

# Creative Capital Conference

Felix Meritis, Amsterdam, March 17 & 18, 2005

## CREATIVE CAPITAL: Culture, Innovation and the Public Domain in the Knowledge Economy

### About the conference



[Final Report of the Creative Capital Conference](#)

812 Kb

Culture and creativity are the latest "buzzwords" in the debate on innovation strategies for the knowledge economy. But what is the cultural dimension of the knowledge economy? And what does this imply for the public domain? These were the central questions of the Amsterdam CREATIVE CAPITAL conference on March 17 and 18 2005 in Amsterdam. The conference has brought together innovation experts, economists, urbanists, social innovators, cultural entrepreneurs, policy makers and politicians. During the conference, we have charted the state of the innovation debate and re-drawn the public agenda for a creative public domain that supports a strong knowledge economy. Each day has started with internationally renowned key note speakers who have given their views on how to build crossovers between culture and economy. In afternoon sessions this has been further explored and translated into a public agenda. We have invited participants to actively participate in the debate and share their views on building creative capital in our societies.

We believe that creativity and innovation have become the driving forces of our economy and society. In this globalised world our future lies in our capacity to create. Therefore, societies need to strengthen their creative capital. Creative capital can be defined as the combined assets of society that enable and stimulate its people and organisations to be innovative and creative. To achieve this, we need to apply a wide variety of strategies in different domains, varying from education and economic policy, through to urban and cultural policy. This conference has aimed to develop the concept of creative capital and explore what this implies for designing appropriate strategies in the knowledge society. The goal of the conference was to write a [public agenda](#) for building creative capital. This agenda connects culture, innovation and the public domain in the knowledge economy. It defines the components of creative capital, and proposes actions on how to build it.

### Key note speakers

[Stephen Graham](#)  
[Pekka Himanen](#)  
[Joichi Ito](#)  
[Charles Landry](#)  
[Charles Leadbeater](#)  
[Geoff Mulgan](#)

The conference was opened by:

- Job Cohen, mayor of Amsterdam
- Judith van Kranendonk, Director-General Culture and Media, Ministry of Education, Science and Culture

At the closing of the conference, the public agenda, which was drafted during the conference, was

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