CREATIVE KNOWLEDGE NETWORKS – A ROMANIAN PERSPECTIVE

Carmen Beatrice Pauna, Ph.D.¹, Marioara Iordan, Ph.D.², Mihaela-Nona Chilian, Ph.D.³, Tiberiu Diaconescu, Ph.D.⁴

Abstract

The advanced economies are continuously pursuing economic restructuring, moving further from manufacturing and services towards the creative sectors with high value added, and the more recent economic recessions and crises seem to speed up such a trend. However, according to specialists, creativity itself does not act and does not sustain on its own, but needs to be cultivated (Mokyr J., 1990). It has to be constantly encouraged and reproduced within the companies, at local/regional level and in the entire society, especially in circumstances of a continuously changing environment where all the economies have to coexist and develop. A key role in this respect has the creative class and, especially, the "creative professionals", who work in a series of knowledge-intensive industries. The involvement of universities in order to ensure labor penetration on the creative job market requires from their part to promote innovative educational methods, in the sense of merging the business education with the creative education. Investing in R&D, enforcing adequate educational policies, ensuring collaboration between universities and business companies in both drawing up curricula and adequately integrating the creative professionals in the labor market are but a few of the priorities of a modern society.

The main research question of our paper⁵ is focused on the dynamics of creative industries in Romania and on the possibilities of interconnection between the economic agents and academia in order to promote networks in the creative and cultural industries. In this respect, based on the method of creative industries mapping and on domestic and international economic and business statistics, the paper attempts a first analysis of the share, development and spread of creative sectors in the national economy and, especially, in the regional economies. Though the results reveal certain positive trends regarding the development of creative sectors at national and regional level, there are also signs of stagnation or volatility of activity, and of high concentration in certain regional centers and low spillover power of the current creative networks and clusters. Thus, eventual unreasonably high policy expectations must be adjusted to the Romanian realities, requiring, among others, a realistic approach regarding the evolution of the creative workforce and the need of functional connections of the creative and cultural activities within and outside their local headquarters.

Keywords: creative class, creative economy, creative industries, sustainable regional development, cluster, Romanian regions

JEL Classification: L80, O18, R11, R12

Theoretical issues and literature review

The advanced economies are continuously pursuing economic restructuring, moving further from manufacturing and services towards the creative sectors with high value added, and the more recent economic recessions and crises seem to speed up such a trend. However, according to specialists, creativity itself does not act and does not sustain on its own, but needs to be cultivated (Mokyr J., 1990). It has to be constantly encouraged and reproduced within the companies, at local/regional level and in the entire society, especially in circumstances of a continuously changing environment where all the economies have to coexist and develop. In recent times, researchers

¹ Institute for Economic Forecasting, Bucharest, Romania, e-mail: carmenbpauna@gmail.com

² Institute for Economic Forecasting, Bucharest, Romania, e-mail: miordan@ipe.ro

³ Institute for Economic Forecasting, Bucharest, Romania, e-mail: cnona@ipe.ro

⁴ Institute for Economic Forecasting, Bucharest, Romania, e-mail: diaconescutiberiu@gmail.com

⁵ The paper presents some results of research theme "Industriile creative si dezvoltarea regionala in Romania", coordinator Carmen Beatrice Pauna, Institute for Economic Forecasting, 2016, manuscript.

interested in studying the growth of cities and regions have focused on other kinds of capital, namely, *creative* and social capital. The concept of creative capital was popularized by Florida (2002) in *The Rise of the Creative Class*. According to Florida, the *creative class* - comprising professionals such as doctors, lawyers, scientists, engineers, university professors, and, notably, bohemians made up of artists, musicians, and sculptors - possesses *creative capital* and this group produces ideas, information, and technology and it is these outputs that are increasingly important for the growth of cities and regions. Consequently, cities and regions that want to succeed must attempt to attract members of this creative class who, according to Florida, are the wave of the future (Batabyal and Nijkamp, 2010; Crociata *et al.*, 2015).

Consequently, in the past few years, the issue of culture-led and creative-led development has become increasingly present in the economic debate, the basic assumptions being that the *creative economy* can contribute to a substantial degree to the shaping of a competitive knowledge-based economy, possibly conducive to a sustainable economic growth with more and better jobs and greater social cohesion. Especially at the local level of analysis is possible to appreciate in to a greater detail the different channels through which culture and/or creativity have an impact on the longrun growth trajectories at regional and/or urban level (Scott, 2004; Pratt, 2004; Santagata, 2002; Stam et al., 2008; Piergiovanni et al., 2012; Sacco and Crociata, 2013; Crociata et al., 2015). The cultural and creative industries (CCIs) have recently become highly relevant with regard to creative economy research (Cho et al., 2016); the interest in their economic impact being also raised by some evaluations of the economic dimension of CCI in Europe and elsewhere (KEA, 2006, 2009; UNESCO, 2013). They have increasingly been considered as drivers of local economic development and innovation and as able to provide excellent opportunities to exit the economic crisis (UNESCO, 2013). In fact, they represent a strategic priority sector on the European Union (EU) agenda, and an important instrument of regional and urban innovation policies, as well as of economic growth (UNCTAD, 2008).

