



Strategy for businesses in the cultural and creative industries



Government Offices of Sweden
Ministry of Culture

In April 2024, the Government submitted a communication entitled Strategy for businesses in the cultural and creative industries (Govt Communication 2023/24:111) to the Riksdag. This publication contains an abbreviated version of the strategy. The communication is available in its entirety on [government.se](https://www.government.se) (in Swedish).

Cover image: Stina Gränfors/Scandinav.

The Minister for Culture Portrait image: Ninni Andersson/Regeringskansliet.



Foreword

Since taking office as Minister for Culture, I have travelled throughout Sweden and visited several operations within the cultural and creative industries, both private and public, large and small. I did this to learn more about their conditions and highlight their value. The Government considers that the cultural and creative industries should be viewed as a new type of Swedish primary industry. The raw materials extracted are not wood or ore, but cultural creation and creative processes. In turn, the final product is the experiences that, aside from enriching us as people, also support society by creating growth, employment and innovation. They also help create a positive image of Sweden abroad.

The efforts to develop the strategy for the cultural and creative industries have been a top priority for the Government, and these industries will continue to be important to both the Government and the Ministry of Culture in the future. I look forward to leading these continued efforts in the coming years.

*Parisa Liljestränd
Minister of Culture*

The cultural and creative industries



The cultural and creative industries must now be viewed as a new type of Swedish primary industry.

Parisa Liljestrand

These industries have become increasingly important parts of the business sector and labour market in Sweden and globally. They consist of operations built on cultural values or artistic and other creative expression. Their primary resource is people with creative professional knowledge and cultural expertise.

Examples of operations and phenomena in the cultural and creative industries are architecture, the visual arts, computer games, film, form and design, applied art, cultural heritage, cultural tourism, literature, the media, fashion, music, the performing arts and various forms of digital artistic expression.

Vision 2033

The strategy for businesses in the cultural and creative industries is intended to apply for a ten-year period (2024–2033). It includes an overall vision for what should be achieved during this period as follows.

Sweden has strengthened its position as a leading country for the cultural and creative industries. These industries enjoy good growth and contribute to the Swedish economy and a dynamic national business sector, increased exports and a positive image of Sweden abroad. Businesses in the cultural and creative industries contribute to a diversity of cultural expression and cultural events throughout the country.

Strategic objectives


The strategy for businesses in the cultural and creative industries includes six priority areas, for which specific strategic objectives have been established. The objectives reflect and balance development needs that both representatives of the cultural and creative industries and public actors consider important. In summary, the strategy should help achieve the following.

1. reliable statistics at national level;
2. good knowledge of the conditions for and developments in the copyright-based market;
3. accurate guidance, support and funding and lower regulation costs;
4. good skills supply, lifelong learning and good conditions in social security systems;
5. attractive, sustainable living environments and a diversified and competitive national business sector;
6. major and growing international traction for cultural and creative businesses.

Implementation

Broad efforts are required to achieve the vision and the strategic objectives for the cultural and creative industries. Various policy areas and ministries, government agencies and other publicly funded promotion actors help strengthen and complement each other's efforts for cultural and creative businesses. The strategy is a tool to assemble and anchor these efforts.

An interim evaluation will be conducted in 2026. The Government also intends to annually invite representatives of cultural and creative industries and businesses to discuss how activities within the framework of the strategy are working and what their needs are.

A photograph showing the silhouettes of several people standing in a room with a strong red ambient light. The people are facing each other, suggesting a social gathering or event. The background features a large, curved architectural element, possibly a doorway or a wall panel. The overall mood is intimate and artistic.

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