

Project „Development of joint strategy and cooperation network for promotion of creative industries“, LLIII-194

Feasibility study

„TRENDS OF CREATIVE INDUSTRIES SECTOR DEVELOPMENT IN SIAULIAI REGION“



**Latvia
Lithuania**
cross border
cooperation programme
2007 - 2013



part financed by
European Regional
Development Fund

bringing neighbours closer

SUMMARY

- ❑ Creative and cultural sector in most countries, including Lithuania, is still traditionally perceived as a beneficiary or a tangible profit not producing educational and training measure.
- ❑ By initiative of PI „Siauliai region development agency“ was implemented research and prepared feasibility study „Trends of Creative Industries Sector Development in Siauliai region“ in order to analyze the situation of creative industries sector in Siauliai region at aspects of potential and trends and by implementing project „Development of joint strategy and cooperation network for promotion of creative industries“.

INTRODUCTION

The aim of feasibility study – to analyze demand and potential of creative industries sector in Siauliai region.

The objectives of feasibility study:

- ❑ to analyze the interests, opportunities, activity factors, the prognosis of perspective activity directions and labor force of Siauliai region creative industries sector subjects by pursuing analysis of data of LR Statistics Department and questionnaire research;
- ❑ to present the guidelines for improving Siauliai region creative industries sector prevention of identified problematical aspects.

1. THE ANALYSIS OF PROJECT ENVIRONMENT

1.1. The general economic-cultural analysis of Siauliai region

- Siauliai district – one of ten Lithuanian districts, located in the northern part of the country. In Siauliai district territory 7 municipalities are located: Akmenė region, Joniškis region, Kelme region, Pakruojis region, Radviliskis region, Siauliai region and Siauliai city.



Figure No. 1.1.1. Geographical location of Siauliai district



Figure No. 1.1.2. Location of Siauliai district regions

1.2. The legal base of Lithuanian creative industries

1.2.1. The survey of main documents (1)

- ❑ In 2007 in Lithuania was established The Strategy of Promotion and Development of Creative Industries (*Commandment of LR Minister of culture No IV-217 „For Approval of The Strategy of Promotion and Development of Creative Industries”*).
- ❑ LR Ministry of Culture, actively participating by implementing long-term strategic plan Lithuania 2030, is officially responsible for national policy coordination of creative industries sector. One of the priorities in plan Lithuania 2030 is considered to be creative society, thus cultural and creative industries are particularly important in order to reach this aim.

1.2.1. The survey of main documents (2)

- ❑ By initiating LR Ministries of Culture and Economy was determined to create network of art incubators in Lithuania, which would supplement already acting business incubators and would extend its already provided spectrum of services.
- ❑ The Ministry of Economy also included creative industries in policy of national innovations, programmes of clustering and export support.

1.3. Lithuanian creative industries actualization in aspect of modern culture and economy

1.3.1. The conception, structure and evolution of creative industries (1)

- ❑ The area and subjects of creative industries are described in LR Strategy of Promotion and Development of Creative Industries as: the activities which are based on creative skills and talent of individual, which aim and results are intellectual property and which can create material welfare and work places.

1.3.1. The conception, structure and evolution of creative industries (2)

The areas of activity which are considered to be activities of subjects of creative industries in Lithuania:

- crafts,
- architecture;
- design;
- cinema and video art;
- publishing;
- visual and applied art;
- music;
- software and computer services;
- creation of radio and television programs and broadcasting;
- advertisement;
- performing arts;
- other areas, where aspects of cultural and economic activity are combined.

1.3.1. The conception, structure and evolution of creative industries (3)

- ❑ There are widely talks in Lithuania about the creative industries from 2003, when M. Starkeviciute and her colleagues conducted the first researches of creative industries in Lithuania. From 2005 were started development of the first maps of the creative industries (districts of Utena and Alytus).
- ❑ From 2007 were started wider researches of creative industries in Lithuania (Vilnius academy of art, Siauliai University, University of business and economy, Vilnius Gediminas technical university). In 2008 was created „Association of Creative Industries”, which contains about 40 members (mostly Lithuanian universities, public institutions, private companies providing services in creative industries sector).

1.3.2. Creative industries influence for evolution and relation with other sectors of economy

Creative industries can't be assessed separated from other economic sector, because creative industries are characterized in these aspects:

- creates value-added for other sectors through design, advertisement and branding;
- are biggest employer of high qualifications persons – in this way creative industries becomes part of economy of knowledge;
- contributes to the revival of cities and regions;
- co-operates with various institutions of education;
- integrates communities and single peoples.

1.3.2. Promotion of creative industries sectors business: strength, weaknesses, opportunities, threat (1)

The strengths of creative industries sector (main aspects):

- ❑ There are productive and developing creative industries sector in Lithuania, its business takes places not only in big country's cities, but also in districts.
- ❑ Growing number of arriving tourists and lengthening their time of visit increases consuming of creative industries products and services.
- ❑ Production of some creative industries areas – theater art, publishing – already now properly represents Lithuanian culture in foreign countries and ect.

1.3.2. Promotion of creative industries sectors business: strength, weaknesses, opportunities, threat (2)

The weaknesses of creative industries sector (main aspects):

- ❑ Poor business skills, economic consciousness of creative industries employees, cultural and art persons.
- ❑ Recently the measures of state support for small and medium business are hard to reach for creative industries because of its specificity.
- ❑ The fragmentation of creative industries, the lack of information and activity's coordination prohibits to use economic and social potential of all sector ect.

1.3.2. Promotion of creative industries sectors business: strength, weaknesses, opportunities, threat (3)

The opportunities of creative industries sector (main aspects):

- ❑ The promotion of creative industries positive influences urban and social evolution, the creation of creative environment attracts investments and other business, which don't belong for creative industries.
- ❑ Effective development of creative industries would help to create and culturally motivate Lithuania representing brands of goods and services, to improve its image. In this way competitiveness of these goods and services would be increased by emphasis Lithuanian content authenticity and uniqueness.
- ❑ Modern information technologies create positive conditions for marketing of Lithuanian creative industries products and services.

1.3.2. Promotion of creative industries sectors business: strength, weaknesses, opportunities, threat (4)

The threats of creative industries sector (main aspects):

- ❑ The lack of creativity and its related renewal can create the assumption for stagnation, inability to respond to changing conditions in culture, business and other various areas of country's society life. It properly reduces the opportunities of competitiveness.

- ❑ Faster development of creative industries in other EU countries can reduce Lithuanian competitiveness in EU, determine creative employees emigration to foreign countries and ect.

1.4. The resources of Siauliai region creative industries sector

1.4.1. Learning opportunities in creative industries sector

- ❑ There are 7 universities and 4 colleges by its strategies mostly oriented to specialist training for creative industries sector.

- ❑ In Siauliai region there also operates: 1 high education institution of art (Siauliai university Art faculty), 25 secondary and primary mixed and specialized art education institutions, including art gymnasiums, about 15 non-governmental art organizations, children clubs, schoolchildren homes and similar, about 15 cultural centers and cultural homes.

1.4.2. The resources of creative industries business subjects (1)

Ser. Nm.	Name of activity	CEAA 2 ed. code	Number of companies (unit)				Number of employees (unit)				General turnover of companies (LTL)			
			2008	2009	2010	2011	2008	2009	2010	2011	2008	2009	2010	2011
1.	Books publishing	58.11	6	5	5	5	29	25	25	25	25701 56	2457 434	15405 85	10483 37
2.	Reference books, catalogs and address lists publishing	58.12	-	-	-	-	-	-	-	-	-	-	-	-
3.	Newspapers publishing	58.13	10	10	10	10	229	247	250	263	12618 910	8698 746	12852 972	11331 298
4.	Magazines and periodicals publications publishing	58.14	8	8	8	9	66	65	64	98	39617 24	4468 577	34862 96	32791 52
5.	Other publishing	58.19	3	3	3	4	3	3	8	7	48742 1	6781 71	43662 0	60732 1
6.	Computer games publishing	58.21	-	-	-	-	-	-	-	-	-	-	-	-
7.	Other software publishing	58.29	4	3	2	2	22	15	15	14	19726 64	1156 518	11627 89	10083 76
8.	Cinema films, video films and television programs production	59.11	-	-	-	-	-	-	-	-	-	-	-	-
9.	Produced cinema films, video films and television programs artistic design	59.12	-	-	-	-	-	-	-	-	-	-	-	-
10.	Cinema films presentation	59.14	-	-	-	-	-	-
11.	Sound recording and recorded clips publishing	59.20	2	2	6	7	30194 3	16131 4
12.	Radio programs broadcasting	60.10
13.	Television programs preparation and broadcasting	60.20	3	3	32	35	14933 81	16653 00
14.	Computer programming activity	62.01	12	9	9	8	41	29	27	26	13556 02	1414 982	97220 9	71825 6
15.	Data processing, web server services (hosting) and related	63.11	4	5	5	5	27	27	21	21	16271 83	1650 051	85416 8	11831 165

1.4.2. The resources of creative industries business subjects (2)

16.	Internet portals services activity	63.12	-	3	-	6	-	24546
17.	Architectural activity	71.11	31	26	30	28	118	112	117	117	10292 154	1394 8526	65638 96	38751 01
18.	Engineering activity and related technical consultations	71.12	17	16	20	22	182	177	178	175	10577 642	1297 8853	71400 22	70411 83
19.	Advertising agencies activity	73.11	49	46	51	49	196	197	178	170	16755 920	1786 9742	10669 776	10025 012
20.	Specialized projection activity	74.10	5	5	7	3	15	18	16	6	29090 4	4243 40	27288 00	16095 6
21.	Photographic activity	74.20	8	7	6	7	35	29	24	21	23072 38	1733 548	96379 0	85673 8
22.	Art creation	90.03	-	-	3	3	-	-	3	4	-	-	1500	27899
23.	Art equipment operation activity	90.04	12	12	11	10	443	325	316	281	30786 47	4152 230	31977 88	28066 01
24.	Library and archives activity	91.01	9	9	9	9	535	526	495	469	36609 87	9238 4	92384	83284
25.	Museums activity	91.02	6	5	5	7	136	132	136	157	16610 8	2451 90	24519 0	26357 0
26.	Manufacture of hollow glass	23.13	-	-	-	-	-	-	-	-	-	-	-	-
27.	Ceramic household and decoration products and articles production	23.41	3	3	4	3	164	145	111	102	46710 52	3906 721	25146 61	21580 19
28.	Manufacture of musical instruments	32.20	-	-	-	-	-	-	-	-	-	-	-	-
29.	Imitation jewelry and similar article production	32.13	3	3	3	2	111	87	69	60	30592 68	3867 336	41559 20	17541 97
Total:			190	175	196	194	2352	2159	2059	2064	79453 580	7974 3349	61374 690	50079 625

Source: LR Department of Statistics

2. RESEARCH OF CREATIVE INDUSTRIES DEVELOPMENT OPPORTUNITIES IN SIAULIAI REGION

2.1. Characteristic of research method and research participants (1)

Objective group No. 1:

- **directors of creative industries sector companies.**

Objective group No. 1 consist of directors of Siauliai region companies, which operates in these fields:

- studios of web, advertisement, design;*
- offices of architects;*
- audio/video production companies (audiovisual sector);*
- salons of graphics, art, photography;*
- companies of press layout.*

Objective group No. 1 consists of 50 respondents.

2.1. Characteristic of research method and research participants (2)

Objective group No. 2:

- **directors of art education and culture institutions.**

Objective group No. 2 consists of directors of these Siauliai region art education and culture institutions:

- art schools;*
- specialized schools of music, art, singing;*
- studios of dances, theatre;*
- students' homes and its departments (children's clubs);*
- theaters, concert institutions, art galleries;*
- culture's centers.*

Objective group No. 2 consists of 50 respondents.

2.1. Characteristic of research method and research participants (3)

Objective group No. 3:

- **students of art education institutions.**

Objective group No. 3 consists of students of these art education institution in Siauliai region:

- ❑ Art Faculty of Siauliai University.

Objective group No. 3 consists of 100 respondents.

2.1. Characteristic of research method and research participants (4)

Objective group No. 4:

- **schoolchildren of art education institutions.**

Objective group No. 4 consists of schoolchildren of these art education institutions in Siauliai city:

- art schools;
- specialized schools of music, art;
- student's homes.

Objective group No. 4 consists of 100 respondents.

2.1. Characteristic of research method and research participants (5)

The research was organized in these stages:

- ❑ **I stage:** the objectives and tasks of the research was determined.
- ❑ **II stage:** objective groups and the scope of the research was chosen.

Total 4 objective groups, 300 respondents.

- ❑ **III stage:** questionnaire form was prepared and disseminated.

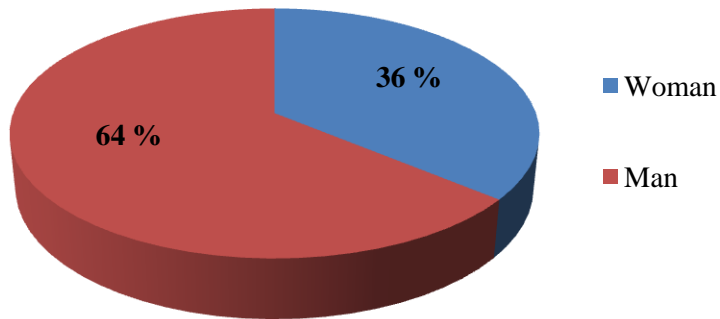
The questionnaires were disseminated in these ways: the questionnaires were disseminated directly for objective groups No. 3 and No. 4 (students and scholchildren), for objective groups No. 1 and No. 2 (directors of companies of creative industries sector; directors of art education and culture institution) the questionnaires were disseminated by e-mail.

- ❑ **IV stage:** processing the data of the research.