The definition of the CCI sector boundaries and the measurement of its economic impact is, however, not simple. Regarding the former, the difficulties involved in the fuzzy and multidisciplinary nature of creativity were largely addressed in the literature (see, for instance, Markusen et al., 2008). The most widely extended definition of creative industries is that of the DCMS (2009) which defined creative industries, as "those industries that are based on individual creativity, skill and talent. And which have the potential to create wealth and jobs through developing intellectual property". The DCMS (2009) definition of creative industries includes advertising, architecture, art and antiques markets, computer and video games, crafts, design, designer fashion, film and video, music, the performing arts, publishing, software, television and radio within these activities, although it excluded the heritage sector, archives, museums, libraries, tourism and sport (De-Molina et al., 2011). Empirical studies are many, either including a more wide-ranging definition and, thus, expanding any policy implication to a greater number of sectors (EC, 2010) or sticking to the core and comprising only the activities with a predominantly creative workforce (DCMS, 2013; Bakhshi et al. 2013).

The complex relationship between creative industries and place competitiveness was deeply influenced by Florida's findings (2002, 2005, 2008) on the United States (Crociata *et al.*, 2015). In that sense, the relationship of each creative business with its location is a complex balance of factors. According to Comunian *et al.* (2010), four interrelated dimensions seem to determinate the potential of certain location to support the growth of creative economy: infrastructures, governance, soft infrastructures,

markets, while Pratt (2008) suggests that in addition to studying the location of cultural and creative industries it could be suitable to analyze closer the operation of these industries with the rest of the economy. Some studies focused on the localisation and clustering of creative industries and services (Lazzaretti *et al.*, 2008; Power and Nielsen, 2010; Branzanti, 2015; De-Miguel-Molina *et al.* 2012); others attempted to outline the geography of the creative sector in European countries, highlighting national peculiarities (Bertacchini and Borrione, 2013; Trippl *et al.* 2013; Cruz and Teixeira, 2015; Bobirca *et al.*, 2009, Bobirca and Draghici, 2011). Among the EU regions that were considered as the most dynamic regions of creativity in Europe in the first decade of 2000s, researchers found most of the Polish and Czech regions, Romania and Croatia, large parts of continental Greece and Turkey, and the three Baltic countries, and it may be argued that the strategic orientation of structural funds available to these regions throughout the 2000s toward the development of Small Medium Enterprises (SMEs) in creative and knowledge-intensive sectors has been one of the main drivers of this leverage (Crociata *et al.*, 2015).

Recent studies on the association between the growth in CCIs and general economic growth, as measured by per capita gross domestic product have revealed certain trends among the EU regions: the European regions with above-average concentrations of creative industries were generally characterised by higher economic prosperity, the wealthier regions having a higher share of creative workers among their active population and the CCIs being important components of, and contributors to, the economies of such regions (Power and Nielsen, 2010; Crociata et al., 2015); the growing places attracted symbolic workers, while places experiencing an economic downturn tended to lose them, triggering a "global competition for talent." (Crociata et al., 2015), CCIs play a pivotal role in and have been acknowledged as a crucial element for, culturally-led local development and employment growth, as well as for the innovation and creation of new firms (Lazzaretti et al., 2017); the causal effect between creative work and growth was not direct and simple, but complex and strongly mediated by policy and governance conditions, the cultural and creative attractors did not cause a multiplier effects by boosting local economy in a sort of post-industrial Keynesianism; it was more likely that large cultural and creative attractors would have a positive impact on the local economy if the latter was already highly productive and efficiently organized (Crociata et al., 2015); the creative industries do not appear to represent a panacea for ending the crisis, as argued by many critics; rather, they may generate important trajectories of growth and development as a result of their high degree of related variety (Lazzaretti et al., 2017); the creative services are the most important to explain the differences in GDP per capita across the EU regions, some creative services being more important in the wealth of regions than others; there is evidence of a powerful association between the effects of creative services and medium-high- tech manufacturing on the GDP per capita (De-Molina et al., 2011, 2012).

The creative industries in Romania at national and regional levels

In earlier studies on the dimension of creative economy in Romania, by expanding the methodology proposed by Florida and Tinagli (2004), Bobirca *et al.* (2009) and Bobirca and Draghici (2011) have built a creativity index able to assess both the creative potential of Romania and of the other EU countries. The results showed that for some of the European countries the percentage of people employed in creative occupations is constantly over 30% (Sweden, Denmark, the Nederland's, Finland, Germany), demonstrating their orientation towards an occupational structure that favors the development of the creative sector. Romania registered the highest average growth

rate of creative class, but also a very low value of the index itself, close to other EU countries such as Bulgaria, Latvia, the Czech Republic and Lithuania. The creative class represents only 17% of the working class in Romania, but the Romania was placed on the top position with respect to the growth potential of the creative class, suggesting an important development potential of creative activities (Bobirca and Draghici, 2011). However, the relevance of their findings remains questionable.

