



> RETOURADRES Postbus 1992, 6201 BZ Maastricht

BEZOEKADRES  
Mosae Forum 10  
6211 DW

Aan de dames en heren,  
leden van de gemeenteraad

POSTADRES  
Postbus 1992  
6201 BZ Maastricht

ONDERWERP  
Creatief ondernemerschap  
2023-2026

DATUM  
10 juli 2023  
Verz. 13 juli 2023

BIJLAGEN  
1

BEHANDELD DOOR  
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Geachte raadsleden,

Graag informeer ik u over de actualisatie van ons beleid voor creatieve ondernemers: *Creatief Maastricht. Innovator binnen de circulaire en gezondheidseconomie van Maastricht en stimulator voor de plekken Brightlands Maastricht Health Campus (BMHC) en Binnenstad*. De uitwerking van het creatief ondernemerschap beleid is verankerd in de door uw raad vastgestelde economische visie 2040 'Maastricht kiest voor kwaliteit en innovatie'.

### **Maastricht onlosmakelijk verbonden met creatief ondernemerschap**

Maastricht heeft een hele sterke basis voor creatief ondernemerschap. Het is van oudsher een fabriekstad met veel maakindustrie van waaruit aardewerk- en porseleinfabriek Sphinx en tegelmaker Mosa de wereld veroverden. Beide bedrijven, net als meubelmaker Artifort, kristalbewerker Kristalunie en glasfabriek OI, hebben een achtergrond in toegepaste kunsten. Deze industriestad is de afgelopen tijd ingebed in een rijke cultuurstad die telkens wist in te spelen op nieuwe trends en ontwikkelingen. Op deze sterke basis groeien vele creatieve ondernemingen: van Valentin Loellman tot André Rieu, van Toneelgroep Maastricht tot Maurer United Architects, van Fashionclash tot de Nederlandse Dansdagen, van ComposTerra tot Arapaha. Anno 2023 is Maastricht een van de negen culturele brandpunten van Nederland met nagenoeg het complete kunst(vak)onderwijs.

### **Creatief ondernemerschap in cijfers**

Er zijn 2.119 creatieve bedrijven in Maastricht. Het betreft met name zzp'ers, mkb'ers en start-ups. Het CBS verdeelt deze onder in de volgende categorieën: kunst en cultureel erfgoed zoals beeldende kunst en podiumkunsten, media en entertainment zoals film en games, en creatieve zakelijke dienstverlening zoals grafisch en industrieel ontwerp en mode.

### **Stabiel, veerkrachtig en potentie tot katalysator**

De Universiteit Maastricht - School of Business and Economics - concludeert onder leiding van prof. Rachel Pownall - dat de creatieve sector een stabiele en veerkrachtige sector is die harder groeit in termen van aantal bedrijven en werkgelegenheid dan de rest van de Maastrichtse economie over de



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afgelopen vijf jaren. Zo is het aantal bedrijven met 22% gegroeid en is het totale aandeel van de Maastrichtse economie – ondanks de coronacrisis - gelijk gebleven op 17%. Daarmee toont creatief ondernemerschap zich in Maastricht stabiel en veerkrachtig. Uit het survey dat de UM heeft afgenomen komt daarnaast naar voren dat de creatieve sector een katalysator kan zijn voor innovatie. Prof. Rachel Pownall wijst daarbij specifiek het thema gezondheid aan om verder in samenhang met creatief ondernemerschap te verkennen.

### **Terugblik: 2014-2022**

Het beeld van een stabiele en veerkrachtige sector die toe is aan een volgende stap, komt overeen met het beeld vanuit de gemeente. In de periode, 2014-2022, investeerde de gemeente in de versterking van de creatieve sector via ondernemerschap, zichtbaarheid, netwerken en huisvesting. Dit heeft zijn vruchten afgeworpen. Creatieve makers en hun producten zijn zichtbaarder geworden. Makers zijn meer met elkaar en andere sectoren verbonden en komen tot nieuwe initiatieven. Makers dragen vakmanschap over door middel van informeel leren en community vorming. Makers brengen ontmoeting en beleving waardoor de stad aantrekkelijker wordt.

