

The Creative Potential of Ukraine as a Driver of Economic Development

Iryna Lekh¹, Olena Pasternak²

1. Economics and Marketing Department, Lviv Polytechnic National University, UKRAINE, Lviv, S. Bandery street 12, E-mail: iryna.lekh@gmail.com

2. Economics and Marketing Department, Lviv Polytechnic National University, UKRAINE, Lviv, S. Bandery street 12, E-mail: olena.pasternak@gmail.com

Abstract – Innovation model of entrepreneurship based on creativity is the driving force for further economic development. New ways of the cooperation of business, arts, innovations and technologies become more effective nowadays. That's why the appropriate estimation of the creative potential of the regions and countries should take into the account their special features.

Keywords – creative industries, revitalization, coworking spaces, global creativity index, creative thinking, economic development, integral development index, hubs, workshops, creative clusters.

Introduction

In modern conditions the development of creative spaces is one of the perspective directions of territories innovative development. Collaboration based on the crossing business, arts, innovations and technologies, creative thinking and the generation of new ideas is extremely effective.

Studies show that the potential of creative industries in Ukraine remains largely unrealized. In the regions are certain social initiatives and self-organization of residents, generating ideas, however, there are still problems with innovative infrastructure and resources, and no well-functioning cooperation. All this limits the realization of the creative potential of the territories. The development of peculiar creative ecosystems, which would include infrastructure, resources, mechanisms of cooperation, as well as creative thinking, will allow the territories to generate fresh ideas and successfully implement them.

Research results

The features of modern life, changes in the structure of employment, the development of modern information technologies contribute to the emergence of creative spaces in Ukraine and in the world. These factors lead to the emergence of modern models of cooperation in a creative economy such as coworking, revitalization, creative hubs, creative clusters etc. Concentration in a certain territory of independent workers of the creative industry (freelancers, businessmen, artists, designers, web designers, programmers) has a positive impact on the development of the territory where the "creative core" is created and is able to unite a considerable number of workers of creative industries around them. This situation will allow holding exhibitions, artistic events, festivals or the implementation of new startups, creative or business projects, etc. On the other hand, the revitalization of abandoned industrial objects such as mines, factories, industrial zones, old tram depots, in order to implement coworking spaces, art-clusters, hubs, art-incubators will facilitate the effective use of existing abandoned resources.

Today coworking space is a new ecosystem, a network of people united by ideas, new technologies and creativity. The first coworking space appeared in 2005 in the USA. In Ukraine, it happened in 2009 [1]. Their number is growing rapidly and in 2017 were about 13,800 coworking spaces in the world [2]. The number of coworking spaces in the world is growing. In 2015 there were 8900, then in 2017 – 15,500, and in 2018 is forecast to reach 18,900 institutions (Fig. 1). Their popularity grows among visitors too. If in 2015 it was 545 thousand, then in 2017 – 1 million 270 thousand residents.

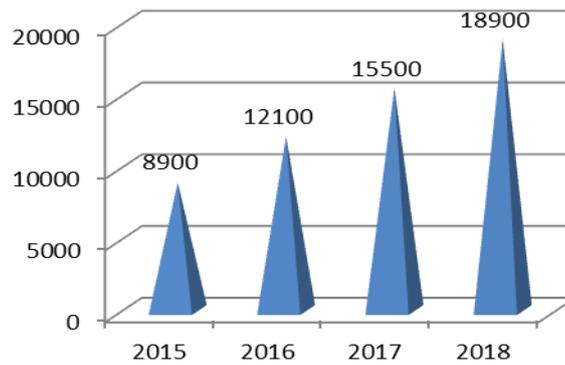


Fig.1. The dynamics of coworking spaces in the world [3].

Various creative projects are actively implemented in Ukraine. For example, the club "Closer" is located on the territory of the ribbons factory in Kyiv on Podil, the multifunctional hub of the former DShK on the left bank of Kyiv, the art-plant "PLATFORMA" (where are now street food festivals, coworking space and concerts are held, Kyiv VDNG) [4], Izo-studios in the territory of the industrial enterprise, the Gogolfest training and production complex in the industrial zone, the project "Jam Factory" in Lviv on the territory of the abandoned canning plant in the Pidzamche district [5], the Creative Quarter project [6] – a new multifunctional space for entrepreneurs, a large innovative cultural hub that includes startup-boxes, coworking spaces, anti-cafe, creative restaurant, children's development center, hacker-spaces, creative workshops, eco-park, urban center etc.