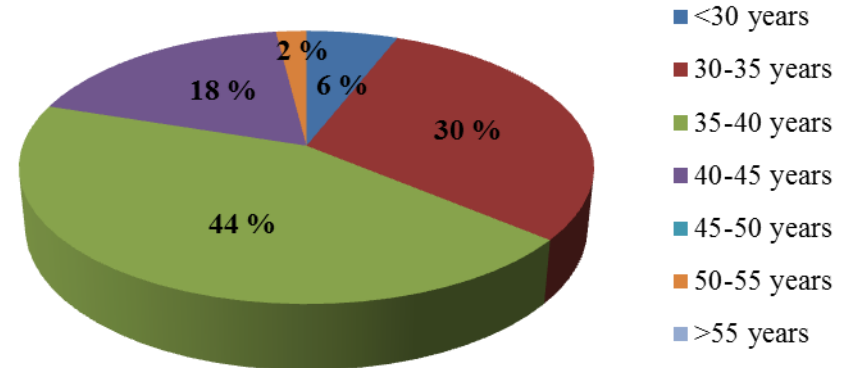
2.1. Characteristic of research method and research participants (6)

- ❑ In order to collect detailed information about situation of Siauliai region creative industries sector subjects, method of questionnaire survey was used. In order to prepare analyze of questionnaire open-ended questions, content analysis method was used.
- ❑ *The questionnaires were disseminated in following ways: the questionnaires were disseminated directly for objective groups No. 3 and No. 4 (students and schoolchildren), for objective groups No. 1 and No. 2 (directors of companies of creative industries sector; directors of art education and culture institution) the questionnaires were disseminated by e-mail or disseminated directly.*

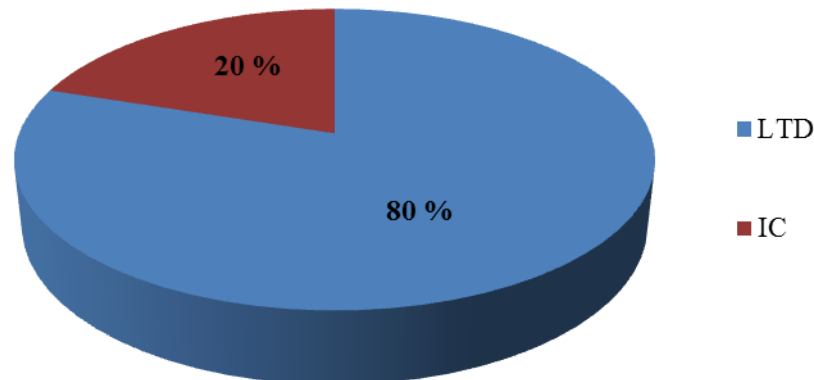
✓ **Characteristic of research participants - directors of Siauliai region creative industries sector companies**



Distribution by gender

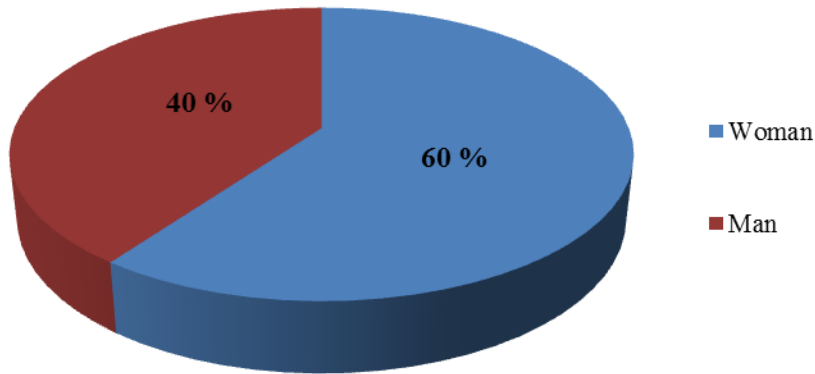


Distribution by age

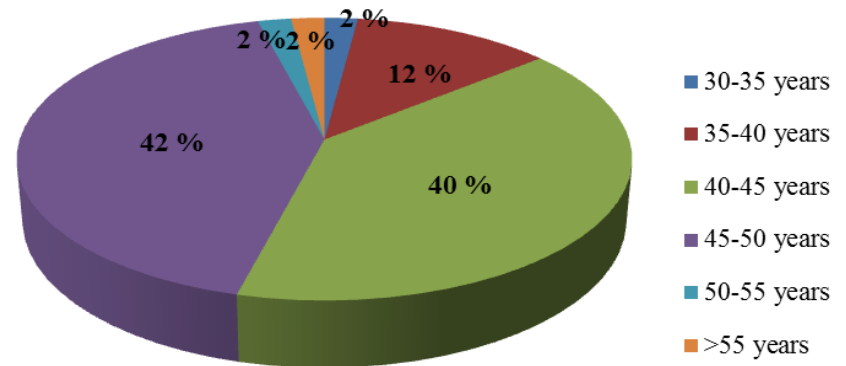


Distribution by type of company

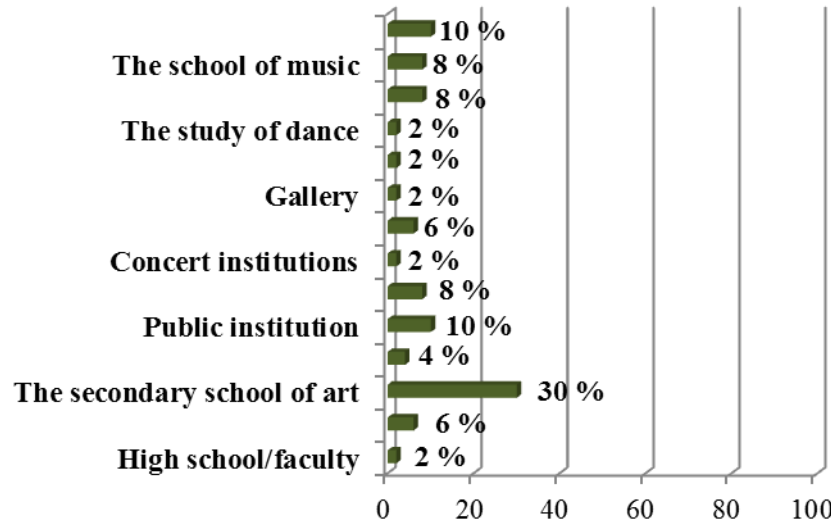
✓ Characteristic of research participants – directors of art education and culture institutions



Distribution by gender

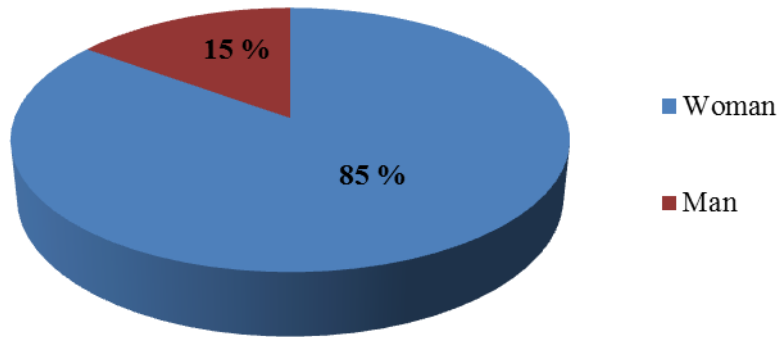


Distribution by age

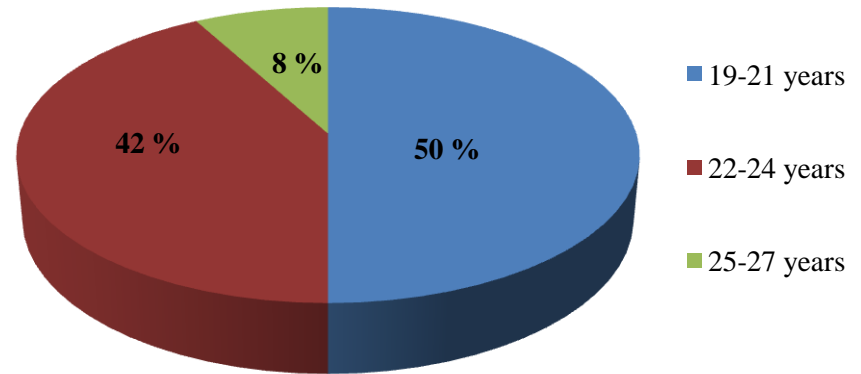


Distribution by type of institution

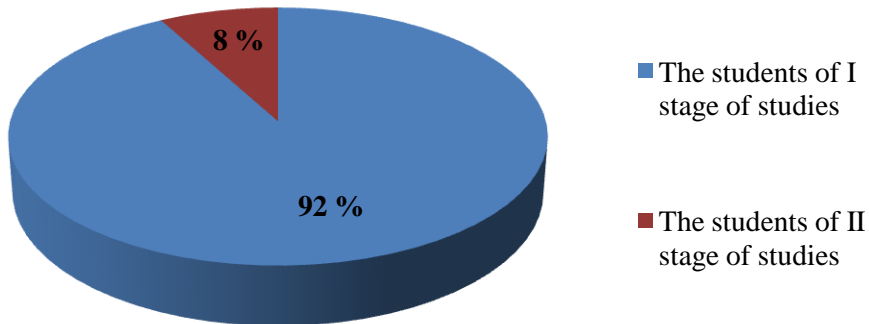
✓ **Characteristic of research participants – students of Siauliai region art education institutions**



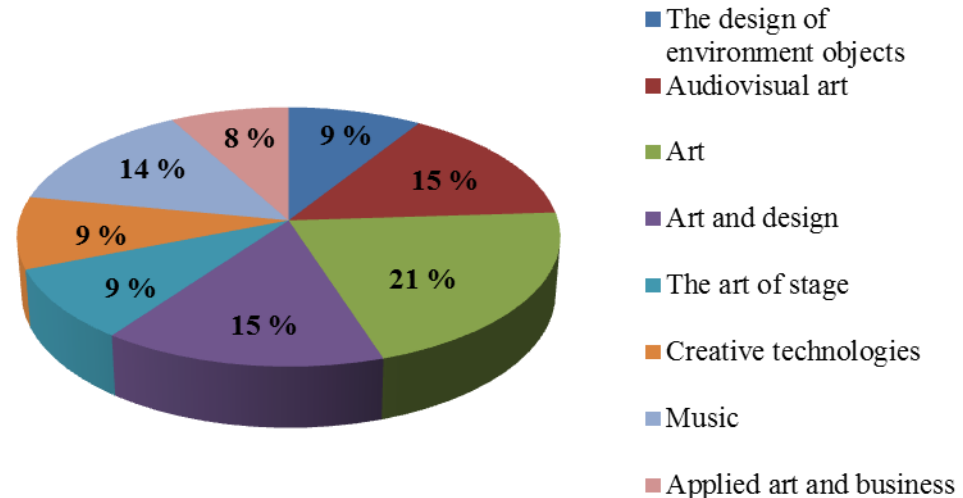
Distribution by gender



Distribution by age

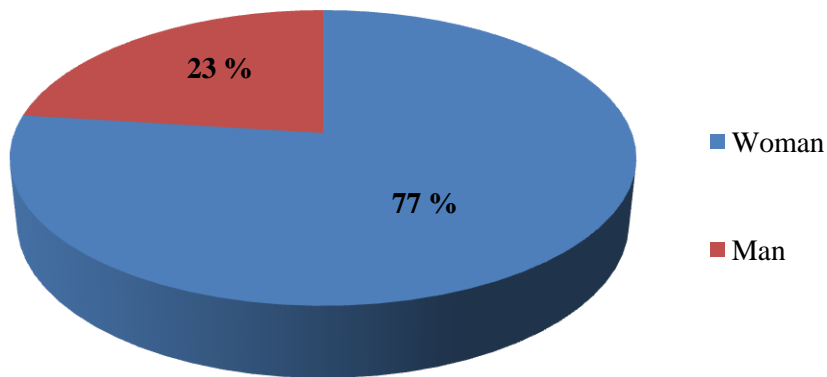


Distribution by the stages of studies

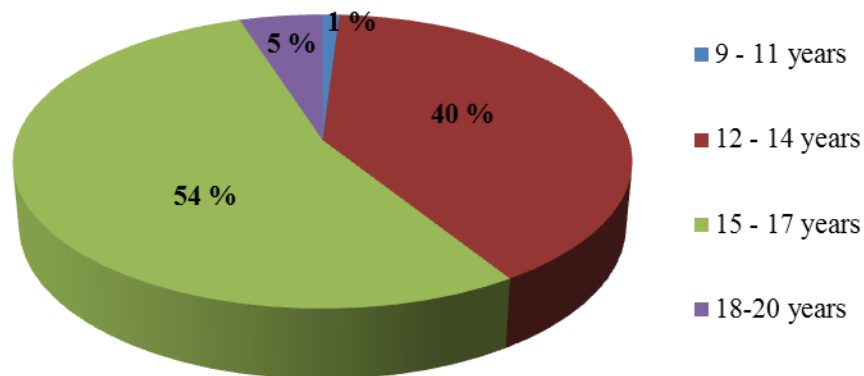


Distribution by areas of studies

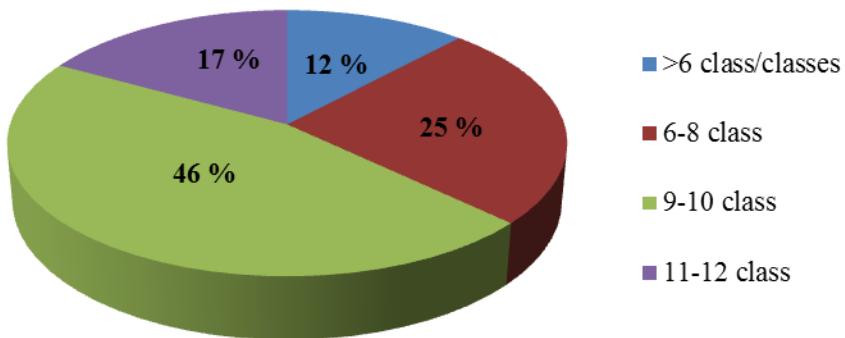
✓ **Characteristic of research participants - schoolchildren of Siauliai region art education institutions**