### **Vooruitblik 2023-2026**

Nu de sector dusdanig op vlieghoogte is gekomen, willen we de sector de mogelijkheid bieden om verder te groeien, ook in samenhang met onze brede economische opgaven. We willen daarom in Maastricht het ruimschoots aanwezig creatief scheppend vermogen van de stad de ruimte geven en ondernemingskansen bieden om verder te groeien en daarbij wezenlijk bij te dragen aan de prioritaire economische opgaven circulariteit en gezondheid en de prioritaire economische gebieden BHMC en Binnenstad.

### **Stimulerend creatief ondernemerschapsklimaat**

We willen het succes van de creatieve sector in de toekomst niet meer zozeer aflezen aan de toe- of afname van banen maar vooral aan het succes van innovaties waarin het creatief scheppend vermogen van doorslaggevende betekenis voor onze economie en daarmee haar inwoners. De gemeente Maastricht besteedt de door uw raad beschikbaar gestelde middelen (248.000 euro per jaar) daarom aan gedeelde voorzieningen en structuren rondom prioritaire thema's en gebieden. Voorbeelden hiervan zijn de circulaire makers ruimte, inspiratiesessies op het vlak van creativiteit en gezondheid, een gezamenlijke programmastructuur van toonplekken in de binnenstad en een artist in residence programma voor BMHC. Deze voorzieningen en structuren zijn bedoeld voor gezamenlijk gebruik van de creatieve sector binnen en buiten Maastricht. Door gezamenlijk gebruik mogelijk te maken, stimuleren we (cross-over) samenwerking, kennisdeling en innovatie.

Ik hoop u hiermee voldoende te hebben geïnformeerd.

Hoogachtend,

Hubert Mackus  
Wethouder Economie, Sport, Jeugdzorg, Water, Natuur en Landschap

# M

## MAPPING MAASTRICHT in the Cultural and Creative Industries 2023



**C**ultural and Creative industries offer solutions to a variety of challenges. In light of a push towards circularity and a more inclusive economy, creative entrepreneurs are at the forefront of incorporating new materials that allow for a rapid transition away from our traditional linear economic model. The natural innovativeness of the creative industries allows for collaboration with emerging sectors, such as the health economy. This is why Maastricht aims to create opportunities for young companies to flourish and contribute to the larger wellbeing of the city.

recognized the need of transitioning towards a circular economy which is more in line with the needs of the planet.

In his 2001 seminal publication, *The Rise of the Creative Class*, Richard Florida presents his theory on human creativity: in an age of post-industrialization and continuously evolving automation, those who work with creativity would be the new driving force for urban development and economic prosperity. These are Cultural and Creative industries. Following this logic, creative professionals are seen as an asset in tackling such challenges.

Since 2014, the municipality has highlighted the Cultural and Creative industries as a "top sector", in recognition of the potential this sector has to provide jobs and improve the city. It is of great interest to monitor how the Cultural and Creative sectors have developed, especially with regards to sustainability, and the healthcare field, a promising sector the city wishes to see expand.

As of 2014, substantial investments were made in the resilience of the Cultural and Creative industries. The municipality aimed to promote entrepreneurship by increasing the exposure of creatives at fairs, strengthen the presence of physical infrastructure to house businesses and provide interconnection with both those in the Cultural sector, and those who wished to collaborate from other sectors.

Despite recent challenges, these investments appear to have resulted in a robust sector, which has persevered despite acute economic difficulties. This being said, Maastricht still faces challenges if it wishes to continue to expand the Cultural and Creative sector.