However, despite the success of implemented projects, they are very few in Ukraine. Most of the coworking spaces are functioning in Kyiv (28 – in 2017, 35 – in 2018). Other leading cities – Kharkiv, Odessa, Lviv and Dnipro. Coworking spaces are also appearing in smaller cities such as Ternopil, Zhytomyr, Mariupol, Chernivtsi and Cherkasy. In 2018 the total number, according to various sources range from 48 to 61 of the object. So we can state the tendency of spreading not only in large cities. It is also advisable to conclude that Ukraine does not lag behind world trends coworking spaces, as their number is almost coincident of European cities. In 2015, the number of coworking spaces in London was 25, Barcelona – 22, Paris – 15, Warsaw – 7, Krakow – 4 institutions [7].

Martin Prosperity Institute (Canada) publishes an annual ranking analyzing data on creativity and the creative class in the regions and countries [8]. Global Creativity Index assesses countries on three key indicators of economic development – technology, talent and tolerance. During the ranking takes into account the investments in science research and development, the number of researchers and patents per capita, the level and nature of education, Gallup polls on the treatment of immigrants, racial and ethnic minorities, people of non-traditional orientation.

In 2015 the top ten most creative countries included Australia, USA, New Zealand, Canada, Denmark, Finland, Sweden, Iceland, Singapore and the Netherlands (Table 1). Ukraine in this list ranked 45th out of 139 and is followed by Poland, Montenegro and Bulgaria. We can state that our country has the potential, in particular, the index of talent occupies 24th place, which is a good indicator.

In Ukraine, the development of creativity across the regions was assessed by Chul O. by calculating the integral development index of creative industries in the region, which includes three components: partial integral indicators for assessing the level of development of the infrastructure, personnel and financial components of creative industries [10]. The best indicator of the development of creative industries among the Ukrainian regions belongs to the Kharkiv

(0.410), Lviv (0.342) and Vinnytsia regions (0.335), while the lowest ones are in Chernihiv (0.200), Volyn (0.214) and Cherkasy regions (0.211) [11].

Table 1

Global Creativity Index 2015 [9]

<i>Place</i>	<i>Country</i>	<i>Indicators</i>			<i>Global Creativity Index</i>
		<i>Technology</i>	<i>Talent</i>	<i>Tolerance</i>	
1	Australia	7	1	4	0,970
2	USA	4	3	11	0,950
3	New Zealand	7	8	3	0,949
4	Canada	13	14	1	0,920
5	Denmark	10	6	13	0,917
14	Germany	7	28	18	0,837
35	Czech Republic	29	30	80	0,609
37	Belarus	41	8	97	0,598
38	Russia	22	15	123	0,579
45	<i>Ukraine</i>	<i>43</i>	<i>24</i>	<i>105</i>	<i>0,518</i>
46	Poland	46	25	101	0,516
68	Roma	65	60	76	0,425

Comparing methods of assessing the level of creativity in countries and regions of Ukraine, we can conclude some differences in the indicators that are taken into account in the assessment. The global index includes an assessment of global tolerance for racial and ethnic minorities, people of non-traditional orientation. In particular, the last indicator is debatable, since for Ukraine with traditional family and Christian values it is unacceptable. Both methods take into account innovations, investments in scientific researches. Ukrainian methodology pays more attention to the infrastructure component, while the world one to educational achievements, technologies. This can be explained by a much higher level of infrastructure development in the developed countries.

Conclusion

Formation of creative ecosystems is one of the perspective directions of innovative development of territories. The development of peculiar creative ecosystems will allow the territories to generate fresh ideas and successfully implement them. Therefore, public policy should encourage innovation, support for experimentation, creativity and promote development on a larger scale.

For active development modern models of the formation and functioning of the creative economy in Ukraine are required:

- active promotion of new models of cooperation in mass media, especially on the Internet and social networks;
- presentation of successful projects;
- studying and disseminating foreign experience of opening coworking spaces, art-hubs, incubators-accelerators etc.;
- authorities support in the opening of such type institutions, assistance in finding free territories and premises for their implementation.

Regarding the participation of the authorities in the development of the region's creativity, we recommend to take the following measures:

- develop regional programs and plans for the development of creative industries;
- to inventory and assess the abandoned industrial objects of the region in order to revitalize them;
- to develop a crowdsourcing platform for the selection of regional development projects;
- to conduct an open competition for the best project of revitalization of industrial objects of the region;
- promote attraction of foreign investments in projects of the territories revitalization;
- create business incubators for the implementation of creative startups.

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