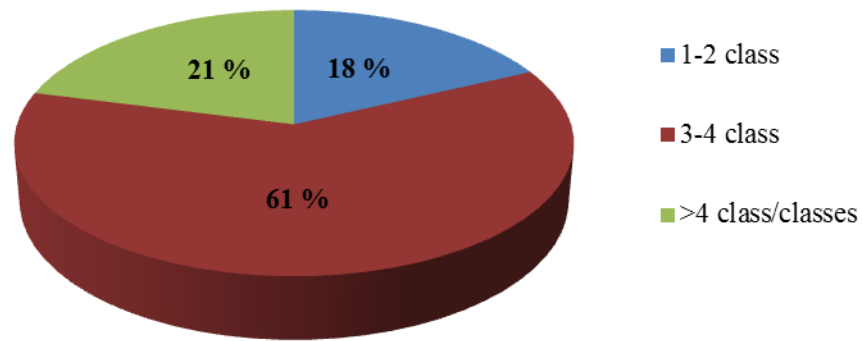
Distribution by gender



Distribution by age



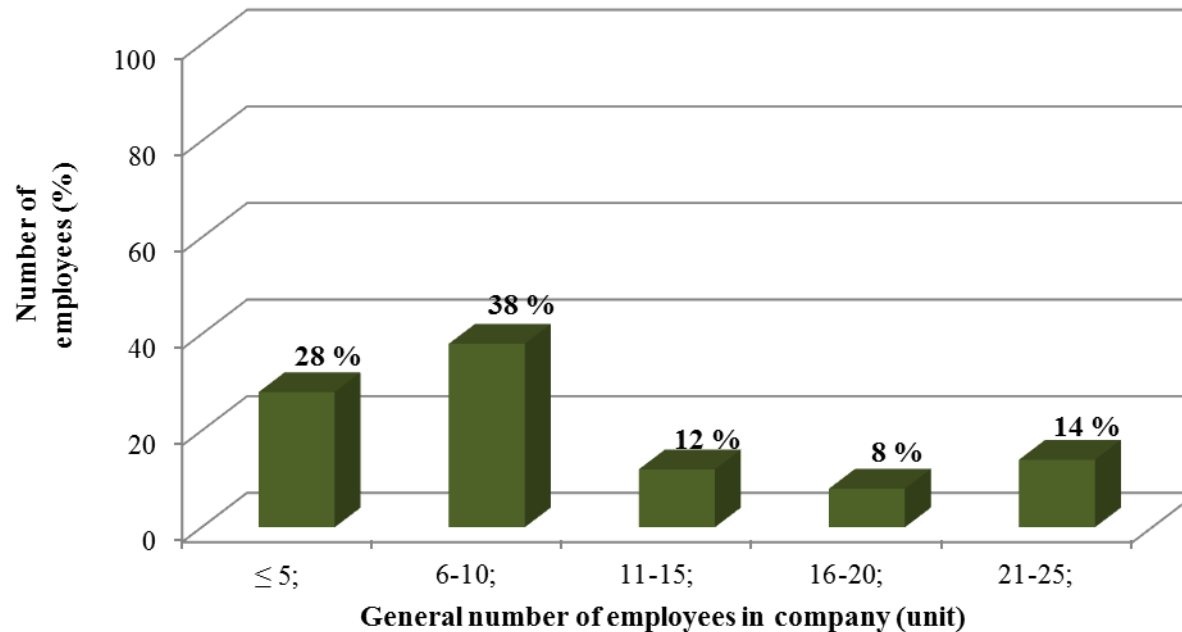
Distribution by class in secondary school



Distribution by class in institution of art's education

2.2. Siauliai region creative industries sector: analysis of employees

2.2.1. Analysis of employees number in creative industries sector companies/ SOME OF THE RESULTS (1)



General number of employees in Siauliai region creative industries companies, n=50

Almost quarter (38%) of Siauliai region creative industries sector companies' *general number of employees* consists of 6-10, almost in third (28%) companies - ≤5 employees. Only small part (12% and 8 %) questioned companies directors indicated, that *general number of employees* in their companies contains bigger indicators - 11-15 and 16-20 employees.

Received results of the research allows to submit presumption, that most companies in Siauliai region creative industries sector are micro-companies – this factor reduces opportunities of employment to qualified art area specialists.

2.2.1. Analysis of employees number in creative industries sector companies/SOME OF THE RESULTS (2)



Number of qualified art area specialists in Siauliai region creative industries companies, n=50

The results of research shows, that in majority (74%) studied companies of Siauliai region creative industries sector are ≤ 5 *qualified art area specialists*, and only 26% questioned companies directors indicated, that number of *qualified art area specialists* in their companies contains 6-9.

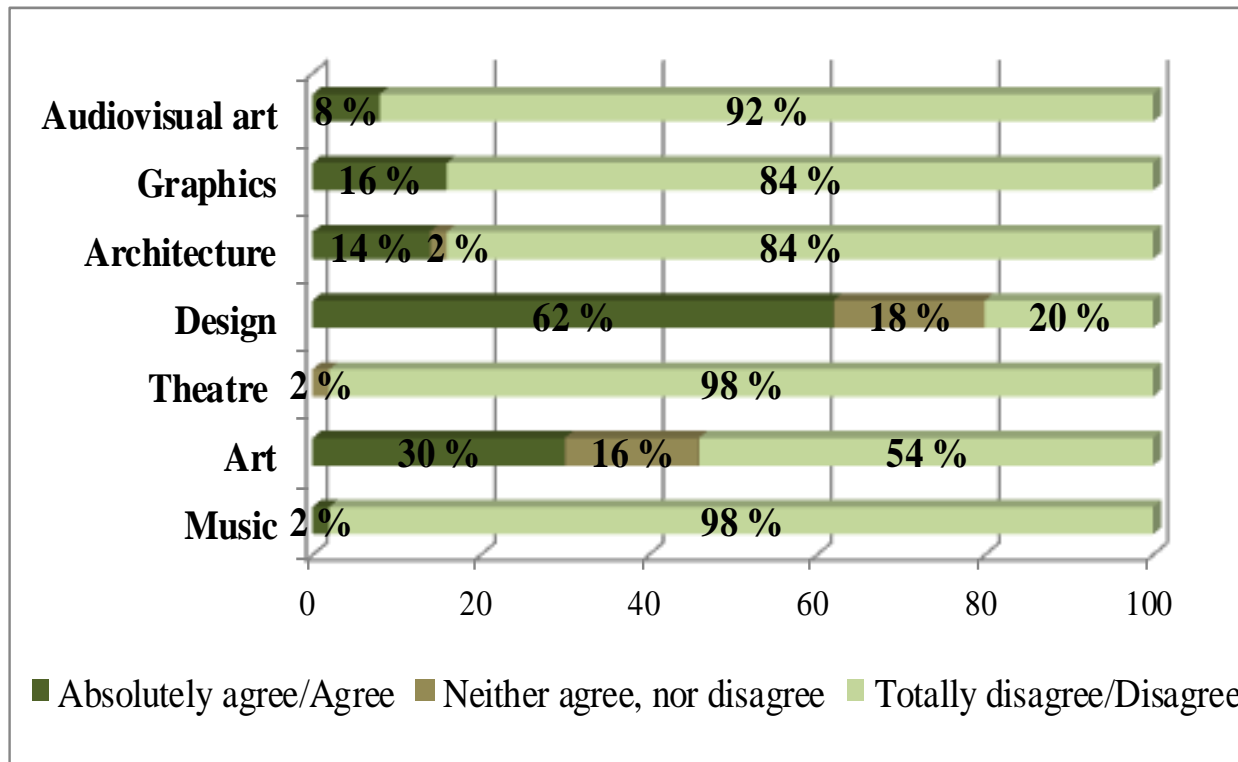
2.2.1. Analysis of employees number in creative industries sector companies/SOME OF THE RESULTS (3)

Distribution of qualified art area specialists and general employees number in companies of Siauliai region creative industries sector, n=50

General number of employees in company, unt.	Number of qualified art area specialists in company, unt.
3-5	1-3
6-10	2-3
11-15	4-5
16-20	4-6
21-25	5-9

The presented data shows that in companies, which general number of employees contains 3-5, at least 1 qualified art area specialist is working, and in companies, which total contains 21-25 employees, at least 5 and at most 9 art area specialists are working.

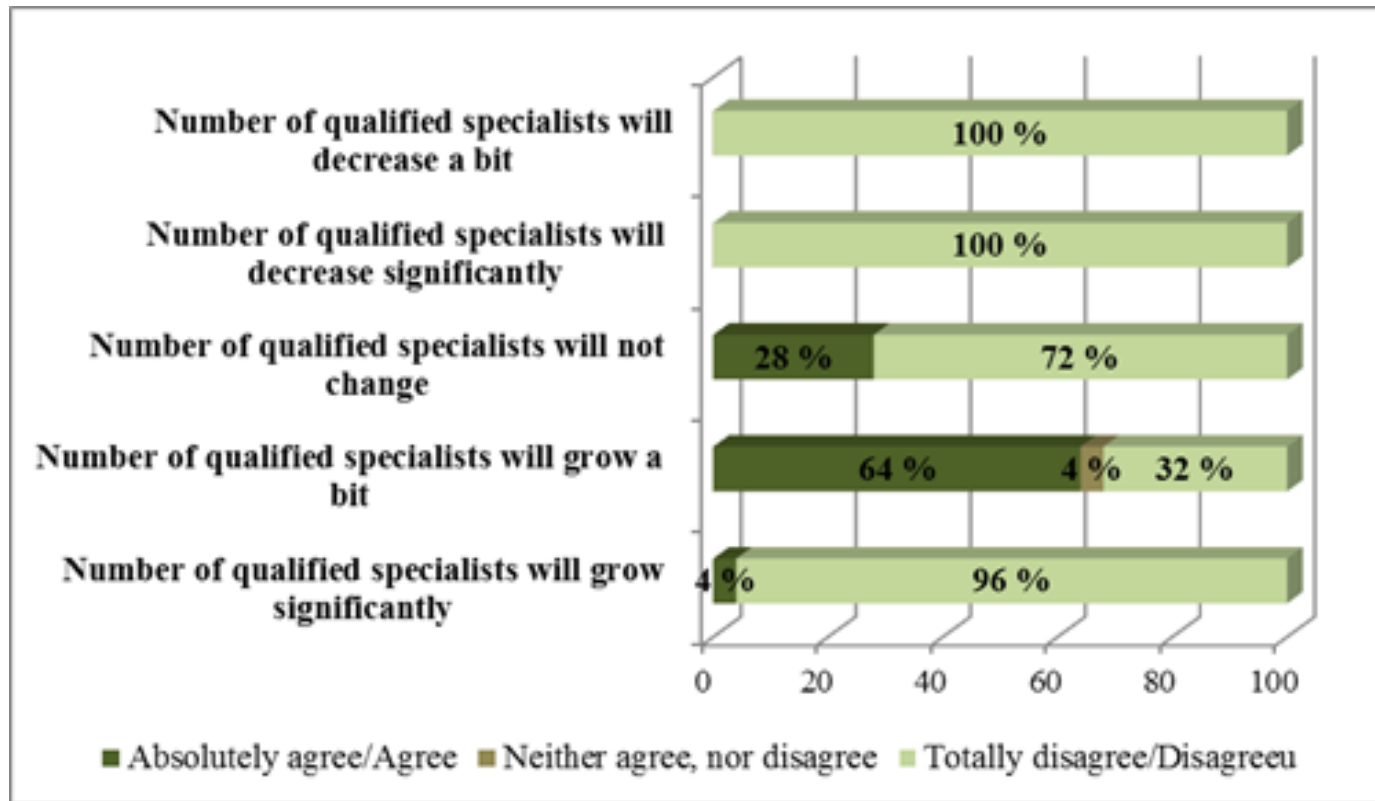
2.2.1. Analysis of employees number in creative industries sector companies/SOME OF THE RESULTS (4)



Directors opinion about demand of qualified specialists of particular art areas in creative industries sectors companies, (n=50)

The data allows to predicate, that the biggest demand in companies is for *Design* specialists – positive pronounced 62% questioned companies directors, also 30% of directors agreed with the lack of *Art* specialist in their companies. However they pronounced very small demand of *Audiovisual art* (8%), *Music* (2%), *Theatre* (2%) specialists.

2.2.1. Analysis of employees number in creative industries sector companies/SOME OF THE RESULTS (5)



Opinion of Directors of companies of creative industries sector about change of qualified specialists number over the next 5 years, n=50

The data presented in figure shows that more than half (64%) of companies directors prognosticates, that *over the next 5 years qualified art area specialist number will grow a bit*. Only 28% of respondents indicated that *number of specialists will not change*.

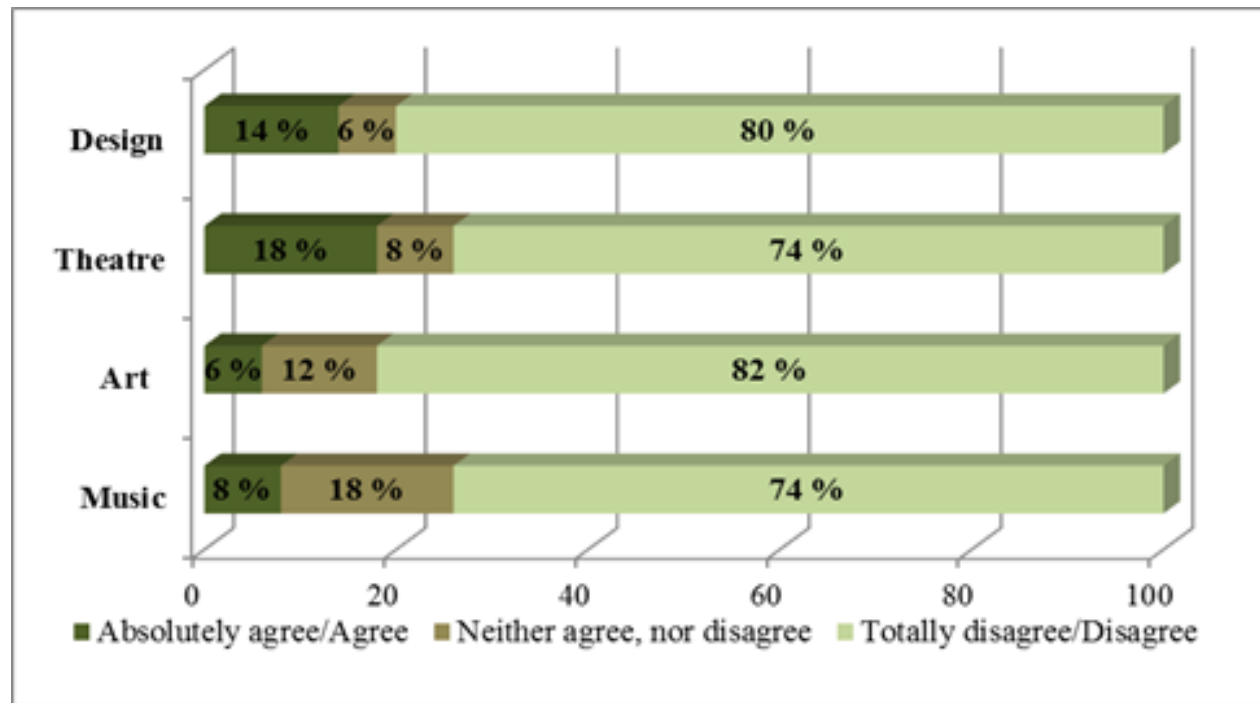
2.2.2. Employees number analysis of art education and culture institutions/SOME OF THE RESULTS (1)

Distribution of qualified art area specialists and general employees number in Siauliai region art education and culture institutions, n=50

General number of employees in institution, unit	Number of qualified art area specialists in institution, unit
6-10	1-3
11-15	2-5
16-20	5-9
21-25	4; 17
26-30	10-22
31-35	12-24
36-40	23-31
41-45	30-34
46-50	24-37
56-60	48
61-65	52
76-80	47
81-85	71

The data of the research shows, that in institutions, which general number of employees contains 6-10, at least 1 qualified art area specialist is working, and in institutions, which total contains 81-85 employees, 71 art area specialists are working.