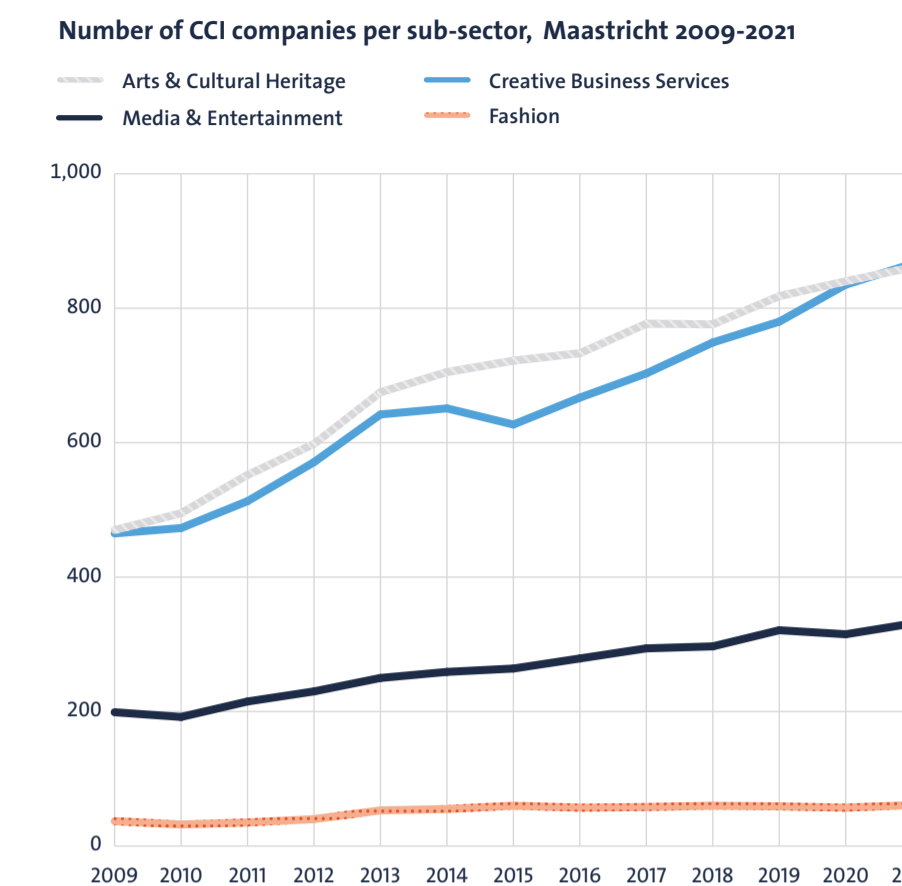
## The Cultural Sector: A Resilient Pillar

Despite significant economic disruptions nationally and internationally, Cultural and Creative industries have continued to grow, and represent a stable sector of Maastricht's economy.

In 2021 Maastricht housed 219 creative companies within the city borders. Since 2016, this has had an overall growth of 22.06% throughout the entire industry.



The CCI in the Netherlands has retained its share of 13.5% of the total economy. Maastricht has grown 0.5% to 17.1% over the last 5 years (2016–2021).



There are significant differences between the size and development of the four CCI subsectors. The two largest subsectors are Arts and Cultural Heritage (A&CH), and Creative Business Services (CB). This can be seen above, which shows the absolute number of companies per CCI sub-sector from 2009 until 2021. Over the last five years, Creative Business Services have

grown to become the biggest subsector, overtaking Arts and Cultural Heritage which used to be the largest sector up until 2020. Additionally, Creative Business Services has had the highest growth, at 30%. Despite being the third largest subsector, Media and Entertainment has had the second largest growth rate during the 2016-2021 period, growing by 19%.