A national network of creativity poles may play an important role in augmenting the capacity of creative activities to attract other economic activities; aspect highlighted in other researches on emergent territorial systems in Romania (Peptenatu et al., 2012; Stoian et al., 2014; Pintili et al., 2015). Based on an extensive bibliography regarding individual development activities included in the category of creative industries, as well as on theoretical studies on the development of creative activities, Stoian et al. (2014) and Pintili et al. (2015) analyzed the creative industries in Romania also at territorial level. The results revealed the increasing share of creative economic activities, and the strong negative impact of the 2008-2010 economic crisis. The entrepreneurial profile of the creative sector of the national economy shows significant changes in the number of firms. Growth was recorded in the production of software, advertising, film production, consulting activities, architecture, etc. (Pintili et al., 2015). At territorial level, the findings showed that creative activities have developed in territorial systems with the highest polarizing capacity. Thus, Bucharest revealed as the most important creative pole in Romania, followed by Cluj, Timisoara, Iasi, Oradea, Constanta and Sibiu. These cities registered a considerable growth in the number of companies and turnover (Stoian et al., 2014).

The current paper also attempts a mapping of the creative industries in Romania, based on the most recent (crisis and post-crisis – 2008-2014) domestic and international economic and business statistics, and an analysis of the share, development and spread of creative sectors in the national economy and, especially, in the regional economies. Data were collected from the Eurostat (SBS and Innovation databases). However, the chosen databases do not provide a very detailed detailing of the creative sectors; consequently, the data available regional (NUTS2) data on more aggregated creative services sectors were used, namely: i) retail sale of cultural and recreation goods in specialized stores, ii) publishing activities, iii) motion picture, video and television programme production, sound recording and music publishing activities, iv) programming and broadcasting activities, v) architectural and engineering activities; technical testing and analysis, vi) advertising and market research. Also, some results pertaining to the most creativity-related side of innovation indicators (designs and trade marks) are also presented for the Romanian NUTS2 and NUTS3 regions. Although such indicators are usually analyzed in connection with innovativeness, their higher contentrelated features may also reveal useful insights regarding creativity and CCIs at national and territorial levels.

The dynamics of both number of companies and number of employees in the selected sectors¹ were generally positive in all the Romanian regions during the crisis and post-crisis period (2008-2014), except for the programming and broadcasting activities, which revealed a significant decline until 2011 (Appendix 1). Smaller declines were also revealed until 2011 by retail sale of cultural and recreation goods in specialized stores, architectural and engineering activities; technical testing and analysis, advertising and market research, while the publishing activities showed strong

¹ Due to text limitations, only results for the number of employees are presented. Rest of results are available on request.

advance, especially in the number of companies. However, the dynamics of the number of employees were more regionally-specific in the case of all analyzed sectors, except for the architectural and engineering activities; technical testing and analysis, where closely resembled the dynamics of the number of companies. A greater variability in the employees' dynamics may signal different regional business environments, a situation that is not analyzed here.

However, if companies' dynamics were mostly similar for the creative sectors in the regional economies, the shares of regions in total number of companies and total number of employees varied largely, revealing a very strong trend towards concentration of activities, mostly in the Bucuresti-Ilfov Region and to a lesser extent in other regions (Nord-Vest and Vest, where the Cluj and Timisoara creative hubs are located – see the European Creative Industries Alliance Platform)¹. Thus, the Bucuresti-Ilfov Region concentrated in 2014 over 68% of the number of companies and over 74% of the number of employees of the motion picture, video and television programme production, sound recording and music publishing activities, over 53% of the number of companies and over 64% of the number of employees of the advertising and market research activities and over 44% of the number of companies and over 53% of the number of employees of the publishing activities. Also, in the case of programming and broadcasting activities and architectural and engineering activities; technical testing and analysis, the concentration of employees in the Bucuresti-Ilfov Region was much higher than the concentration of companies, revealing a possible strong size bias in favor of the most developed region of Romania. Coupled with the higher variation in the regional dynamics of creative services employees, it may signal a higher vulnerability of the creative sectors companies in the other regions of Romania, especially in the less developed ones

The strength of the creative industries companies in the Romanian regions and the high concentration of creative activities in only a handful of creative poles is also revealed by the county and regional shares of community designs (CD) and European Union trademarks (EUTM) applications (without commenting the very low, though increasing, shares of such Romanian applications in the EU total - Appendix 2). Thus, the Bucharest Municipality has the lion's share in both the Romanian CD and EUTM applications, though recording a declining trend in the case of the former. The other "creativity" poles in Romania also reveal a fluctuating trend - (Bihor, Cluj, Satu Mare, Brasov, Mures, Bacau, Iasi, Constanta, Prahova, Ilfov, Dolj, and Arad counties in the case of CD and Bihor, Cluj, Brasov, Iasi, Prahova, Ilfov, Arad and Timis in the case of EUTM). Lower, but quite constant shares in the Romanian EUTD applications also reveal most of the counties of the Nord-Vest, Centru, Nord-Est and Sud-Est regions, while in the case of CDs, the applications originating in other counties of Romania are quite sporadic. However, one must also take into account the specific features of the CDs and EUTMs, the former being more complex in nature and also partly related to manufacturing, while the latter are more related to wording and imagery and IT.