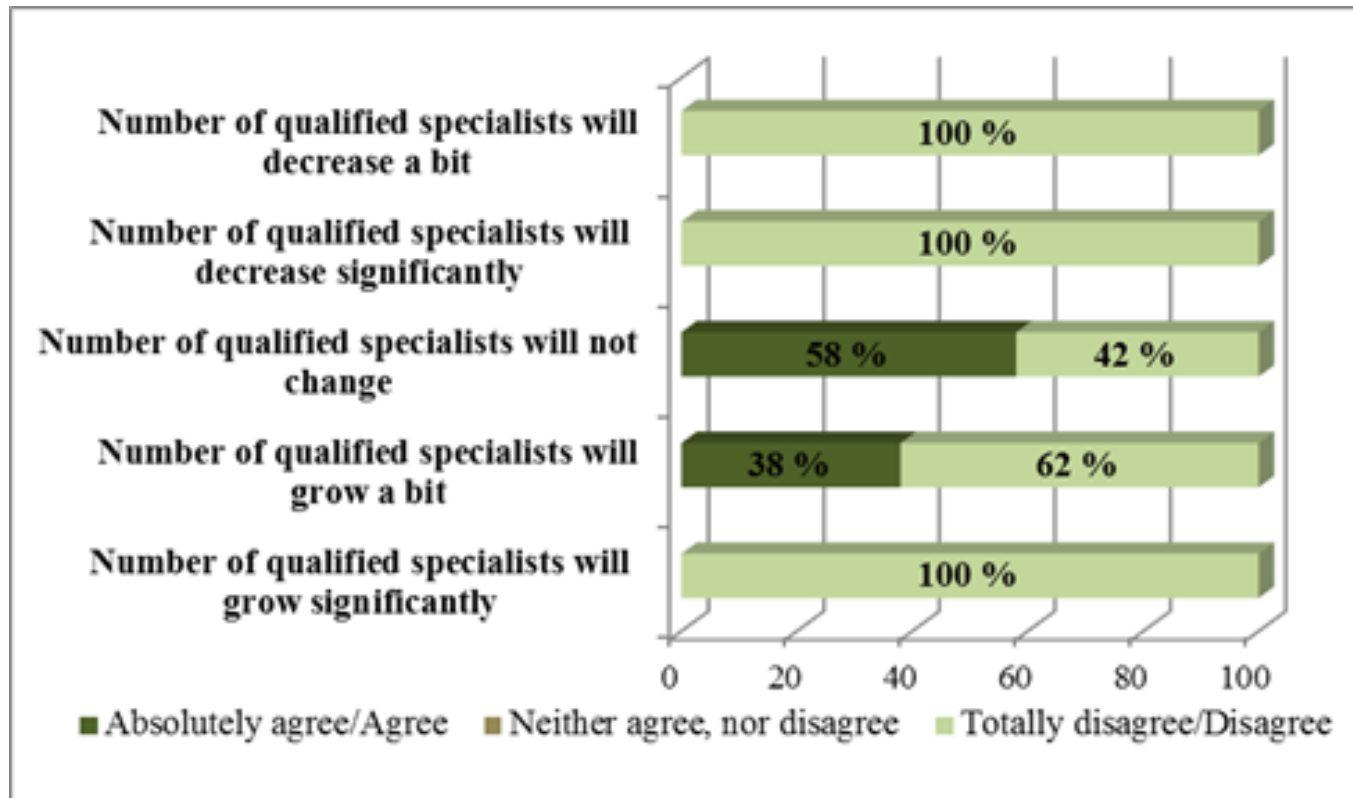
2.2.2. Employees number analysis of art education and culture institutions/SOME OF THE RESULTS (2)



Opinion of directors of art education and culture institutions about demand of qualified specialists of particular art areas, (n=50)

It is felt slight demand of Theater and Design specialists in Siauliai region art education and culture institutions (it was actualized particularly by 18% and 14% respondents), meanwhile the demand of Design specialists is several times higher in creative industries sector companies.

2.2.2. Employees number analysis of art education and culture institutions/SOME OF THE RESULTS (3)

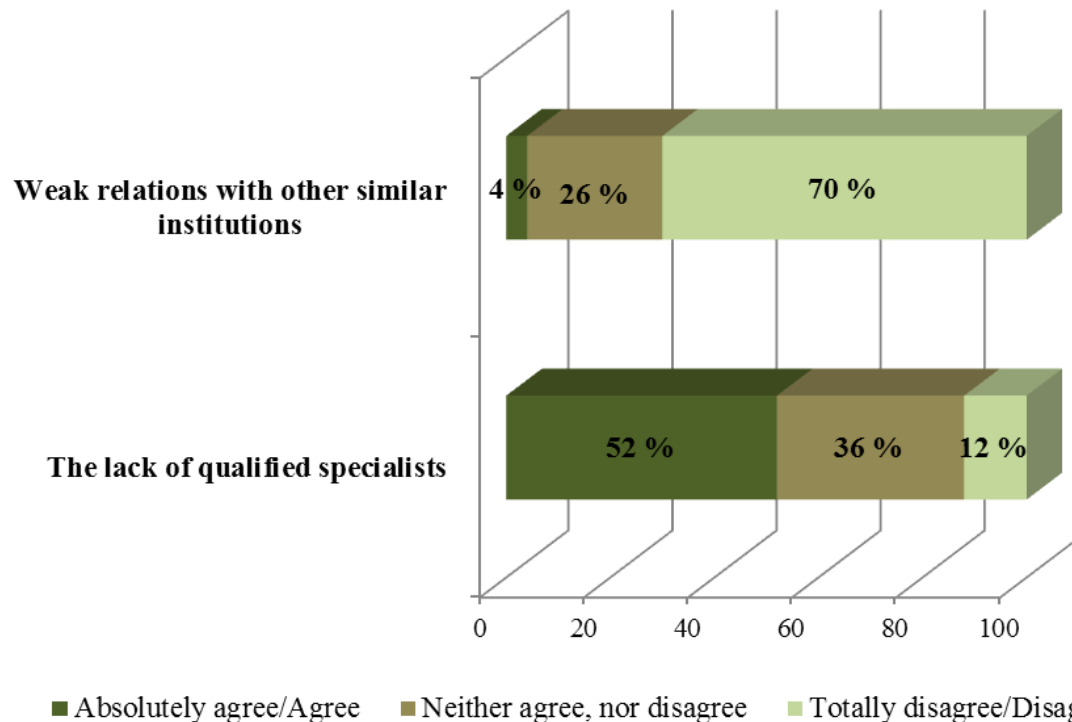


Opinion of directors of art education and culture institutions about change of qualified specialists number over the next 5 years, n=50

After analyzing data about qualified specialists demand in art education and culture institutions it turned out, that 58% of institutions directors prognosticates, that number of qualified specialists will grow a bit over the next 5 years - meanwhile only 28% of directors of companies of creative industries sectors agreed with this proposition in their case. 38% of institutions directors agreed that number of specialists will not change – meanwhile even 64% of companies' directors pronounce positive about that in their case.

2.3. Analysis of activity's opportunities of business, education and culture subjects in Siauliai region creative industries sector

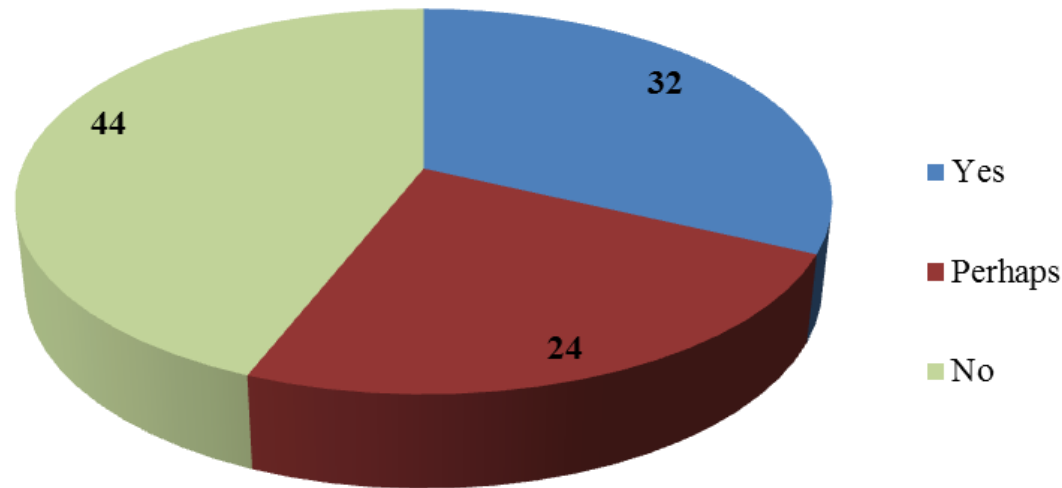
2.3.1. Most relevant problematic areas and motivation to expand activity in creative industries sectors companies/SOME OF THE RESULTS (1)



Problematic issues faced by the directors of companies of creative industries sector, (n=50)

Results of the research revealed, that more than half (52%) of companies participated in research agreed, that their companies activity is negative influenced by *lack of qualified specialists*, However, most respondents (70%) didn't agreed with proposition, that their companies *relations with other similar institutions are weak* – it can be interpret as one of the conditions for creative industries sector development alternatives (co-operating companies gives opportunities to prepare wider business projects).

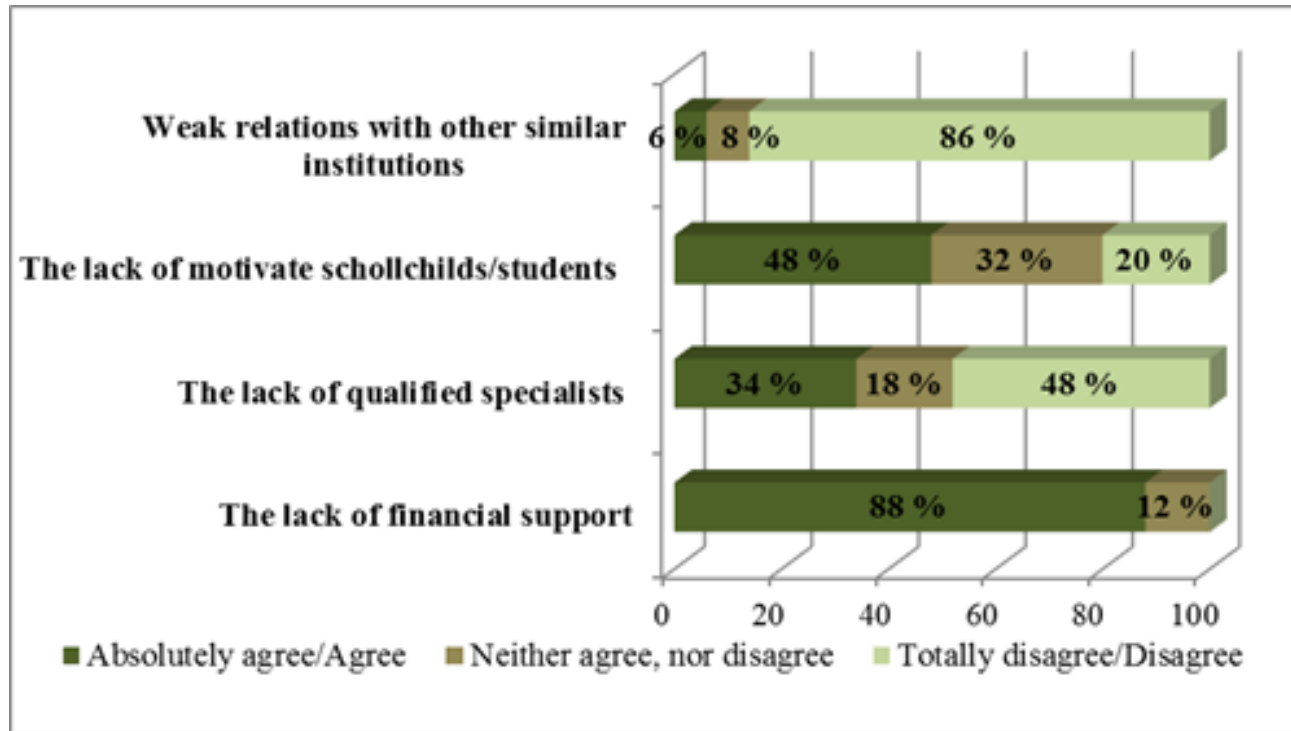
2.3.1. Most relevant problematical areas and motivation to expand activity in creative industries sectors companies/SOME OF THE RESULTS (2)



Creative industries sector's companies directors opinion about plans to expand activity in near future, n=50

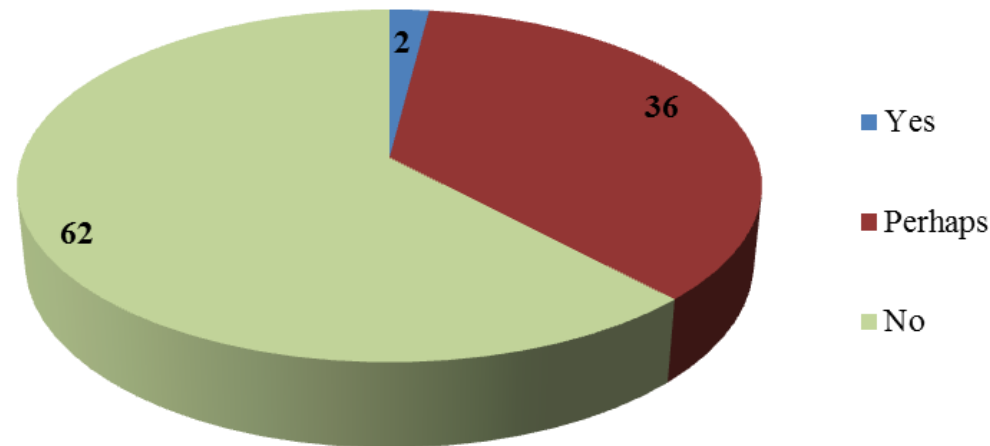
It was researched, how directors of creative industries assess their plans to expand the scopes of companies' activity. It turned out, than more than quarter (44%) of creative industries sector companies are planning to expand the scopes of activity. 32% of directors pronounced without opinion on this question.