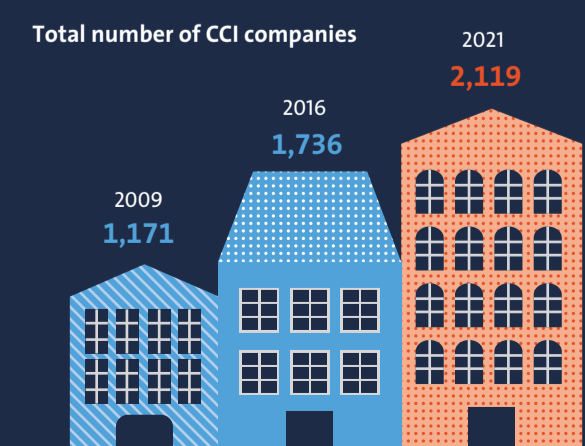
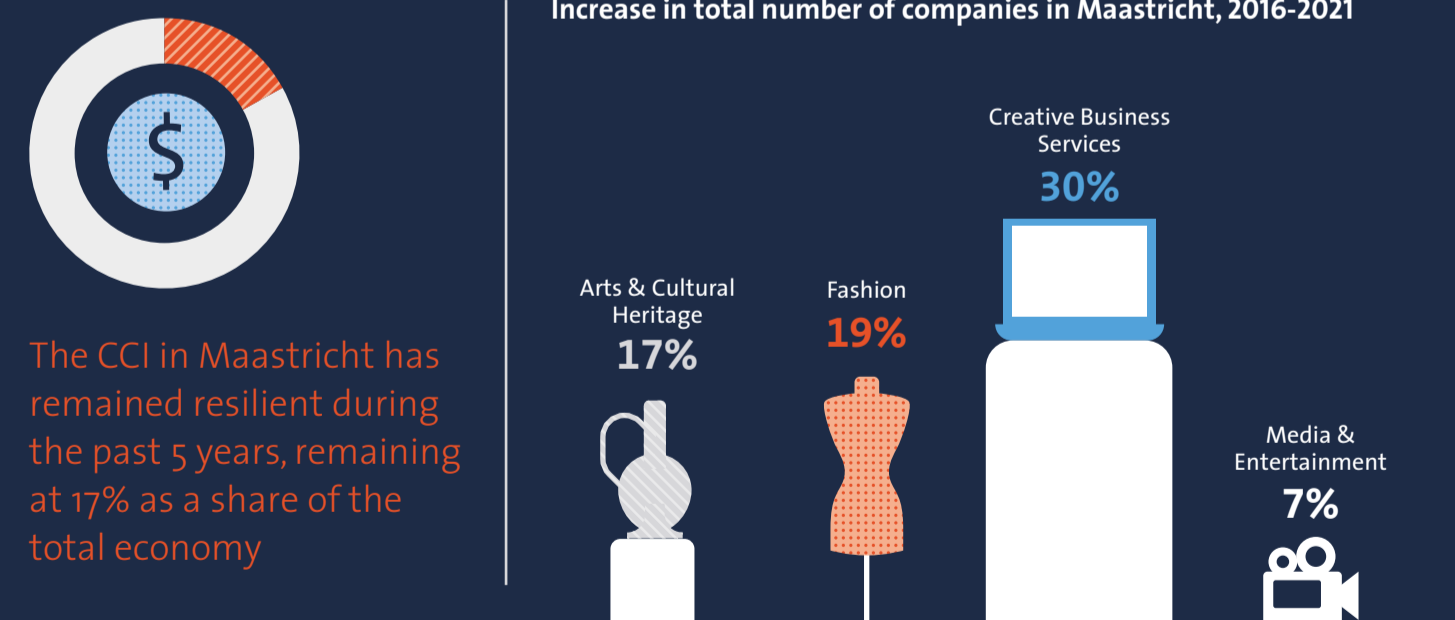
## Defining the Agents of Innovation

The Made2Measure project is an in-depth exploration by Maastricht University to understand the value and impact of creative industries within the city and the region. First conceived in 2013, the report highlighted the growth of these industries from 2009 to 2016. Since 2016, the COVID-19 pandemic, the worsening of climate change and the municipality's priority of making Maastricht an innovative, sustainable and resilient community has highlighted the necessity to re-evaluate the state of the Cultural and Creative industries, as these industries can provide unique solutions and opportunities to a changing city. Based on the definitions used by Netherlands Organisation for Applied Scientific Research (TNO), the The Department for Digital, Culture, Media & Sport (DCMS) in the UK and Professor Söndermann, for this study, the Cultural and Creative industries are divided into the following four cultural industry sub sectors. This is consistent with our previous report.