Though the results reveal certain positive trends regarding the development of creative sectors at regional level in Romania, there are also signs of stagnation or volatility of activity, and of high concentration in certain regional centers and low spillover power of the current creative networks and clusters. Thus, eventual unreasonably high policy expectations must be adjusted to the Romanian realities, requiring, among others, a realistic approach regarding the evolution of the creative and cultural activities within and outside their local headquarters.

¹ Data available on request.

References

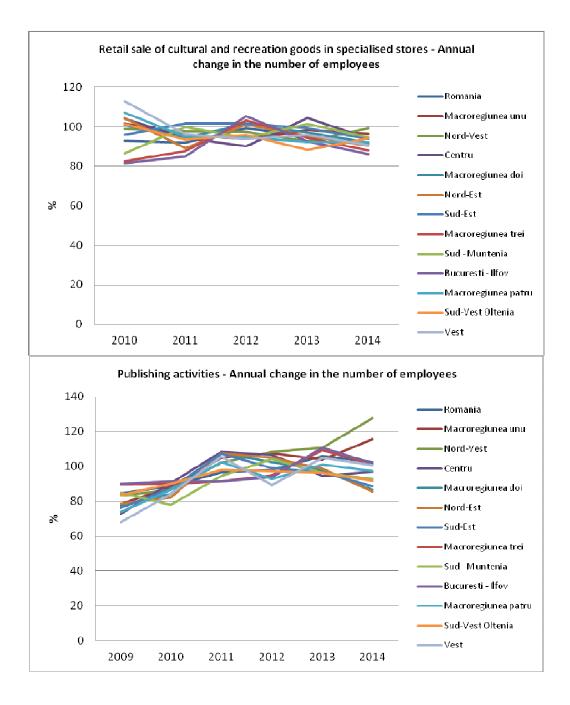
- 1. Bakhshi H, McVittie E, Simmie J (2008) *Creating innovation: do the creative industries support innovation in the wider economy?*. NESTA, London.
- 2. Bakhshi H, Freeman A, Higgs P (2013) *A dynamic mapping of the UK's creative industries*. NESTA, London.
- 3. Batabyal, A.A., Nijkamp, P. (2010), Richard Florida's creative capital in a trading regional economy: a theoretical investigation, *Annals of Regional Science* 44:241–250, DOI 10.1007/s00168-008-0262-7.
- 4. Berg SH, Hassink R (2014), Creative industries from an evolutionary perspective: a critical literature review. *Geographic Compass* 8(9):653–664.
- 5. Bertacchini E., Borrione P. (2013), The geography of the Italian creative economy: the special role of the design and craft based industries. *Regional Studies* 47(2):135–147.
- 6. Bobirca, A., Draghici, A., Dumitrescu, S., Mihut, O. (2009), Masurarea economiei creative Studiu de caz România, *The Romanian Economic Journal*, Year XII, no. 34 (4) pp. 117-144.
- Bobirca, A. Draghici, A. (2011), Creativity and Economic Development, World Academy of Science, *Engineering and Technology International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering* Vol:5, No:11, 2011, pp. 1447-1452.
- 8. Boix R., Capone F., De Propris L., Lazzeretti L., Sanchez D. (2016), Comparing creative industries in Europe. *European Urban Regional Studies* 23(4):935–940.
- Boschma, R. A., and M. Fritsch. 2009. "Creative Class and Regional Growth: Empirical Evidence from Seven European Countries." *Economic Geography* 85:391–423.
- 10. Boschma R, Minondo A, Navarro M (2012) Related variety and regional growth in Spain. *Papers in Regional Science* 91(2):241–256
- 11. Boschma R., Minondo A., Navarro M. (2013), The emergence of new industries at the regional level in Spain. A proximity approach based on product-relatedness. *Economic Geography* 89(1):29–51.
- 12. Branzanti C. (2015) Creative clusters and district economies: towards a taxonomy to interpret the phenomenon. *European Planning Studies* 23(7):1401–1418.
- 13. Capone, F. (2008) Mapping and analysing creative systems in Italy (1991-2001). In Cooke, P and Lazzeretti, L. (2008) *Creative cities, cultural clusters and local economic development*. Edward Elgar. Chapter 14, pp. 338-364.
- 14. Cho R.L., Liu J.S., Ho M.H.C. (2016), What are the concerns? Looking back on 15 years of research in cultural and creative industries. *International Journal of Cultural Policy*.
- 15. Clifton N., Comunian R., Chapain C. (2015), Creative regions in Europe: challenges and opportunities for policy. *European Planning Studies* 23(12):2331–2335.
- Comunian, R., C. Chapain, and N. Clifton. 2010. "Location, Location, Location: Exploring the Complex Relationship between Creative Industries and Place." *Creative Industries Journal* 3:5–10.