2.3.2. Most relevant problematic areas and motivation to expand activity in art education and culture institutions/SOME OF THE RESULTS (1)



The study identified that mostly art education and culture institutions face with *the lack of financial support* – the data in *figure* shows that with this proposition agreed 88% of questioned directors. 48% of respondents actualized *the lack of motivate schoolchildren/students* as problematical institutions area, also 32% of respondents pronounced on this item without opinion.

2.3.2. Most relevant problematical areas and motivation to expand activity in art education and culture institutions/SOME OF THE RESULTS (2)

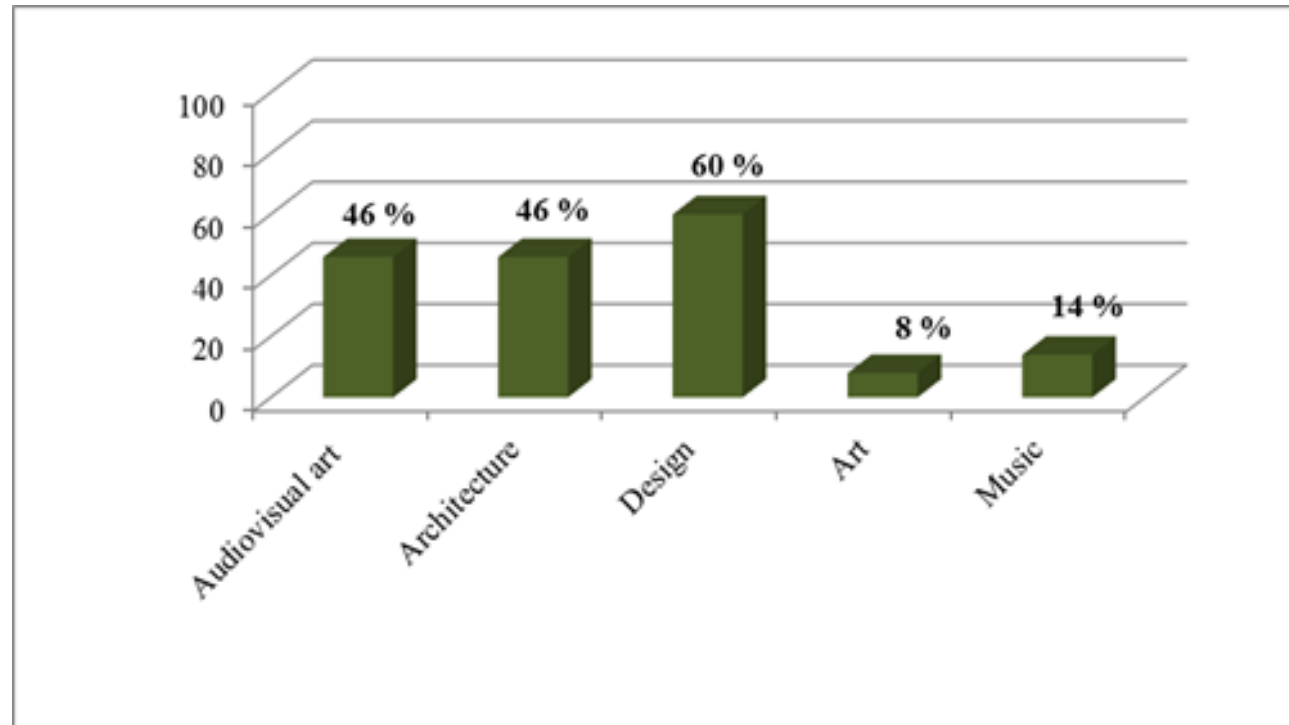


Art education and culture institution's directors opinion about plans to expand activity in near future, n=50

More than half (62%) of art education and culture institutions directors predicated that they are not planning to expand activity's scopes in near future, also 36% of respondents pronounced without opinion on mentioned point.

2.4. The growth dynamics of art activity in creative industries sector

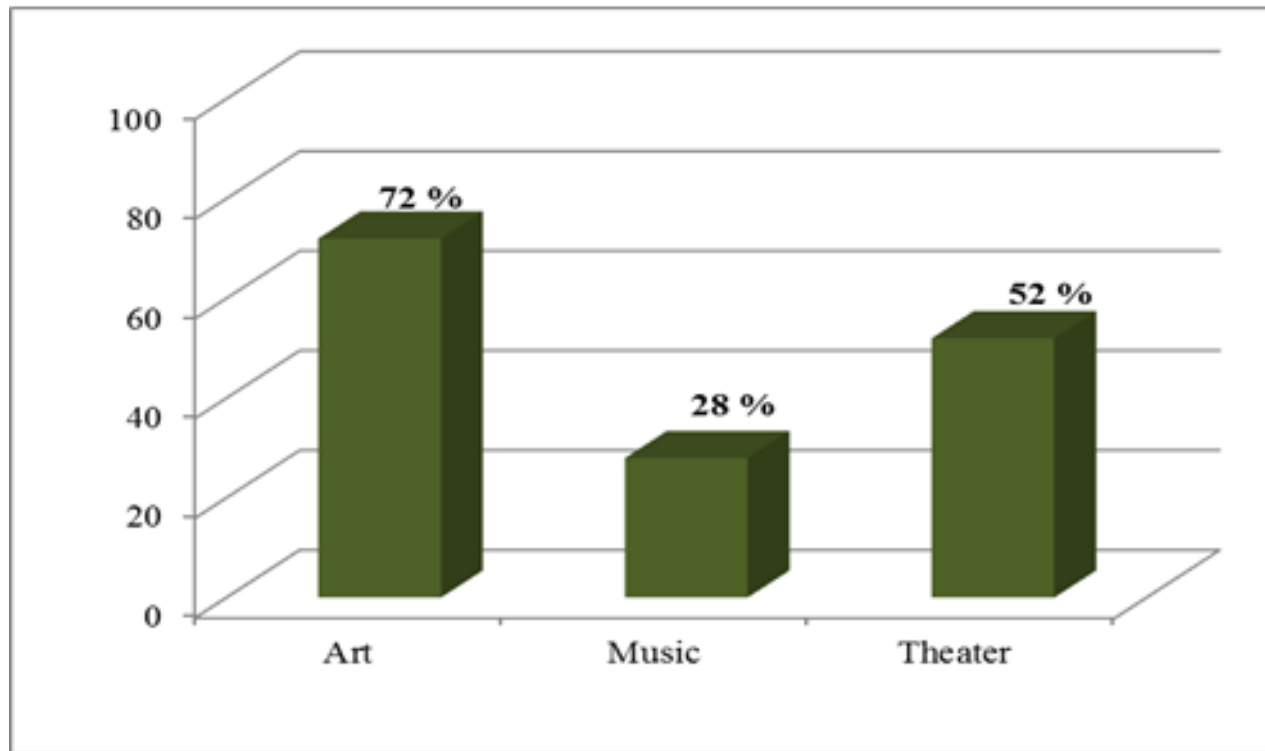
2.4.1. Creative industries sector companies directors prognosticated the most perspective art areas at labor market aspect/SOME OF THE RESULTS (1)



Siauliai region creative industries sector's companies directors prognosticated the highest demand having art areas over the next 5 years, n=50

Data of the research revealed, that more than half (60%) of Siauliai region creative industries sector companies directors prognosticates, that the most perspective art areas over the next 5 years will be Design, also Architecture and Audiovisual art – about each areas positively pronounced 46% of respondents.

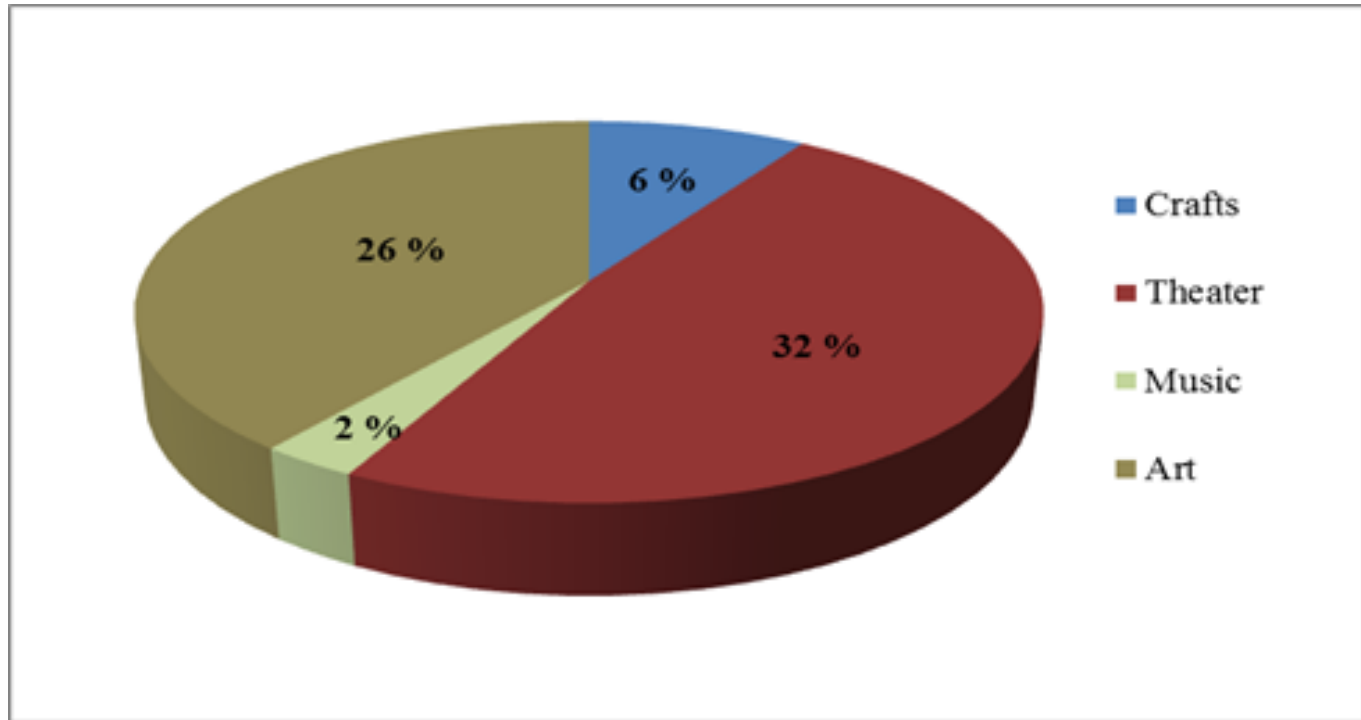
2.4.1. Creative industries sector companies directors prognosticated the most perspective art areas at labor market aspect/SOME OF THE RESULTS (2)



Siauliai region creative industries sector's companies directors prognosticated the lowest demand having art areas over the next 5 years, n=50

Even 72% of questioned creative industries sector companies' directors characterized *Art* as lowest demand having art area at labor market, 52% - *Theater*.

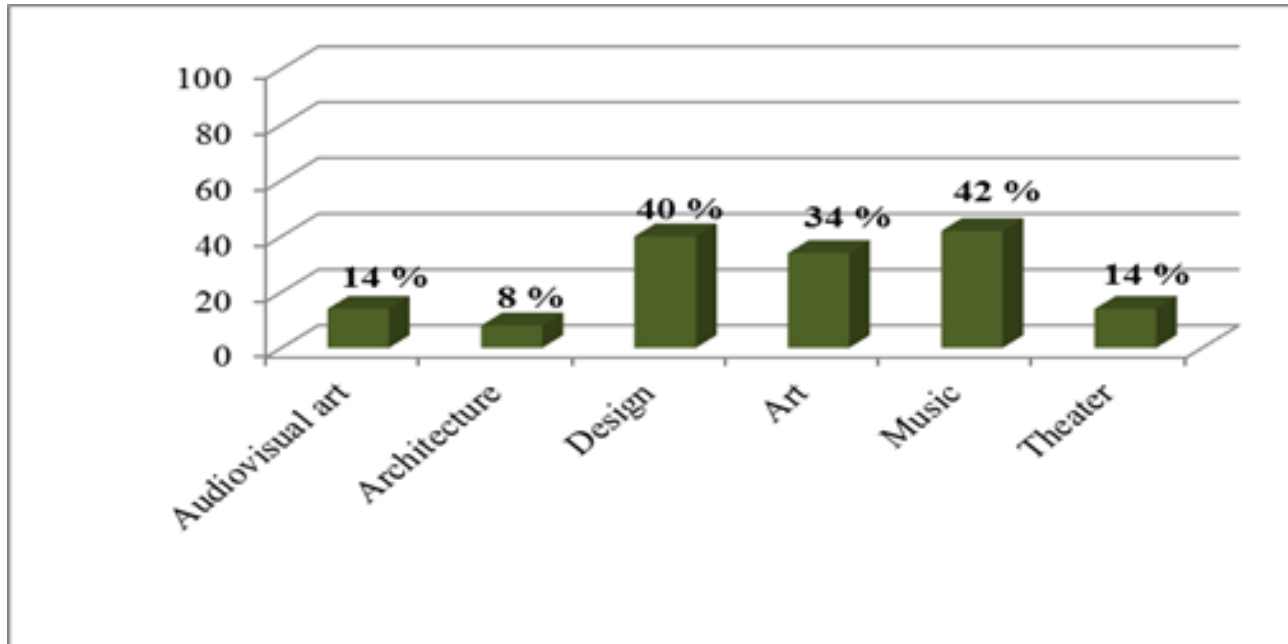
2.4.1. Creative industries sector companies directors prognosticated the most perspective art areas at labor market aspect/SOME OF THE RESULTS (3)



Siauliai region creative industries sector's companies directors opinion about art areas, which adaptation in modern labor market is the most complicated, n=50

The participants of the research were asked to identify art area, which adaptation is the most complicated in modern labor market - third (32%) of companies' directors indicated *Theater*, 26 % - *Art*.