## Highlights: Understanding Industry Growth

The creative economy in Maastricht yields a far higher growth in terms of companies and employment than the rest of the economy over the past 5 years.



Over the past 5 years, (period 2016-2021) the number of companies in this innovative area of the economy have continued to grow by 22%, with employment in the CCIs (in terms of FTEs) has also grown by 17.8%.

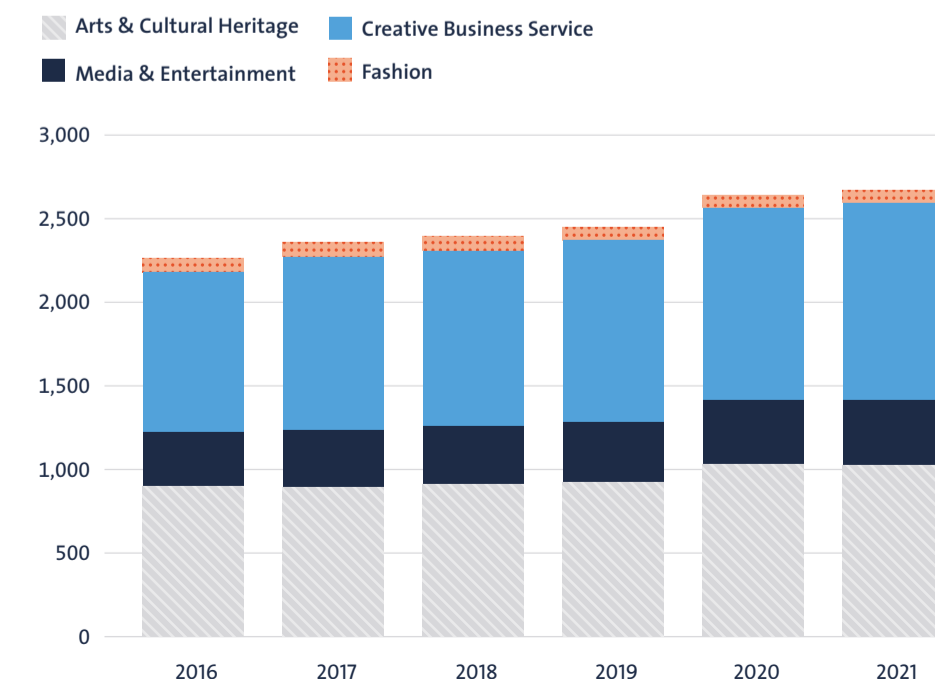
As a fraction of the total economy the Cultural and Creative industries have grown by 3.2% over the past 5 years – a slower rate than the 5 years prior – but highly resilient during a turbulent period of low growth with the global pandemic.

## Sustainable Source of Stable Employment

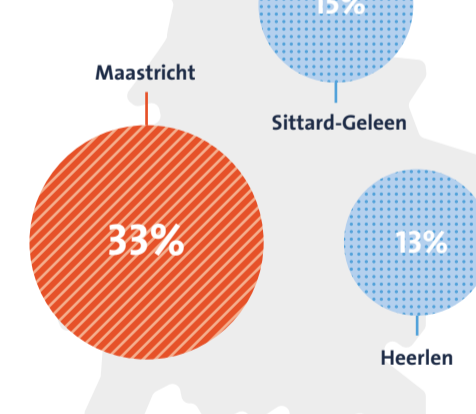
The size of the Cultural and Creative industries can also be measured by the number of people who work in these industries.

While FTE (Full-Time Employment) is not a perfect measure, it can be used to provide a holistic overview of the changes in the sector. Over the last five years, Maastricht has seen growth in FTE's over all its CCI subsectors of 17.8%. This growth in employment is most prominent in the Creative Business Sector with growth of 24%. In comparison, the larger Maastricht economy grew by only 2.4% during the same turbulent five year period. When Creative Industries are excluded, the growth of the Maastricht economy is further reduced to 1.64%.