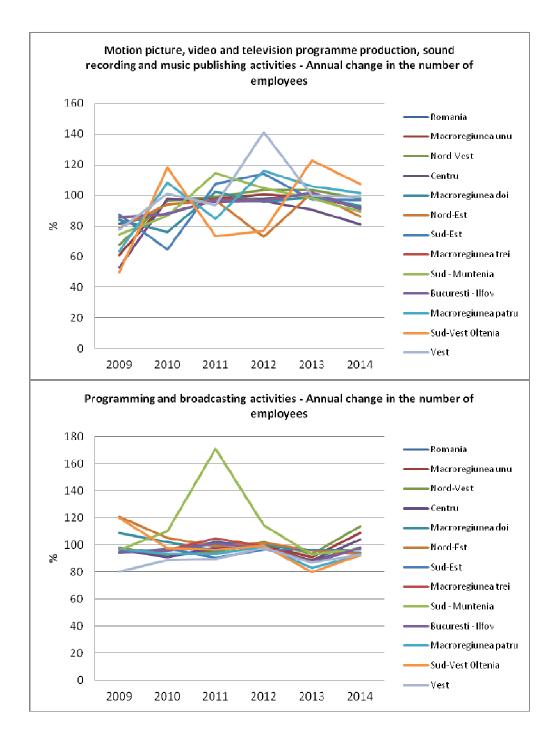
- Cooke, P (2008) Culture, clusters, districts and quarters: some reflections on the scale question. In Cooke, P and Lazzeretti, L. (2008) *Creative cities, cultural clusters and local economic development*. Edward Elgar. Chapter 1, pp. 25-47.
- Crociata, A., Agovino, M., Russo, A., Quaglieri Dominguez A. (2015), Creative Workforce and Economic Development in Precrisis Europe: Main Trends and Causality Relationships, *International Regional Science Review* 1-32, DOI: 10.1177/0160017615607054, irx.sagepub.com.
- 19. Cruz S., Teixeira A. (2015), The neglected heterogeneity of spatial agglomeration and co-location patterns of creative employment: evidence from Portugal. *Annals of Regional Science* 54(19):143–177.
- 20. CSES-ERICarts (European Institute for Comparative Cultural Research). 2010. "Study on the Contribution of Culture to Local and Regional Development—Evidence from the Structural Funds." Final Report.
- 21. Dall'erba S., Percoco M. and Piras G. (2009), Service Industry and Cumulative Growth in the Regions of Europe, *Entrepreneurship and Regional Development*, 21(4), 333-349.
- 22. DCMS (2009) Creative Industries Economic Estimates Statistical Bulletin.
- 23. Department of Culture, Media and Sport (DCMS) (2013), *Classifying and measuring the creative industries*. DCMS, London
- 24. De-Miguel-Molina B., Hervas-Oliver J.L., Boix R., De-Miguel-Molina M. (2012), The importance of creative industry agglomerations in explaining the wealth of European regions. *European Planning Stud* 20(8):1263–1280.
- 25. De-Miguel-Molina B., Hervas-Oliver J.L., Boix R., De-Miguel-Molina M. (2012), Creative Services Agglomerations and the Wealth of European Regions, 51st ERSA Congress New Challenges for European Regions and Urban Areas in a Globalized World, 30 August -3 September 2011, Barcelona, Spain.
- 26. De Propris, L., Chapain, C., Cooke, P., MacNeill, S. and Mateos-García, J. (2009) The geography of creativity. *NESTA Interim Report*, August.
- 27. European Commission (2010), *Green paper: unlocking the potential of cultural and creative industries*. COM 183, EU Commission, Brussels.
- 28. European Creative Industries Alliance (2014), Create. Innovate. Grow. A new policy agenda to maximise the innovative contributions of Europe's creative industries Recommendations from the Policy Learning Platform of the European Creative Industries Alliance, November.
- 29. Florida, R. 2002. The Rise of the Creative Class. New York: Basic Books.
- Florida, R., Mellander, C. and Stolarick, K. (2008) Inside the black box of regional development – human capital, the creative class and tolerance. *Journal of Economic Geography*, 8(5), pp. 615-649.
- 31. Higgs, P., S. Cunningham, and H. Bakhshi. 2008. Beyond the Creative Industries: Mapping the Creative Economy in the United Kingdom.
- 32. Hoyman, M., and C. Faricy. 2009. "It Takes a Village: A Test of the Creative Class, Social Capital and Human Capital Theories." *Urban Affairs Review* XLIV:311–33.
- 33. KEA European Affairs. 2006. *The Economy of Culture in Europe*. Bruxelles, Belgium: KEA for the European Commission.
- 34. KEA European Affairs. 2009. *The Impact of Culture on Creativity*. Bruxelles, Belgium: KEA for the European Commission.