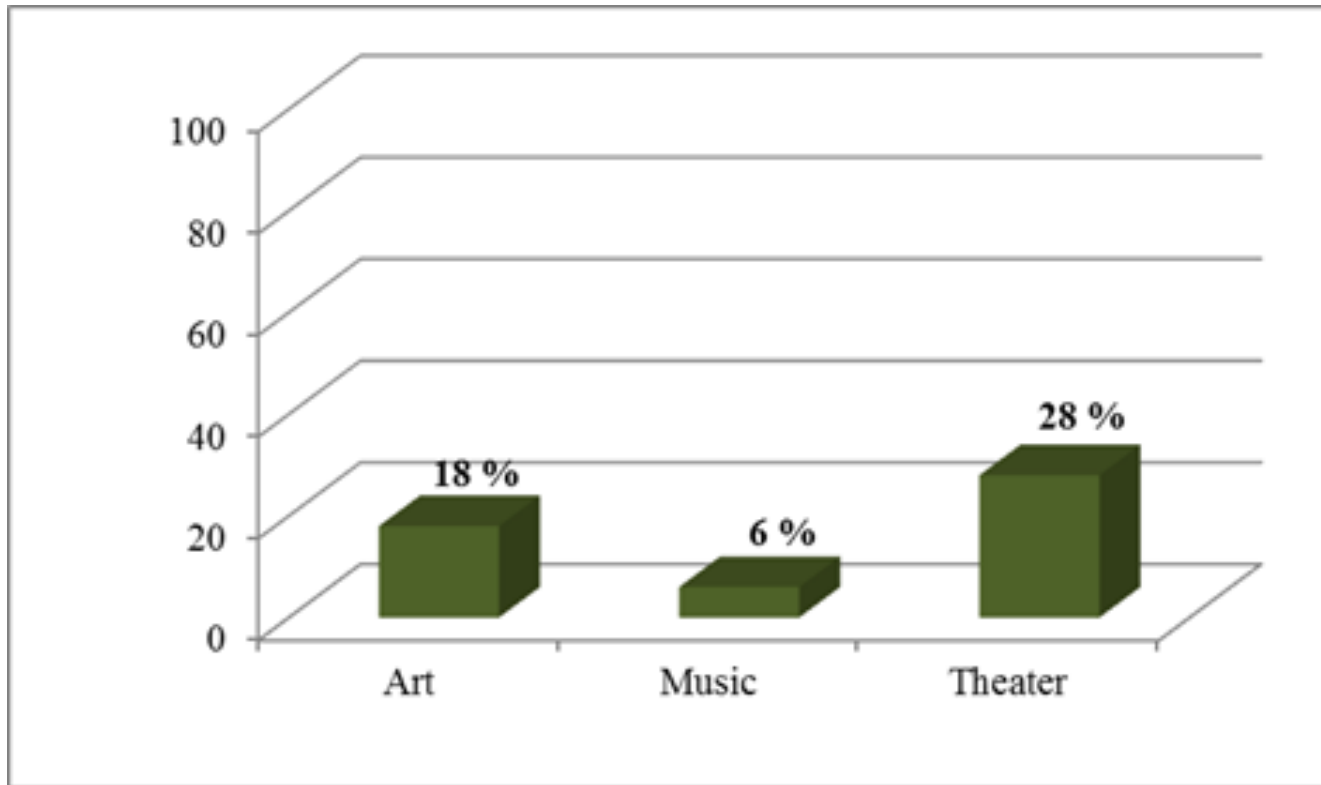
2.4.2. Art education and culture institutions directors prognosticated the most perspective art areas at labor market aspect/SOME OF THE RESULTS (1)



Siauliai region art education and culture institutions directors prognosticated the highest demand having art areas over the next 5 years, n=50

Quarter (40% and 42% respondents) of art education and culture institutions directors prognosticates, that over the next 5 years the highest demand will have these art areas: *Design* and *Music*. More than third respondents (34%) pronounced *Art*.

2.4.2. Art education and culture institutions directors prognosticated the most perspective art areas at labor market aspect/SOME OF THE RESULTS (2)

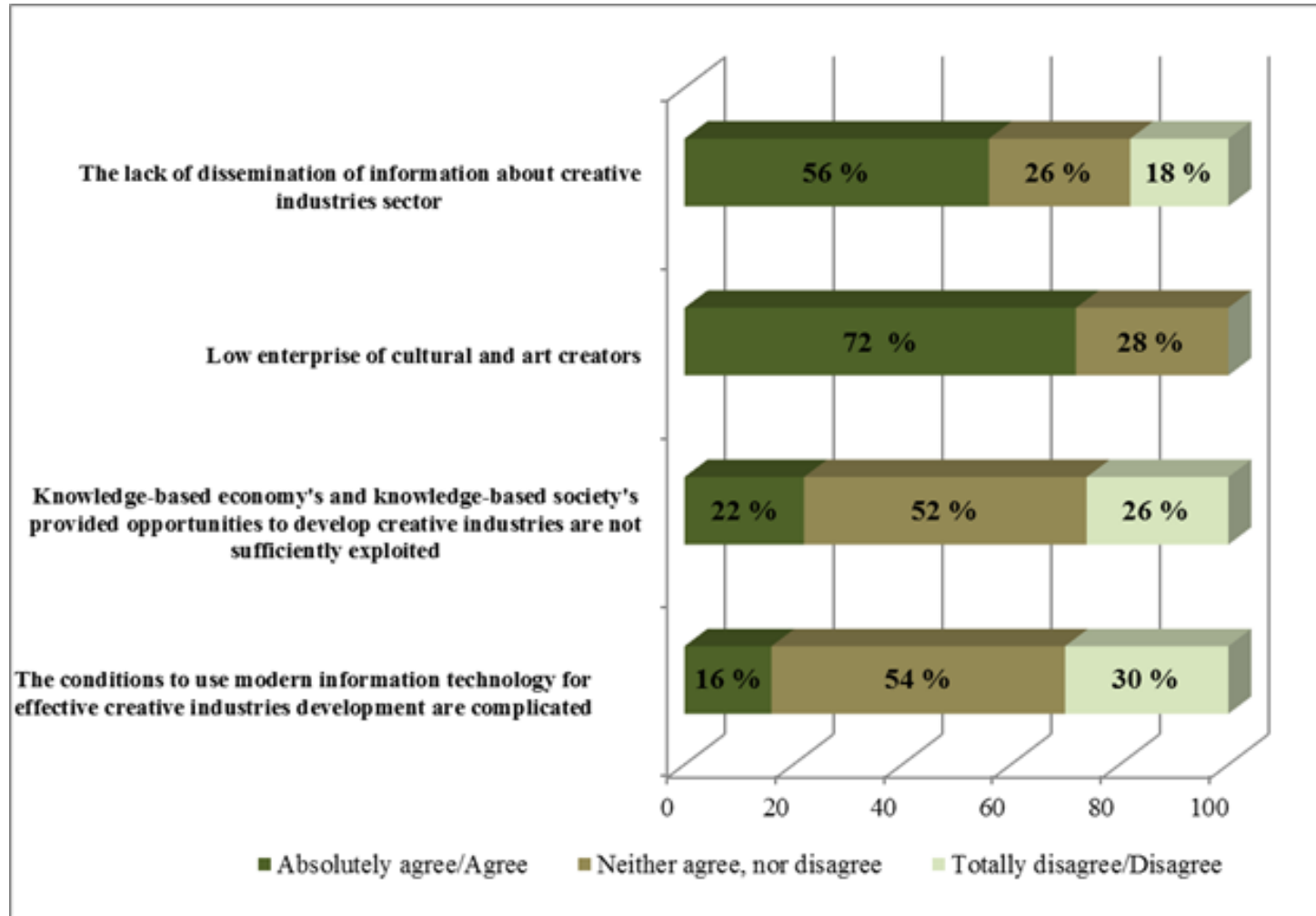


Siauliai region art education and culture institutions directors prognosticated the lowest demand having art areas over the next 5 years, (n=50)

Directors of Art education and culture institutions were asked to identify art area, which adaptation in modern labor market is the most complicated. Small part of respondents presented their answers – only small part (4%) of respondents pronounced each area: Music, Dance, and 2% - pronounced *Theater*.

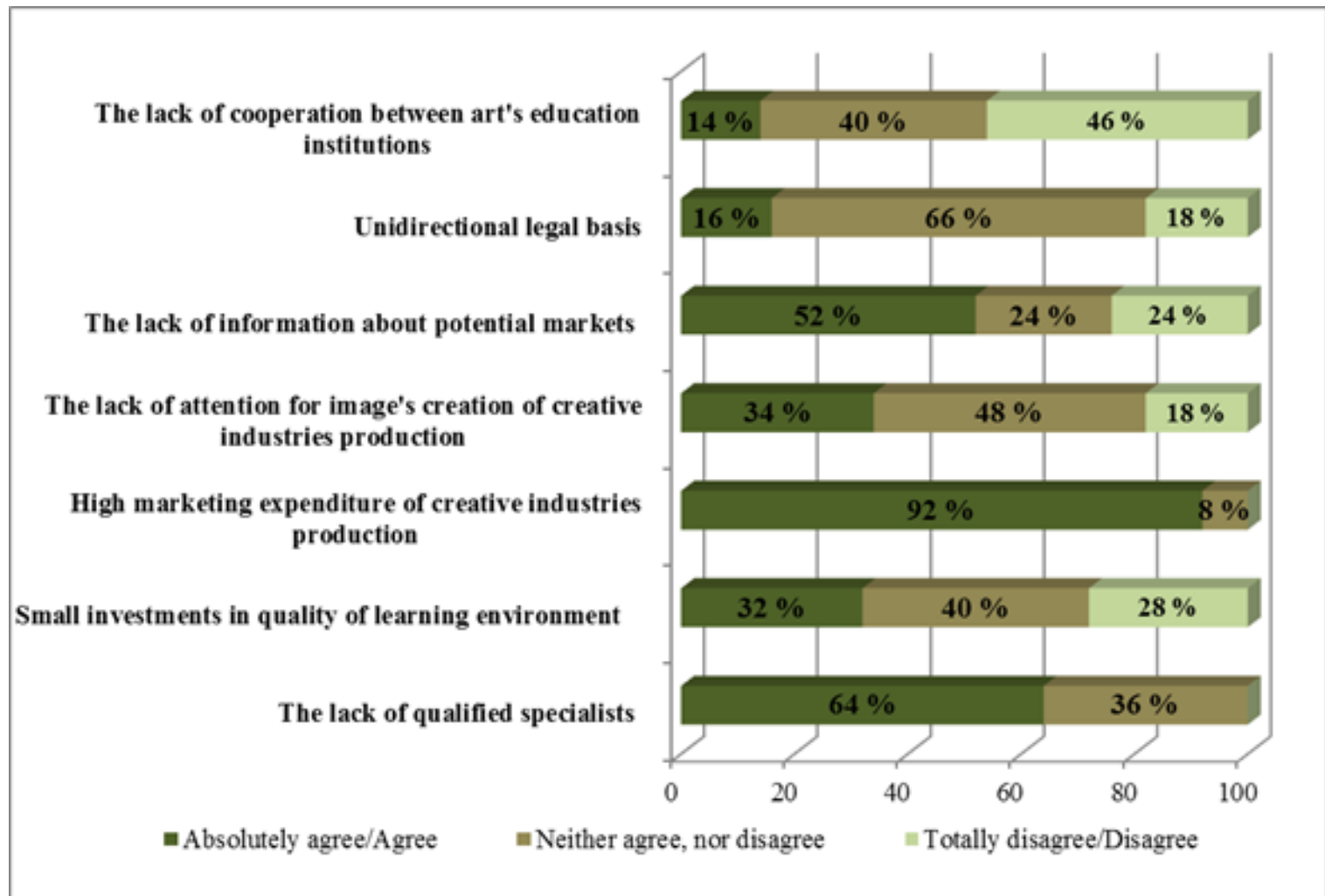
2.5. Causality analysis of problematical aspects which creative industries subjects have to face

2.5.1. Assessment of situation: contextualization of directors' opinion on creative industries sector companies/SOME OF THE RESULTS (1)



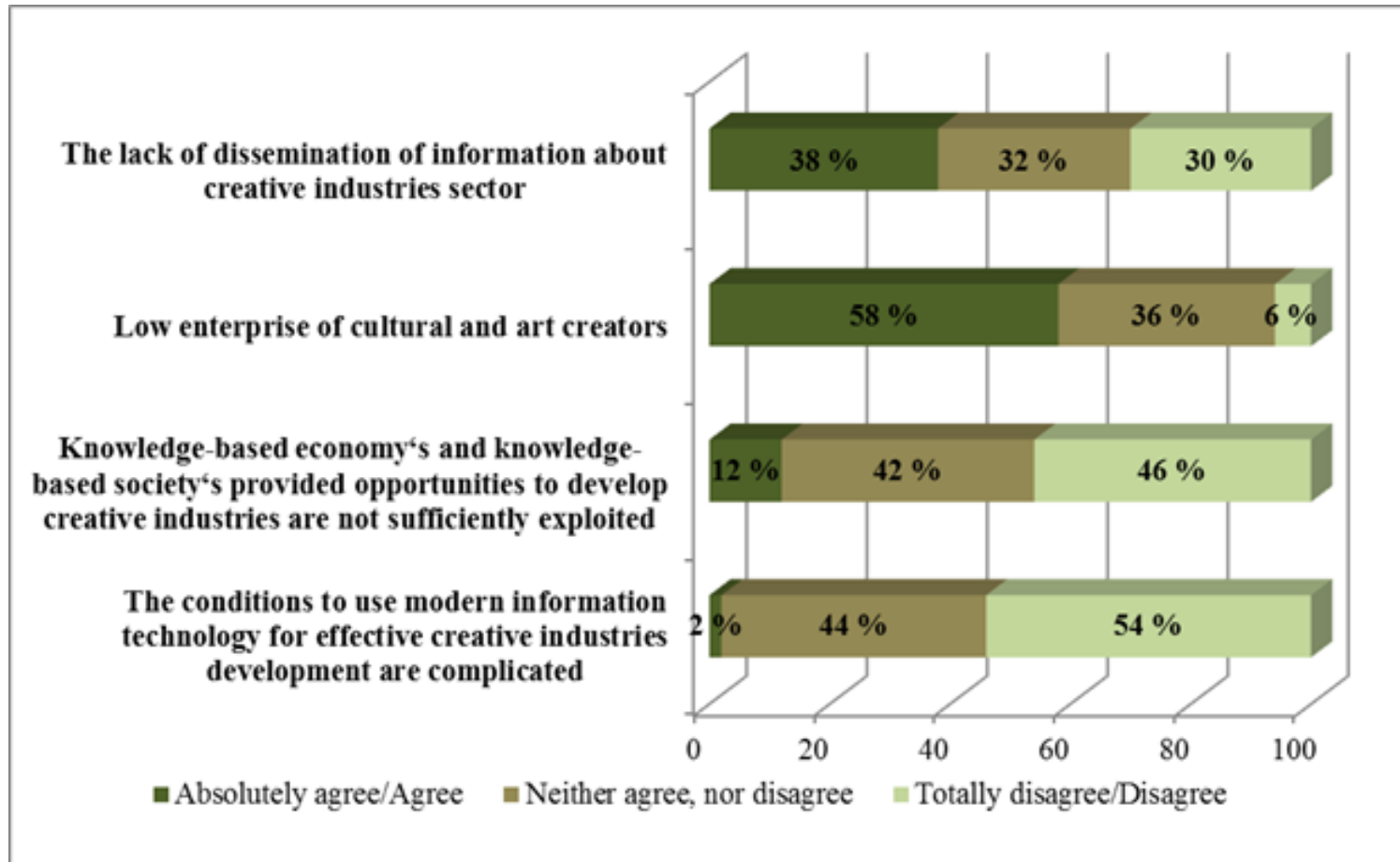
Opinion of Siauliai region creative industries sector's companies directors about opportunities of creative industries development in Lithuania, n=50