### FTE per subsector in absolute numbers, Maastricht 2016–2021



## Share of CCI of total CCI South Limburg, 2021



Maastricht continues to be a leader in South Limburg; 33% of the creative companies in South Limburg are based in Maastricht.

### Maastricht: A Story of Success

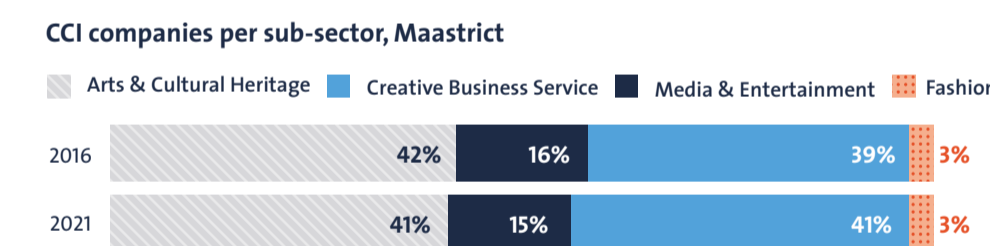
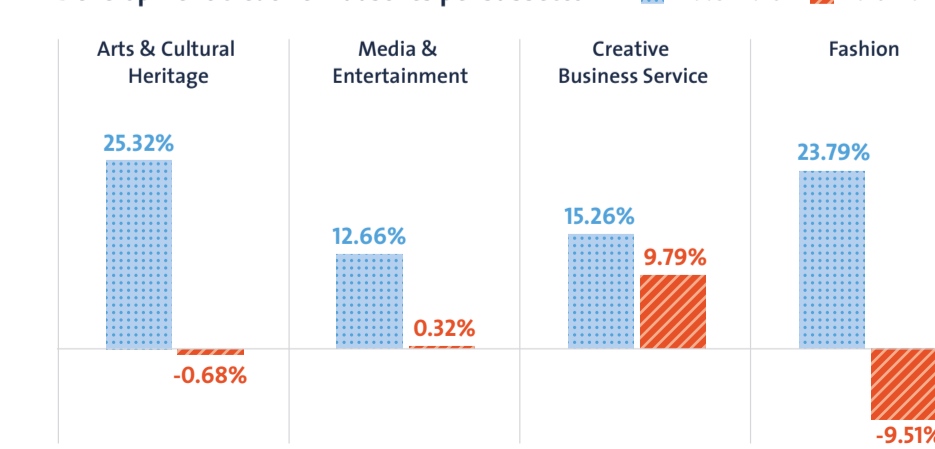
The 17.8% growth in employment within Maastricht's CCIs is comparable to the national CCI growth in employment of 22% over this same time period. This reveals a stable source of employment for Maastricht – a city whose overall employment growth of 2.4% is growing at a lower rate than the national average of 11% over these last five years.

## Composition and Resilience

While CCI have continued to grow, it is of value to compare this growth and development to previous data that was gathered in the first installation of the Made2Measure project.

The chart to the right shows a side by side comparison of the composition of the Cultural and Creative industry sub-sectors for the years of 2016 and 2021. As can be observed the compositions of these sub-sectors remains virtually unchanged, signaling little disruption to these different sub-sectors. In the time from 2016 to 2021, Creative Business Services have expanded by 2% and both Media and Entertainment and Arts and Cultural Heritage have decreased in total share.

### Development creative industries per subsector



Despite the Covid-19 knock during 2020, the composition of the various subsectors has stayed broadly the same over the last five years, with Creative Business Services seeing the largest growth.

The graph below, which includes data from the 2009-2016 study, shows a decrease of growth rate. The 2009-2016 period showed a remarkable 48% growth in the industry. This number has fallen to 22% from 2016-2021. Likewise, in the period of 2009-2016 CCI increased its share of

total economy by 19.13%. The period of 2016-2021 is marked by an increase in share of just 3.21%. Fashion in particular, which includes jewellery and manufacturing has lagged in growth of total economy, with a negative growth of 9.51% for the years of 2016-2021.