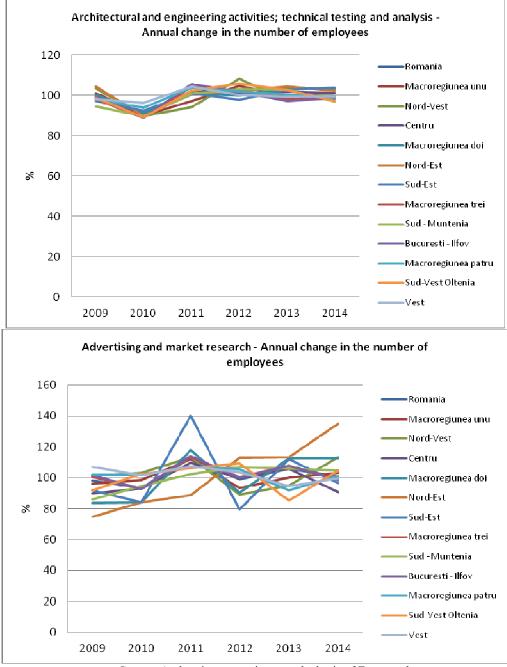
- 35. Lazzeretti, L., Boix, R., Capone, F. (2008) Do creative industries cluster? Mapping Creative Local Production Systems in Italy and Spain. *Industry and Innovation*, 15(5), pp. 549-567.
- 36. Lazzeretti, L. Boix, R. and Capone, F. (2009): "Why do creative industries cluster? An analysis of the determinants of clustering of creative industries", *IERMB Working Paper in Economics*, No. 09.02, April 2009.
- 37. Lazzeretti L., Capone F., Cinti T. (2010) The regional development platform and 'related variety': some evidence from art and food in Tuscany. *European Planning Studies* (18) 1:27–45.
- 38. Lazzeretti L., Capone F. (2016), How proximity matters in innovation networks dynamics along the cluster evolution. A study of the high technology applied to cultural goods. *Journal of Business Research* 69(12):5855–5865.
- 39. Lazzeretti L. (editor) (2013), *Creative industries and innovation in Europe: concepts, measures, and comparative case studies*, Routledge, ISBN: 978-0-415-67740-0.
- 40. Lazzaretti, L., Innocenti, N., Capone, F. (2017), The impact of related variety on the creative employment growth, *Annals of Regional Science*, DOI 10.1007/s00168-016-0805-2, Springer-Verlag Berlin Heidelberg.
- Lorenzen M., Frederiksen L. (2008), Why do cultural industries cluster? Localization, urbanization, products and projects. In: Cooke P, Lazzeretti L. (eds) *Creative cities, cultural clusters and local economic development*. Edward Elgar, Cheltenham, pp 155–179.
- 42. Markusen, A., G. H.Wassall, D. DeNatale, and R. Cohen. (2008), "Defining the Creative Economy: Industry and Occupational Approaches." *Economic Development Quarterly* 22: 24–45.
- 43. Piergiovanni, R., Carree, M., Santarelli E. (2009), Creative Industries, New Business Formation and Regional Economic Growth, *Jena Economic Research Papers*, 020, Friedrich Schiller University and the Max Planck Institute of Economics, Jena, Germany.
- 44. Piergiovanni R., Carree M.A., Santarelli E. (2012), Creative industries, new business formation, and regional economic growth. *Small Business Economy* 39(3):539–560.
- 45. Pintilii R.D., Peptenatu D., Draghici C., Saghin I., Stoian D.R. (2015), Structural Changes in The Entrepreneurial Profile of the Creative Industries in Romania, 2nd Global Conference on Business, Economics, Management and Tourism, 30-31 October 2014, Prague, Czech Republic, *Procedia Economics and Finance* 23:1147 – 1151, Elsevier.
- 46. Power, D., and T. Nielsen. 2010. *Priority Sector Report: Creative and Cultural Industries*. Europe Innova, European Cluster Observatory.
- Pratt, A. C. 2004. "The Cultural Economy. A call for spatialized production of culture perspective." *International Journal of Cultural Studies* 7(1):117– 28.
- 48. Pratt, A.C. (2008) Creative cities: the cultural industries and the creative class. *Geografiska Annaler: Series B. Human Geography*, 90(2), pp. 107-117.
- 49. Russo, A. P., and J. van der Borg. 2010. "An Urban Policy Framework for Culture-oriented Economic Development: Lessons from Holland." *Urban Geography* XXXI:668–90.