2.5.1. Assessment of situation: contextualization of directors' opinion on creative industries sector companies/SOME OF THE RESULTS (2)



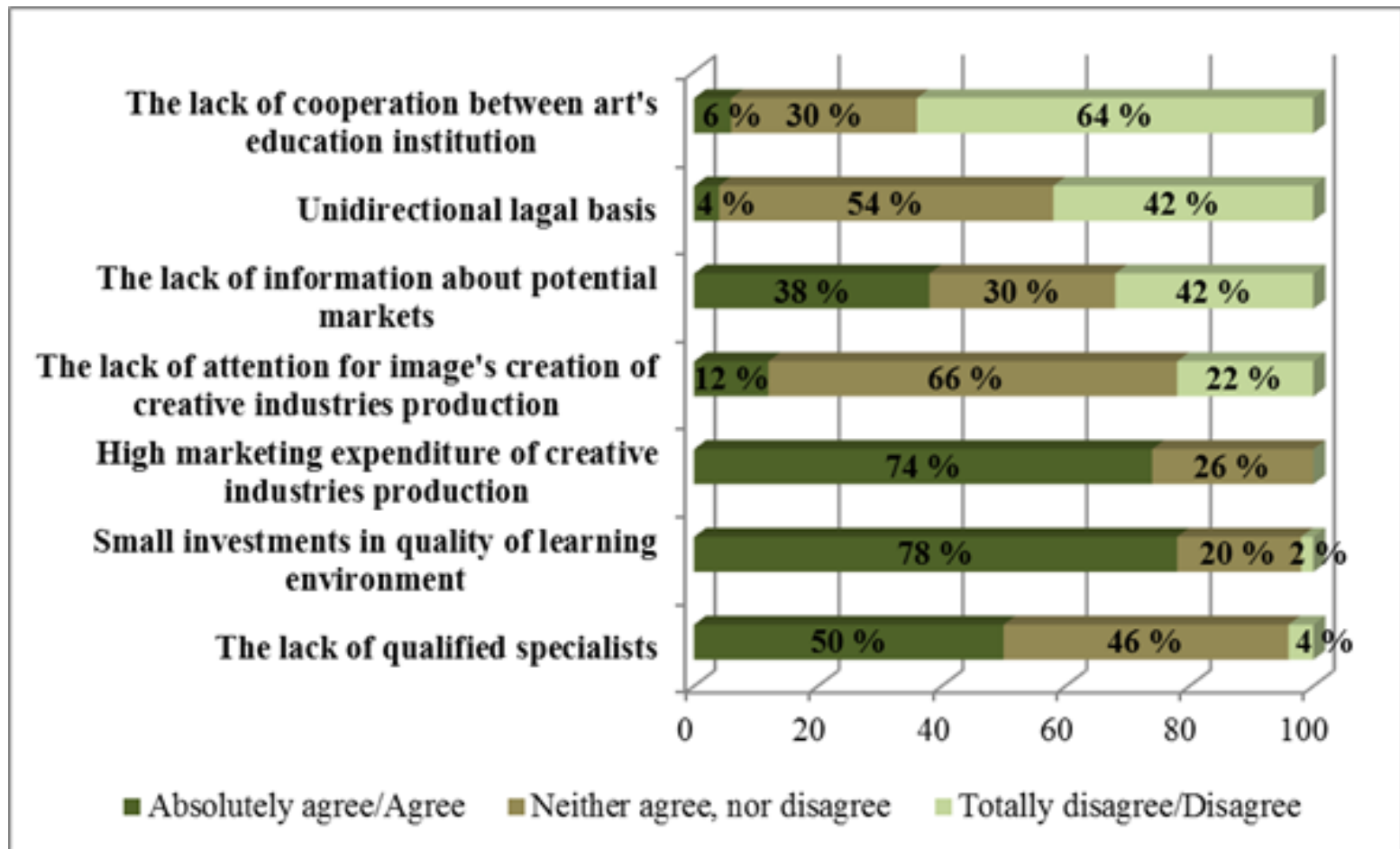
Siauliai region creative industries sector's companies directors opinion about factors, which negatively influence the development of creative industries, n=50

2.5.2. Assessment of situation: contextualization of directors opinion of art education and culture institutions/SOME OF THE RESULTS (1)



Opinion of Siauliai region art education and culture institutions directors about opportunities of creative industries development in Lithuania, n=50

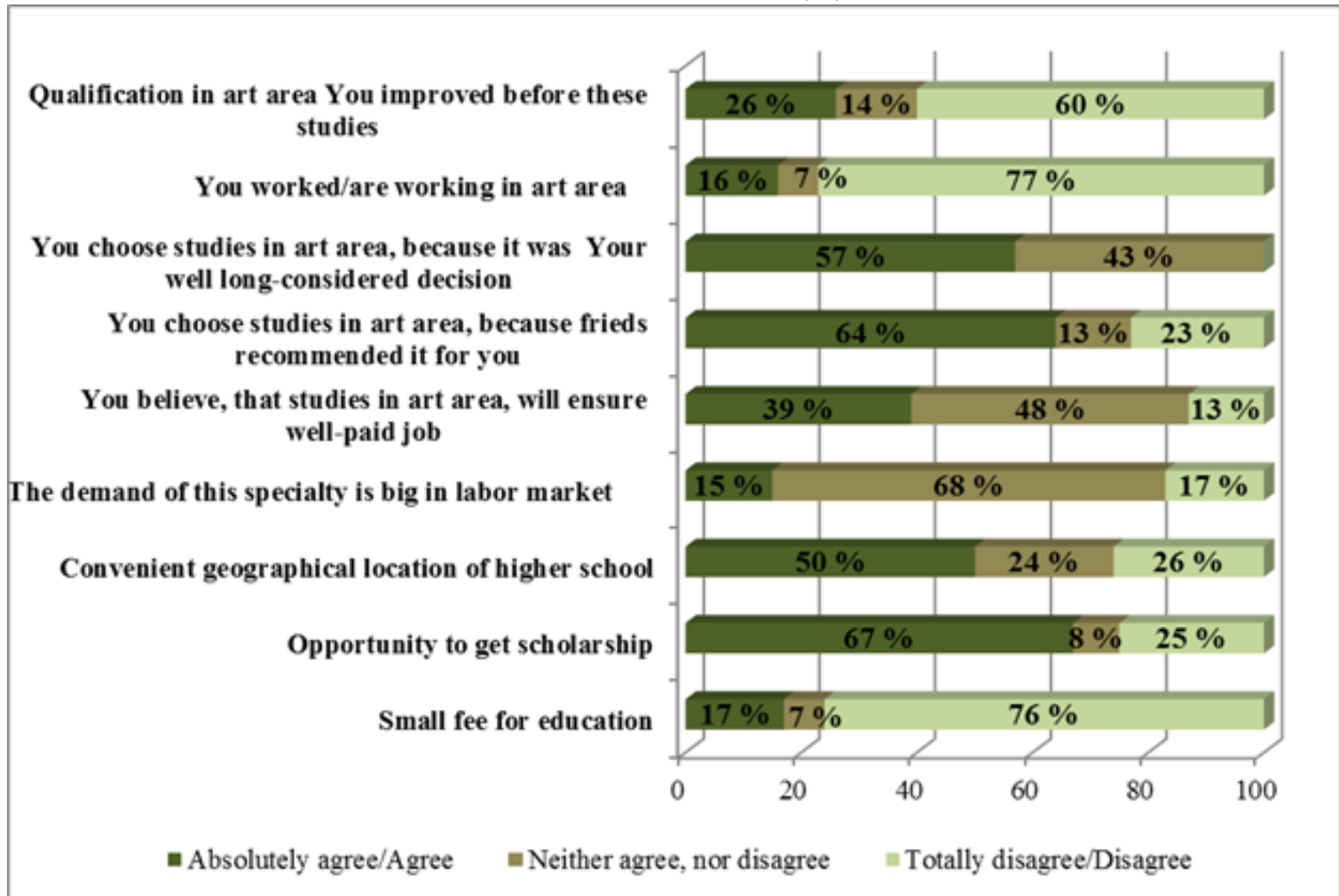
2.5.2. Assessment of situation: contextualization of directors opinion of art education and culture institutions/SOME OF THE RESULTS (2)



Opinion of Siauliai region art education and culture institutions about factors, which negatively influence the development of creative industries, n=50

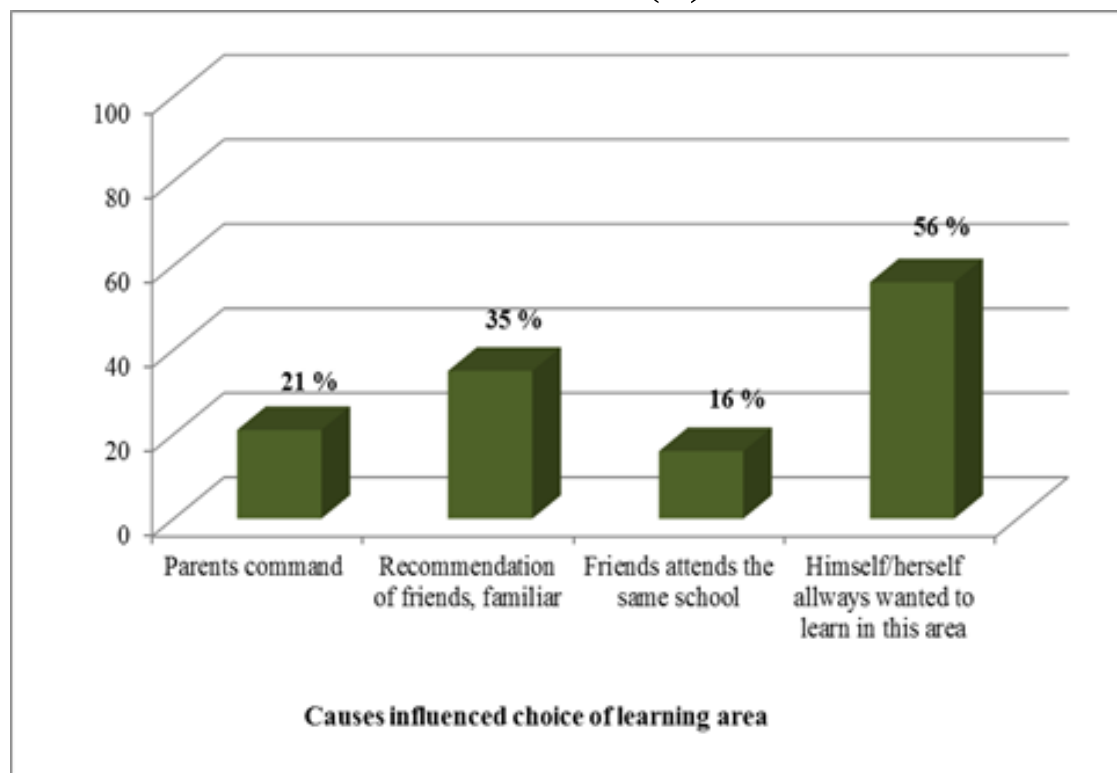
2.6. Education demand and employment opportunities in Siauliai region creative industries sector

2.6.1. Causality analysis of studies choice in art area/SOME OF THE RESULTS (1)



Siauliai region art area's education institutions students motives to choose studies in art area, (n=100)

2.6.2. Causality analysis of art area lessons choice/SOME OF THE RESULTS (1)

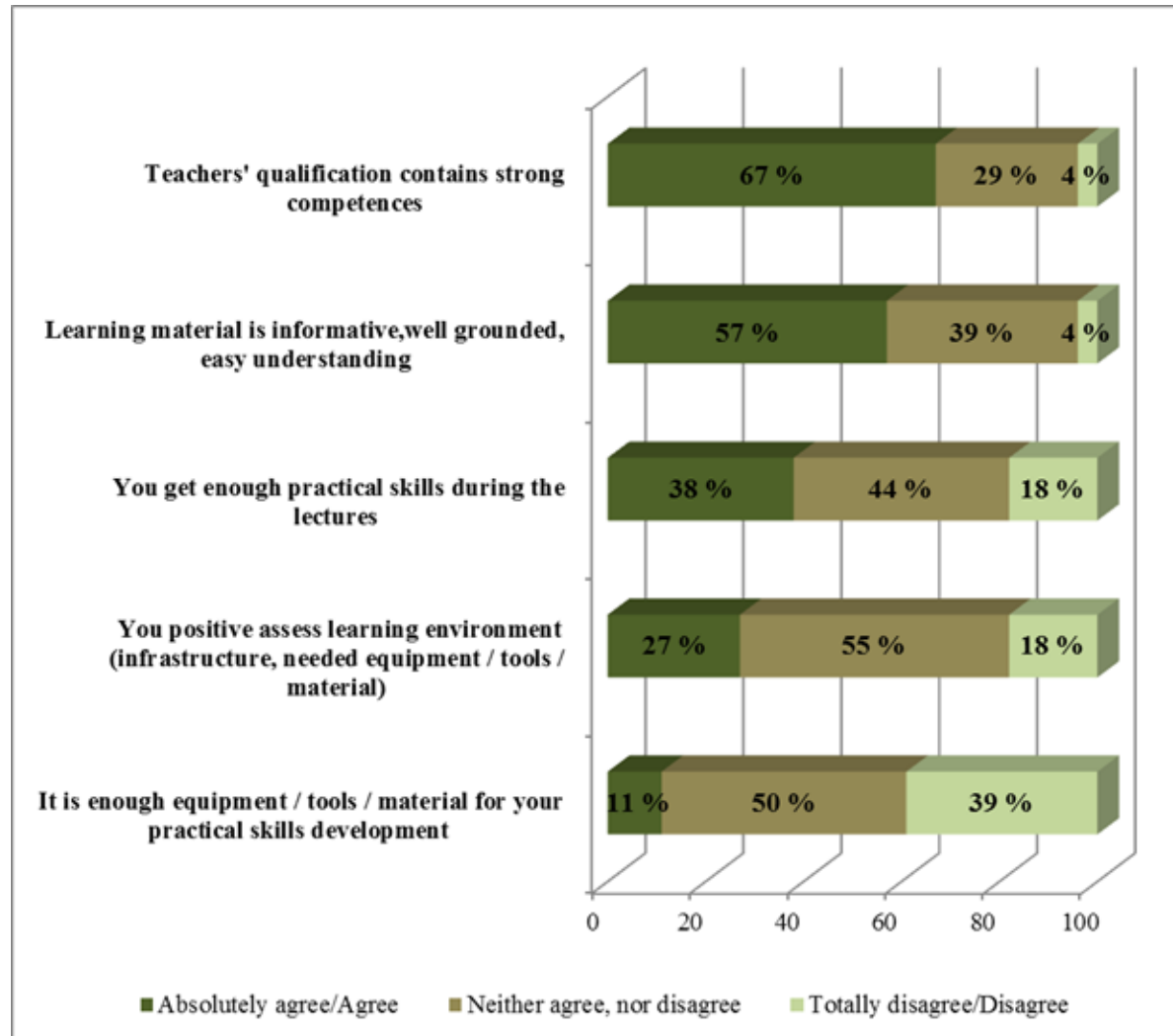


Opinion of Siauliai region art education institutions schoolchildren about causes, which influenced choice of particular learning area, n=100

The data of research (*figure 2.6.2.1.*) allows to predicate, that more than half of questioned schoolchildren have *chosen lessons in art education school guided by their own desire* - 56% schoolchildren indicated, that chosen these lessons, because *they always wanted to learn in this area*. More than third schoolchildren indicated, that choice of these lessons was influenced by *recommendation of friends, familiar*.

