to the market.

The council’s 15 members have all had considerable commercial success in relevant sectors. In addition, the council will have a secretary who may be tasked with chairing meetings and carrying responsibility for progress in the council’s work, as well as for drawing up recommendations in consultation with the council’s members. The members of the council are appointed as personal representatives for a period of two years. The council is scheduled to meet twice a year.

Objectives

In its policy platform, the government stated that the cultural industry would be given higher priority, and that the government would boost entrepreneurship in the cultural sector. The objective of the council is to generate insights that help to stimulate industry development and revenue growth.

The council’s remit

The council will concentrate on industries with commercial potential in terms of international opportunities and scaling. It will focus on film, computer and video games, music, literature, architecture and design. Great emphasis will be given to utilising ICT innovations.

The council will provide the government with advice and recommendations on industry-specific and cross-sectoral obstacles and opportunities for cultural and creative business development.

The industrial policy council is to devote particular attention to how the government can address the challenges and opportunities presented by digitalisation.

MEMBERS JUNE 2015 TO JUNE 2017:

COMPUTER GAMES

Kim Daniel Arthur, computer game entrepreneur and partner in Superplus. (Tromsø)

Fredrik Sundt Breien, computer game developer, general manager and partner in Turbo Tape Games. (Bergen)

MUSIC

Kai Robøle, general manager and founder of the Waterfall companies; director of the by:Larm festival and Musikkforleggerne. (Akershus)

Erik Brataas, managing director, Phonofile. (Akershus)

Erlend Mogård Larsen, founder of a series of music festivals and general manager of the by:Larm festival. (Tromsø)

FILM

Elisabeth Sjaastad, freelance film director and producer. Former CEO of the European Federation of Film Directors (FERA), Brussels; now works for Kulturmeglerne. (Oslo)

Peter Aalbæk Jensen, film producer, general manager and partner in the production company Zentropa and the studio Filmbyen. (Herfølge, Denmark)

DESIGN AND ARCHITECTURE:

Siv Helene Stangeland, architect, entrepreneur and partner at Helen & Hard. (Stavanger)

Leila Hafzi, designer, founder of Empower Productions AS and partner in Rebuild Nepal Foundation. (Stavanger)

LITERATURE:

Tor Jonasson, literary agent, Salomonsson Agency. (Stockholm, Sweden)

Anne Gaathaug, publisher, Kagge Forlag and deputy chair of the Norwegian Festival of Literature. (Oslo)

FINANCE, ICT, AND INTELLECTUAL PROPERTY RIGHTS:

Stine Helén Pettersen, lawyer and partner at the law firm Bing Hodneland. (Oslo)

Bente Sollid Storehaug, managing director, ESV Dinamo AS and board member of the media group Polaris Media. (Oslo)

Rolf Assev, IT entrepreneur, investor, partner at StartupLab and chairman of the board, WeWantToKnow (Oslo)

Kjerstin Braathen, Group Executive Vice President, corporate banking, DNB, in charge of DNB's division for start-up businesses. (Oslo)

SECRETARY:

Anne-Britt Gran, Professor at BI Norwegian Business School and head of the BI Centre for Creative Industries.