- 50. Sacco, P. L., and A. Crociata. (2013), "A Conceptual Regulatory Framework for Design and Evaluation of Complex, Participative Cultural Planning Strategies." *International Journal of Urban and Regional Research* 37:1688–706.
- 51. Santagata, W. (2002), "Cultural Districts, Property Rights and Sustainable Economic Growth." *International Journal of Urban and Regional Research* 6(1):19–23.
- 52. Scott, A. J. (2004), "Cultural-products Industries and Urban Economic Development. Prospects for Growth and Market Contestation in Global Context." *Urban Affairs Review* 39: 461–90.
- 53. Stam, E., de Jong, J.P.J and Marlet, G. (2008) Creative industries in The Netherlands: structure, development, innovativeness and effects on urban growth. *Geograkiska Annaler: Series B, Human Geography*, 90(2), pp. 119-132.
- 54. Stoian D., Peptenatu D., Pintilii R., Schvab A. (2014), Territorial Distribution of Creative Poles in Romania, 2nd World Conference on Design, Arts and Education – DAE 2013, *Procedia - Social and Behavioral Sciences* 122: 184 – 188, Elsevier.
- 55. Tinagli, I., and R. Florida. 2005. *L'Italia nell'era creativa*. Milano, Italy: Creativity Group Europe.
- 56. Trippl M., Tödtling F., Schuldner R. (2013) Creative and cultural industries in Austria. In: Lazzeretti L (ed) *Creative industries and innovation in Europe*. Routledge, London, pp. 86–102.
- 57. UNCTAD (2008), Creative Economy Report 2008. The challenge of assessing the creative economy: towards informed policy-making. UNDP, UNCTAD, Geneva, New York.
- 58. UNCTAD (2010), *Creative economy report 2010*. UNDP, UNCTAD, Geneva, New York.
- 59. UNESCO (2013), Creative economy report. Widening local development pathways. UNESCO.
- 60. Wedemeier, J. (2010) The impact of the creative sector on growth in German regions. *European Planning Studies*, 18(4), pp. 505-520.

Appendix 1. Creative services sectors in the Romanian regions – Annual changes in the number of employees







Source: Authors' computations, on the basis of Eurostat data.

applications by NUTS 3 regions in Romania - Share in national total, %												
CD	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Macroregiunea unu	33.33	50.00	39.13	50.00	29.63	30.56	30.00	31.48	16.36	16.39	23.64	25.25
Nord-Vest	16.67	50.00	30.43	50.00	29.63	25.00	26.00	24.07	7.27	4.92	20.00	11.11
Bihor		50.00	30.43	44.44	18.52	11.11	18.00	12.96	3.64	1.64	3.64	6.06
Bistrita-Nasaud					3.70			3.70				1.01
Cluj	16.67				3.70	5.56		1.85	1.82	1.64	5.45	2.02
Maramures							4.00	1.85	1.82		1.82	1.01
Satu Mare				5.56	3.70	8.33	4.00	3.70		1.64	7.27	1.01
Salaj											1.82	
Centru	16.67		8.70			5.56	4.00	7.41	9.09	11.48	3.64	14.14
Alba										1.64		
Brasov	16.67					2.78	2.00	1.85	1.82	1.64		5.05
Covasna									3.64	4.92		
Harghita			8.70			2.78			1.82	1.64		3.03
Mures							2.00	5.56		1.64	1.82	6.06
Sibiu									1.82		1.82	
Macroregiunea doi			4.35		14.81	11.11	4.00	5.56	3.64	6.56	3.64	12.12
Nord-Est			4.35		14.81	2.78		1.85	1.82	4.92	3.64	12.12
Bacau					7.41							10.10
Iasi			4.35						1.82	4.92	1.82	
Neamt								1.85				2.02
Suceava					3.70	2.78						
Vaslui					3.70						1.82	
Sud-Est						8.33	4.00	3.70	1.82	1.64		
Braila								1.85				
Constanta						5.56		1.85	1.82	1.64		
Galati						2.78						
Vrancea							4.00					
Macroregiunea trei	66.67	50.00	52.17	27.78	29.63	19.44	58.00	42.59	58.18	67.21	49.09	43.43
Sud - Muntenia			13.04					1.85	1.82	4.92	3.64	9.09
Arges										1.64		2.02
Dâmbovita								1.85				
Giurgiu											3.64	3.03
Prahova			13.04						1.82	3.28		4.04
Bucuresti - Ilfov	66.67	50.00	39.13	27.78	29.63	19.44	58.00	40.74	56.36	62.30	45.45	34.34
Bucuresti	66.67	50.00	34.78	27.78	18.52	16.67	40.00	37.04	43.64	54.10	34.55	28.28
Ilfov			4.35		11.11	2.78	18.00	3.70	12.73	8.20	10.91	6.06
Macroregiunea patru				11.11	7.41	8.33	4.00	1.85	12.73	6.56	12.73	5.05
Sud-Vest Oltenia						8.33	2.00	1.85	1.82	3.28	5.45	
Dolj						8.33			1.82	3.28	5.45	
Olt								1.85				
Vâlcea							2.00					
Vest				11.11	7.41		2.00		10.91	3.28	7.27	5.05
Arad									3.64		5.45	1.01
Caras-Severin					7.41					3.28		2.02

Appendix 2. Community design (CD) and European Union trademarks (EUTD) applications by NUTS 3 regions in Romania - Share in national total, %

