Creative Capital for Smart Solutions: Toward a Liveable City

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INTRODUCTION

- Smart city as a possible solution for growing urban problems
- concentration of highly educated people, intensive use of ICT > efficiency of urban systems, community empowerment, environmental awareness and protection, sustainable economic growth, higher life quality
- creative capital for 'smart' development > available human resources, innovative potential, transfer of knowledge, spill-over effects, overall wellbeing

- Case study: Savamala quarter in Belgrade (Serbia) the centre of alternative culture, creativity and innovation
- creative capital of Belgrade/ Savamala as a generator and transmiter of smart solutions
 > improvement of sustainability, environmental quality and urban efficiency
 > increase of creative capital
 >'smart' upgrading of the city



THE CREATIVE CAPITAL FOR A SMART CITY

Creative capital

- Theory of creative capital (Florida, 2002) - creative class as the main driving force of urban development in the contemporary (post-Fordist) economy
- creativity as a social product > interconnected people producing knowledge and value – via scientific, technological and artistic innovations (Krätke,2011)
- creative capital vs. human capital complement each other: creative industries vs. general knowledge of citizens



THE CREATIVE CAPITAL FOR A SMART CITY

The Smart city concept

- large share of the adult population with a college degree (Winters, 2011)
- ICT infrastructure > information sharing and collaboration of all inhabitants (Nam and Pardo, 2011)
- technological and ICT solutions > business-friendly atmosphere and easier entrepreneurialism (Kitchin, 2014)
- ICT and E-governance > social cohesion, empowerment and participation (Caragliu et al., 2011)
- a city with investments in human and social capital, traditional and modern communication infrastructure providing sustainable economic growth and a high quality of life, with a wise management of natural resources, through participatory governance(Caragliu et al., 2011)



THE CREATIVE CAPITAL FOR A SMART CITY

The role of creative capital in smart city development

• Smart city (Nam and Pardo , 2011):

> technology (infrastructure of hardware and software)

> people (creativity, diversity and education)

> institutions (governance and policy)

- Creative city (Florida, 2002):
 - > technology
 - > talent
 - > tolerance
- creative capital innovation sustainable development (Scott, 2006)
- urban/environmental/technological features attract the creative class > introduction of new environmental trends and advanced technological solutions > further investments in 'smart city upgrading' and environmental protection



THE IMPROVEMENT OF CREATIVE CAPITAL IN BELGRADE

Belgrade creative capital

- Belgrade the leading centre of creative industry and advanced service sector both in Serbia and the region
- one of top 10 alternative culture cities in Europe (The Guardian, 2015)
- rapid growth of creative industry:
 > the added value of the creative sector in billion euros: 97 (2005) vs. 196 (2013)
 > companies from the creative industry sector : 7733 (2009) vs. 9266 (2013)
- ICT as the most important sector of the creative economy:

> 1786 active companies in Serbia , 2/3 located in Belgrade

> approximately 200 new companies yearly and 1/3 of added value of creative industry (SIEPA,2015)

• creative capital as an important element of Belgrade's development, still bellow the European cities average



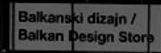
THE IMPROVEMENT OF CREATIVE CAPITAL IN BELGRADE

Creative capital in Savamala district

- regionally and globally recognized as a new attractive cultural and creative node
- one of the oldest districts in Belgrade (built at the beginning of the 18th century), very neglected and disconnected
- on the riverbank, next to the railway and bus station, near the city centre > under transformation since 2007 > cultural amenities and a specific group of inhabitants - the creative class of Belgrade
- 2007 opening of the new cultural centre "Magacin" in an old abandoned warehouse
- 2009 "Cultural centre Grad" (gallery, bar, designers' selling area and art library) in an old house from 1884
- 2012 intensification of activities due to Mixer festival (established in 2009 as a regional event dedicated to creative industries aiming at the exchange of experiences, knowledge and ideas)
- Savamala as a new creative hub, Mixer house (ex-warehouse) as the main focus
- new spaces e.g. Gallery 12HUB (arts and technology) and Nova Iskra (co-working space) as important multidisciplinary nodes



GUIDELINES



Being smart?

> application of a wide range of digital technologies /networks

- > use of ICT to transform life and work
- > embedding ICT in the city infrastructure
- > bringing ICT and people together to enhance innovation, learning and knowledge (Komninos, 2011)

Belgrade:

> widely covered with digital networks, free Wi-Fi in open public areas and public transport
 > use of ICT for the improvement of quality of life and work (E-government, smart solutions in public transport/infrastructure management)

> use of ICT for knowledge and innovation mostly at university

creative capital > smart development:

>creation of virtual networks of creative workers - efficient exchange of ideas and knowledge
> governmental e-platforms for the support of innovations

> creation of virtual/real smart creative clusters - promotion of companies and their products, concentration of professionals

- > supportting start-ups –via E-platform for online information and patent registration; free working space
- > creation of smart solutions for improvement of sustainability and quality of life
- > stimulation financial subsides, tax revenues, free support for marketing and patenting
- > smart technology specialisation and recognition
- > transmission of information related to smart approaches
- Savamala as the polygon for implementation of smart technology and solutions

CONCLUSION

- optimal use of creative capital in Belgrade
- Savamala as a cluster for/with both creative and 'smart' performances
- general and specific models connecting urban development and environmental awareness
- local government vs. creative capital > functional and efficient relationship
- imperatives of sustainable economic, social and environmental development via smart/creative/innovative solutions