Explaining the slower rate of growth from 2016 to 2021 compared to the 2009 to 2016 period will require further research. However, most likely, external factors related to the COVID-19 Pandemic are strong contributing influences. While fashion does seem to decrease dramatically, this is the smallest sub-sector, and so any change in the total number of companies drastically affects the growth or decline of the subsector.

### Authors

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### For more information

www.made2measure.org

### Created by

Made2Measure at Maastricht University School of Business and Economics  
In collaboration with Gemeente Maastricht

### Data

Microdata provided by Dutch Bureau of Statistics (CBS)  
All figures, tables and conclusions are based on our own calculations and interpretation of the data.

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Mapping Maastricht

Centre

- Landbouwbelang Biesenwal 3
- Het Werkgebouw Tapijnkazerne 24
- Stichting Ateliers Maastricht: (SAM) Achter de Barakken 31A
- SAM space/galerie Mariastraat 13
- SAM broedplaats Batterijstraat 48
- Collective Workspace Alex51 Alexander Battalaan 51
- De Brandweer Capucijnenstraat 21
- B45 Boschstraat 45
- Collective Workspace Centre Minckelersstraat 18
- Maastricht University – FASoS Grote Gracht 90-92
- School of Business and Economics Tongersestraat 53
- Van Eyck Academie Academieplein
- Maastricht Institute of Arts Herdeningsplein 12
- Bordenhal (Toneelgroep Maastricht) Plein 92
- St. Andrieskapel Andriespoort 11
- Muziekgieterij Richie Backfire plein 10
- Lumière Bassin 88
- Limestone books Grote Gracht 63
- Vormstof Bassinkade 13
- Marres Capucijnenstraat 98
- Theater aan het Vrijthof Vrijthof 47
- Fotomuseum aan het Vrijthof Vrijthof 18
- Bureau Europa Boschstraat 9
- Natural History Museum of Maastricht De Bosquetplein 7
- Centre Céramique Avenue Ceramique 50
- Museum of the Art of Printing Jodenstraat 22
- Stichting Restauratie Atelier Limburg (SRAL) Avenue Ceramique 224
- Bonnetanten Museum Avenue Ceramique 250

- North-West**
- Het Labgebouw (Studio Radium/Sessibon) Lage Frontweg 2c
  - Studio Valentin Loellman Lage Frontweg 2

- West**
- SAM Anjelierenstraat 40
  - SAM Elisabeth Strouvenlaan 51A
  - Bankastudios Bankstraat 3
  - de WERKplaats Sint Annalaan 60

- South-West**
- SAM Theresiaplein 22
  - SAM Lage kanaaldijk 112C
  - AINSI Lage Kanaaldijk 112-113
  - Stichting Alphonsus Theresiaplein 20
  - Therisiakerk (Philharmonie Zuid Nederland) Theresiaplein 8

- North-East**
- SAM Kasteel Holtmeulenstraat 9
  - SAM Kasteel Kessenichstraat 53
  - SAM Kasteel Kessenichstraat 8
  - Circular Makers Space ('t Attelier) François de Veyestraat 8B
  - Qeske François de Veyestraat 8B

- South-East**
- SAM Sint Josephstraat 7 (Heer)
  - Vrijhaven Sportief Cultureel en Sociaal voor Jongeren Stellendaal 15
  - Medace Gaetano Martinolaan 63-65
  - BioPartner Center Maastricht Oxfordlaan 70
  - The European Fine Art Foundation (TEFAF) annual art fair (MECC) Forum 100

- Non-location Specific**
- Circular Fashion Lab Maastricht Kasteel Wijlre Estate, Wijlre



Cultural and Creative Industries at the Forefront of Circularity

Cultural and Creative industries can be a catalyst for growth and change. The potential for crossover amongst creative industries and new areas of economic opportunity are of special interest to the city of Maastricht. Through surveys\*, we reached out to Cultural and Creative companies on their insight into circularity and health and wellbeing.