CD	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Hunedoara				11.11			2.00				1.82	
Timis									7.27			2.02
Unknown NUTS			4.35	11.11	18.52	30.56	4.00	18.52	9.09	3.28	10.91	14.14
EUTD	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Macroregiunea unu	35.71	16.67	5.26	17.01	22.67	23.66	17.51	19.44	24.60	17.19	21.72	21.97
Nord-Vest	35.71	16.67	4.21	10.31	15.56	15.52	9.79	9.72	13.42	11.83	11.15	15.56
Bihor	28.57	13.89	1.05	4.64	6.67	6.87	2.37	2.56	1.92	2.23	2.94	3.89
Bistrita-Nasaud					0.89	2.04	0.89	0.51	1.92	0.22	0.39	0.46
Cluj	7.14	2.78	3.16	3.61	5.33	3.82	5.34	3.58	4.79	6.47	4.70	6.41
Maramures					0.44	0.76		2.56	1.92	2.01	1.57	1.83
Satu Mare				2.06	1.78	2.04	0.89	0.51	2.88	0.89	1.37	2.52
Salaj					0.44		0.30				0.20	0.46
Centru			1.05	6.70	7.11	8.14	7.72	9.72	11.18	5.36	10.57	6.41
Alba						0.51		1.02	0.32	0.45	0.39	0.69
Brasov			1.05	5.15	3.11	2.54	2.37	3.07	4.15	2.46	5.28	3.43
Covasna				0.52	0.89	0.51	0.59	0.77	0.32	0.22	1.76	
Harghita				0.52	0.89	2.04	1.19	0.77	1.60	0.22	0.39	0.92
Mures				0.52	2.22	1.27	2.08	2.05	1.60	0.45	1.96	0.92
Sibiu						1.27	1.48	2.05	3.19	1.56	0.78	0.46
Macroregiunea doi		13.89	14.74	13.92	13.33	11.20	12.76	6.39	9.27	8.48	8.61	7.32
Nord-Est		13.89	11.58	10.31	8.00	6.62	8.31	3.07	5.43	4.24	4.89	5.49
Bacau			1.05	3.09	3.11	3.05	4.45	1.53	2.24	1.56	0.78	0.69
Botosani					0.89							
Iasi		13.89	10.53	5.15	2.67	1.27	1.48	0.77	1.92	1.56	2.15	3.43
Neamt				2.06	1.33	0.25	0.89	0.51	1.28	0.22	0.78	0.46
Suceava						1.78	1.48	0.26		0.89	1.17	0.92
Vaslui						0.25						
Sud-Est			3.16	3.61	5.33	4.58	4.45	3.32	3.83	4.24	3.72	1.83
Braila						1.27			0.32	0.45	0.20	0.46
Buzau					0.44		0.30	0.51	0.96	0.45	0.39	0.23
Constanta			2.11		2.22	1.27	1.48	0.51	1.60	2.23	0.59	0.46
Galati				1.03	1.33	1.53	1.78	1.79	0.64	0.45	1.76	0.46
Tulcea				0.52	0.44							0.23
Vrancea			1.05	2.06	0.89	0.51	0.89	0.51	0.32	0.67	0.78	
Macroregiunea trei	35.71	33.33	73.68	51.03	42.22	37.40	45.10	57.54	47.60	50.67	48.92	48.74
Sud - Muntenia		11.11	5.26	5.15	3.56	3.56	2.37	4.09	2.56	2.90	3.52	5.03
Arges				0.52		0.76					0.20	0.46
Calarasi		8.33										0.23
Dâmbovita								0.51			0.39	
Giurgiu					0.44	0.25						0.69
Prahova		2.78	5.26	4.64	3.11	2.54	2.37	3.32	2.56	2.90	2.94	3.66
Teleorman								0.26				
Bucuresti - Ilfov	35.71	22.22	68.42	45.88	38.67	33.84	42.73	53.45	45.05	47.77	45.40	43.71
Bucuresti	35.71	22.22	65.26	41.75	36.00	28.50	39.76	49.62	39.30	36.83	38.55	35.01
Ilfov			3.16	4.12	2.67	5.34	2.97	3.84	5.75	10.94	6.85	8.70
Macroregiunea patru	14.29	8.33	2.11	7.73	5.78	4.83	4.45	4.35	4.79	3.57	4.11	6.41

CD	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Sud-Vest Oltenia	7.14		1.05	1.55	0.44	2.29	1.19	1.02	0.64	1.12	1.57	1.83
Dolj	7.14			1.03	0.44	0.76	0.30	0.26	0.32	0.45	1.17	0.46
Mehedinti										0.45		
Olt						0.76			0.32		0.39	0.23
Vâlcea			1.05	0.52		0.76	0.89	0.77		0.22		1.14
Vest	7.14	8.33	1.05	6.19	5.33	2.54	3.26	3.32	4.15	2.46	2.54	4.58
Arad	7.14	8.33		2.58	3.11	1.27	0.30	0.77	0.96	0.45	1.17	1.37
Caras-Severin										0.22	0.20	
Hunedoara						0.25		0.77	1.60	0.67		1.37
Timis			1.05	3.61	2.22	1.02	2.97	1.79	1.60	1.12	1.17	1.83
Unknown NUTS 1	14.29	27.78	4.21	10.31	16.00	22.90	20.18	12.28	13.74	20.09	16.63	15.56

Source: Authors' computations, on the basis of Eurostat data.