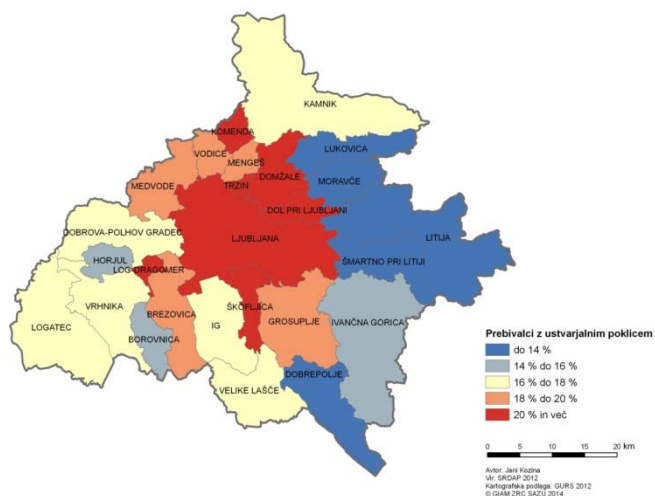


# Distribution of creativity in the selected municipalities of Ljubljana urban region

## Summary



### Share of creative class in the municipalities of Ljubljana urban region

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Creativity is gaining in importance as a prerequisite of economic development in the developed world, because it leads to innovation, technological and business improvements, and an added competitiveness. In the last fifteen years, more and more cities and regions have striven to accelerate the rate of their economic development and regeneration strategies by placing special importance on the concept of the creative class (Florida 2002) and/or on the concept of creative (cultural) industries (Chapain, Clifton and Comunian 2013), which represent two of the principal and most often implemented approaches to creativity research.

The first concept implies that, in contemporary economic conditions, the creative class does not move house with the mere intent of gaining employment (people follow jobs), but choose to move where they are content with the living environment. Consequently, employment positions follow the creative class (jobs follow people). According to this principle, discussed by Florida (2002), it is important that every community creates the kind of conditions that appeal to the creative class, thus creating new employment positions. In 2011, 19.9% of inhabitants in the Ljubljana Urban Region were part of the creative class, which is substantially more than the national average (15.1%); it is also the highest percentage out of the regions in Slovenia, and completely proportional to the percentages in the regions of Northern and Western Europe. In this respect, the City of Ljubljana, which is the place of residence and place of work for many in the creative class, particularly stands out. The Municipality of Trzin is noteworthy, as its trade-industrial zone causes it to express a surplus of employment positions relative to the number of workers, while an above-average share of the creative class is moving to the Municipality of Dobrova - Polhov Gradec.

Recent times have seen the creative class moving to the suburban area, but has not been followed by the employment positions. The suburban municipalities are consequently seeing a great surplus of the creative class over creative employment positions, while the region is characterized by strong daily mobility flows to Ljubljana. In accordance with more sustainable concepts of spatial development, like a polycentric city region, a mosaic city and similar concepts, as well as with the creative class' inclination to have their place of residence and place of work in a greater vicinity to each other, the most sensible direction would be to support the generation of new creative employment positions outside the City of Ljubljana and the Municipality of Trzin as well.

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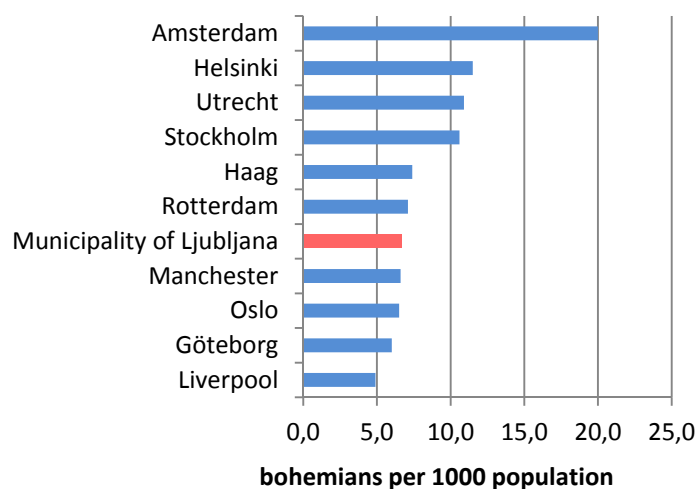
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The second concept of creative industries relates to those economic activities that create and trade in intellectual property and is believed by many authors to be the core of creative economy. The emphasis is placed more on the material and non-material environment, which creates the conditions for an idea and innovation flow, rather than an emphasis on the creative class' living environment. What is presented is therefore a narrower classification of creativity, further supported by the research: only 6% of all creative class is engaged in creative industries in the Ljubljana Urban Region. These industries are typically condensed in the City of Ljubljana itself, considerably more than creative class, while the other municipalities generally show below average shares of people employed in these industries.

Both described concepts of creativity are connected to the general economic growth. The first concept of creative class demonstrates particularly on the statistical level the relevant connections between the extent of creative class and the municipalities' general economic growth, expressed with indicators like a higher gross basis for the income tax, a lower unemployment rate, and a higher added value per employee. The distribution of the creative industries (the cultural industries) is to a lesser degree, but nevertheless also positively connected to the superior condition of the economic development in the Ljubljana Urban Region. The analysis unequivocally shows that one of the ways to boost the municipalities' general economic growth is to attract: a) the creative class and b) companies specializing in creative industries.

Based on this research, if the municipalities want to attract the creative class, they must ensure a quality living environment, in particular so-called natural capital (a green environment, cleanliness, sanitation, and safety), work place accessibility, traffic connections, and access to services. Securing the appropriate living and working conditions is key to strengthening the capabilities of creative class. Creative industries, on the other hand, are considerably more specific and will find it more difficult to be moved from Ljubljana to the surrounding municipalities in the future. Their development namely requires a sufficiently large critical consumer mass and a distinct enough specialization for them to compete on the global markets from these smaller hubs. A step in the right direction for the future could be a balanced spatial development, which would enable a logical specialization and "division" of the creative industries within the Ljubljana Urban Region, and would have a unified function to the outside world, as well as being able to compete with other European city regions.



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