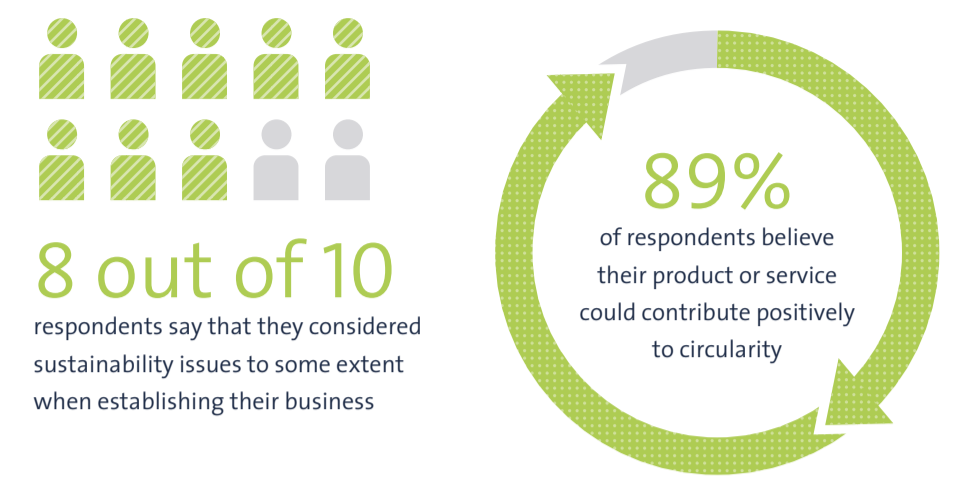
*"I'm very interested to work with new materials like mycelium-leather or algae-leather for upholstery."*

72% of companies say that local materials sourcing is either moderately or very important.



**Circularity**

There is great interest among CCI to increase the use of new materials, and the use of bio-materials. Brightlands, a set of innovation campuses working in the fields of chemistry, health and sustainability, has the opportunity to connect with local creatives and support their need for sustainable materials. As individuals, entrepreneurs feel that they are of little interest as clients, and so feel sidelined by bio-material creators. Likeminded entrepreneurs highlight their desire to connect, aiding collective negotiation and adoption of new materials.



*"My art is issuing consumerism and its effect on the environment, as part of the artistic research and content. I use recycled materials next to new materials."*



\*This data, while insightful, only represents a small sample of businesses in Maastricht who are mostly entrepreneurs.

Health and Wellbeing

Cultural and Creative industries can play a roll in highlighting and de-stigmatising mental health issues. In shaping public space and the aesthetic of a city, creative industries can increase the livability of a city, and thus the wellbeing of its inhabitants. The link between the health sector and Cultural and Creative industries is an underexplored area, with significant potential.

17% of surveyed creatives ranked collaborating with the health sector as an important priority, with 5% ranking this as very important.



Opportunities for Fostering Pioneering Spirit

Growth in Cultural and Creative industries has slowed in the last five years, compared to previous years. Investment in the Cultural and Creative industries should be encouraged if the city is to maintain this area as a priority.

**Social Workspace for All**

In the wake of COVID-19 entrepreneurs feel isolated in their mission of creating sustainable value in Maastricht. Access to a network, and space to collaborate is a necessity for a more creative and innovative city.

**Studios and Space Continues to be Limited**

While the municipality is continuously working towards facilitating space for creatives, the affordability of space in a growing city like Maastricht continues to be an issue. In order to prevent a loss of talent, it is vital to invest in the affordability of spaces and creative hubs.

**Maintaining Public Access to Collaborative Spaces**

In order to foster homegrown talent, Maastricht must continue to offer spaces for young and experimental artists. Spaces that are public facing, and collaborative with little barrier of entry should be cherished.

**Health and Creativity: An Underexplored Area**

If Maastricht is to foster health and wellbeing, it is necessary to promote the opportunities that may exist in collaborating with the healthcare sector, as this is not identified as a priority by many in the Cultural and Creative industry sector.