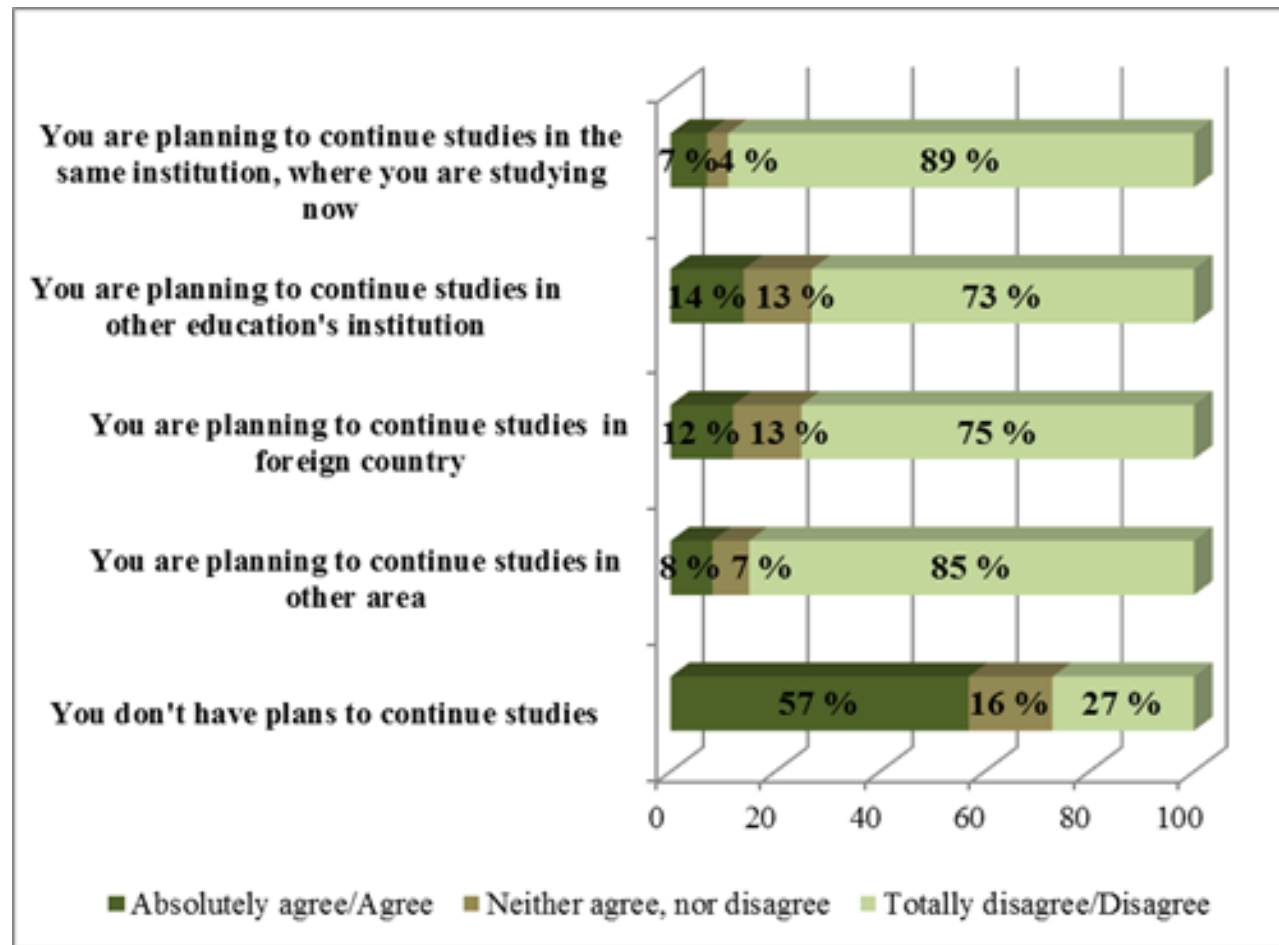
2.7. Potential and learning environment of Siauliai region creative industries sector qualified specialists

2.7.1. Assessment of situation: opinion of Siauliai region art education students/SOME OF THE RESULTS (1)



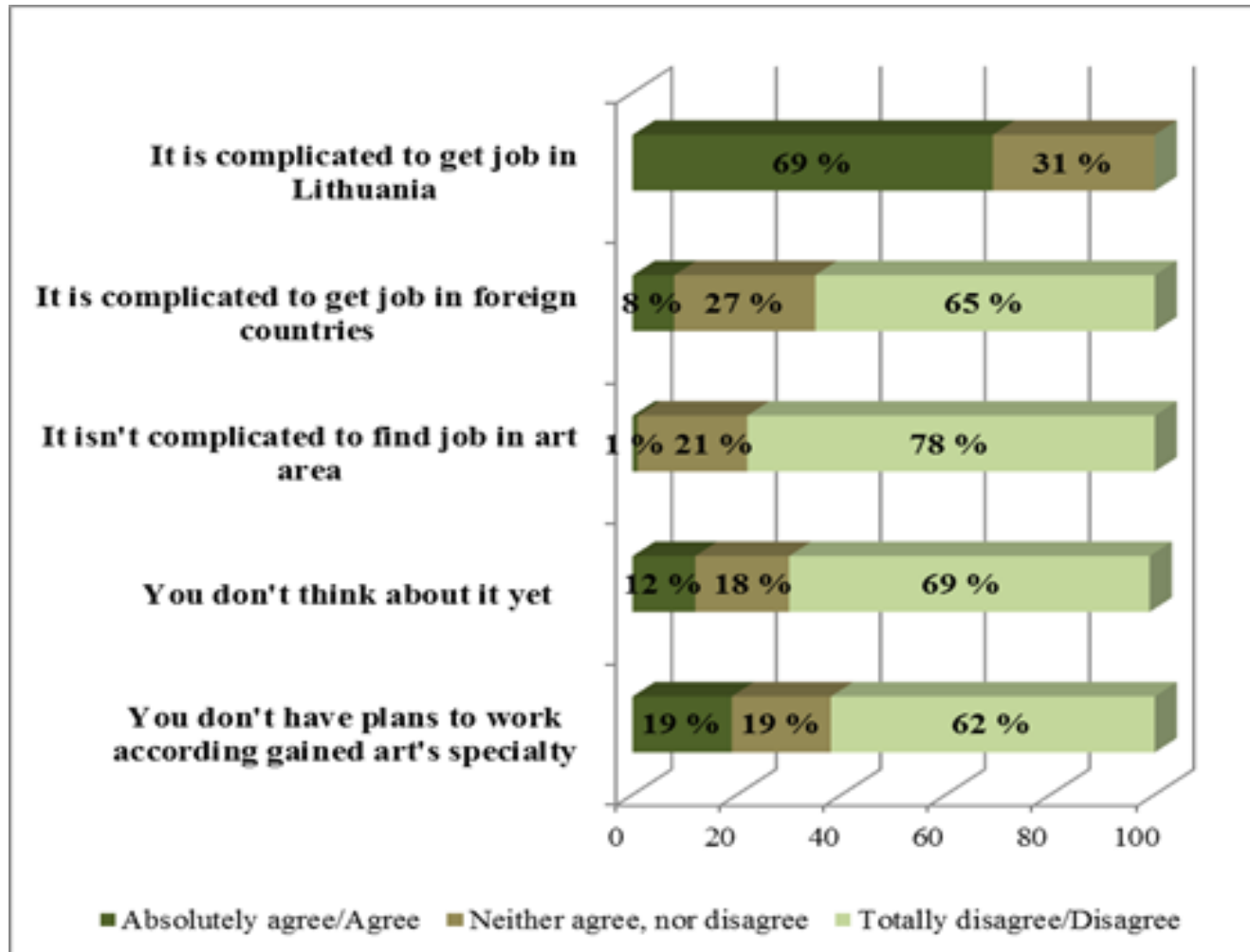
Opinion of Siauliai region art area's education institutions students about learning environment, (n=100)

2.7.1. Assessment of situation: opinion of Siauliai region art education students/SOME OF THE RESULTS (2)



Siauliai region art area's education institutions students opinion about plans to continue studies, n=100

2.7.1. Assessment of situation: opinion of Siauliai region art education students/SOME OF THE RESULTS (3)



Opinion of Siauliai region art area's education institutions students about opportunities to get job in modern conditions of labor market, n=100

SOME OF THE CONCLUSIOS (1)

- ❑ It is prognosticated, that over the next 5 years the trend of changes of employees number in Siauliai region creative industries sector companies will be as follows: general number of employees will be the same in more than half companies and will grow a bit only in more than third companies; however number of qualified art area specialists will grow a bit in most companies. Although in half companies the lack of qualified specialists is actualized as company's problematical aspect, significant changes of employees it not foreseen.
- ❑ It is prognosticated, that over the next 5 years the trend of changes of employees number in Siauliai region art education and culture institutions will be as follows: general number of employees will be the same in more than half institutions and will grow a bit only in more than third institutions; number of qualified art area specialists will be the same in more than half institutions, and will grow a bit only in quarter institutions. Although in more than third institutions the lack of qualified specialists is emphasized, significant changes of employees it not foreseen.

SOME OF THE CONCLUSIOS (2)

- ❑ The lack of Design qualified specialists is indicated in more than half Siauliai region creative industries companies, in more than third companies – the lack of Art specialists. There is small demand for Graphic, Architecture specialists. There is almost no demand of Theater, Music, Audiovisual art specialists.
- ❑ Siauliai region art education and culture institutions doesn't actualized significant demand of particular art areas specialists. There is only slight demand of Theater, Design specialists, very small demand of Music, Art specialists.
- ❑ Majority of Siauliai region art education and culture institutions face with factor of insufficient financial support. In almost half of institutions it is indicated the lack of motivated schoolchildren/students, however majority of art education and culture institutions and creative industries sector companies keep relations with other similar subjects.

SOME OF THE CONCLUSIONS (3)

- ❑ Almost half of Siauliai region creative industries sector companies prognosticate that the highest demand over the next 5 years will have these art areas: Audiovisual art, Architecture. More than half of companies and quarter of art education and culture institutions emphasizes Design as perspective art area. Also more than quarter of art education and culture institutions actualizes Music, more than third – Art.
- ❑ Majority of Siauliai region creative industries sector companies prognosticates, that the lowest demand over the next 5 years will have Art, also more than half companies emphasized Theater, almost third – Music. Part of art education and culture institutions emphasized the same art areas.
- ❑ Majority of Siauliai region creative industries sector companies and more than half art education and culture institutions actualizes low enterprise level of cultural and art creators, more than half creative industries sector companies and almost quarter art education and culture institutions actualized insufficient dissemination of information about creative industries sector.

SOME OF THE CONCLUSIOS (4)

- ❑ More than half of Siauliai region art education institutions students do not plan to continue studies. On opinion of majority of students, it is complicated to get job in conditions of modern labor market according to gained art area's specialty in Lithuania, but it is not complicated to get job in art area in foreign countries.

THE GUIDELINES OF SIAULIAI REGION CREATIVE INDUSTRIES SECTOR PROMOTION AND DEVELOPMENT (1)

✓ The promotion of potential of Siauliai region creative industries sector companies

- ❑ To appoint subject in Siauliai region municipality, which would actually coordinate the evolution of creative industries development in Siauliai region.**
- ❑ To establish the union of Siauliai region creative industries sectors businessman.**
- ❑ To create website of Siauliai region creative industries.**
- ❑ By cooperating with Siauliai territorial labour centre in Siauliai region creative industries website to create chapter.**
- ❑ To create electronic, freely available in web space map of Siauliai region creative industries.**

THE GUIDELINES OF SIAULIAI REGION CREATIVE INDUSTRIES SECTOR PROMOTION AND DEVELOPMENT (2)

✓ **The promotion of potential of Siauliai region art education and culture institutions**

- ❑ **In Siauliai region creative industries website to create special chapter.**
- ❑ **To include Siauliai region art education and culture institutions in to map of Siauliai region creative industries.**
- ❑ **To rationalize funding appointed to art education and culture institutions at aspects of learning methods and measures, academic, cultural events, actions and other measures, motivating schoolchildren/students to choose art area lessons/lectures.**
- ❑ **To rationalize high education system in creative industries area by focusing more on development of practical skills, quality of learning measures, methods.**
- ❑ **To cooperate more active with potential employers.**
- ❑ **To create conditions, which would be more favourable for high education's creative industries students to implement the practice in creative industries sector companies.**
- ❑ **To organize seminars, conferences for Siauliai region art education and creative industries sectors companies directors.**
- ❑ **To establish the association of young businessman of creative industries sector, which would organize academic events, actions.**

Thanks for your attention