



Briefing note

European Commission public consultation on the 'Experience Economy' as an emerging industry

August 2013

Context

- In 2012, the European Commission communication on "Promoting cultural and creative sectors for growth and jobs in the EU"¹ highlighted the importance of reinforcing cross-sectoral linkages for facilitating entrepreneurship and economic growth. It focused on the need to establish multi-disciplinary environments where businesses from different industries can meet in order to foster spill-overs.
- The Communication announced a public consultation on the experience Economy. Such a consultation was launched by DG Enterprise and Industry in July 2013.
- The European Commission seeks to refine its definition of the 'Experience Economy' through this public consultation as there is no clear definition yet.
- Stakeholders are invited to answer an online questionnaire by 11/10/2013

What is understood by 'Experience Economy'?

The term was first described in a 1998 article² entitled 'The Experience Economy' explaining that society has entered a new era where experiences are the economic offerings that are in highest demand, and which thus generate the highest value returns.

In the experience economy, beyond merely providing services, businesses stage memorable experiences for customers (who are thought of as 'guests') that are entertaining and/or educational in nature.

Objectives of the consultation

- Comprehend whether the 'Experience Economy' can be identified as an 'emerging industry' and how to support it in the best possible manner.
- Better understand the relevance of setting up specific policy initiatives and how to support the development of new industrial value chains.

Main questions

- How can the 'Experience Economy' be defined?

¹<http://ec.europa.eu/culture/our-policy-development/documents/communication-sept2012.pdf>

² Written by the two American authors and management advisors B. Joseph Pine II and James H. Gilmore

- How does the 'Experience Economy' interact with established industries?
- Who drives the 'Experience Economy'?
- What drives the 'Experience Economy'?
- What hinders the 'Experience Economy'?
- Recommendations on how to support the development of the 'Experience Economy' as an emerging industry?

EUROCITIES contribution

There will be no EUROCITIES contribution. Member cities are encouraged to answer it.

Next steps

- Results will be published by the end of 2013 in a summary report.
- They will be used to prepare future actions aimed at promoting the emergence of new industrial value chains under Horizon 2020 (Funding programme for research and development) or the Programme for the Competitiveness of Enterprises and SMEs (COSME) 2014-2020.

For more information

http://ec.europa.eu/enterprise/policies/sme/public-consultation-experience-economy/index_en.htm#h2-5

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BACKGROUND DOCUMENT

PUBLIC CONSULTATION ON THE "EXPERIENCE ECONOMY" AS AN EMERGING INDUSTRY

INTRODUCTION

The 2012 Commission Communication on "Promoting cultural and creative sectors for growth and jobs in the EU1" highlighted the importance of reinforcing cross-sectoral linkages for facilitating entrepreneurship and economic growth. It pointed to the need of establishing, multi-disciplinary environments where businesses from different industries can meet in order to foster spill-overs. In this context, it announced the launch of a public consultation on the "Experience Economy".

This public consultation is the follow-up to this announcement and has as the overall aim to better understand the relevance of setting up specific policy initiatives related to the "Experience Economy" and thus support the development of new industrial value chains. Consequently, its central objective is to understand whether the "Experience Economy" can be identified as an "emerging industry" and how to support it in the best possible manner.

In general, "emerging industries" are driven by a transformative process taking place along the boundaries between different sectors. In this perspective, such industries are accompanied by the creation and the reinforcement of cross-sectoral linkages between different sectors and their subsectors.

The "Experience Economy", when perceived as such an emerging industry, should thus not be considered as the general use of experiences that capitalise on building experiences for customers, for example to provide them with services that augment reality perceptions and stimulate their emotions and senses. Rather, the question that arises is whether such dynamics related to "emerging industries" are also at stake for the "Experience Economy".

Through this consultation the European Commission aims at collecting stakeholders' views on: how to better define the "Experience Economy"; how strong the interactions between related industries are, notably cultural and creative industries, leisure and sport, tourism, entertainment and eco-industries; which actors contribute to shape it; what drives and what hampers its further development and the transformation process across various sectors.

Taking the above aspects into consideration, there is a need to better define and understand its features and dynamics. The strong linkages and overlaps with other

¹ <http://ec.europa.eu/culture/our-policy-development/documents/communication-sept2012.pdf>

industries make it difficult to agree on a common definition of the scope of the "Experience Economy" and, consequently, to identify the intermediaries that represent its value chains belonging and the right policies to support the further development of this emerging industry in an efficient manner.

OBJECTIVES OF THE CONSULTATION

The aim of this consultation is to better understand the relevance of setting up specific policy initiatives related to the "Experience Economy" and how to support the development of new industrial value chains to boost the potential of creativity in line with Europe 2020 strategy. Consequently, its central objective is to understand whether the "Experience Economy" can be identified as an "emerging industry" and which trends are shaping the creation of its value chains, business models and market opportunities.

The results from this public consultation will be used to prepare future actions aimed at promoting the emergence of new industrial value chains under Horizon 2020, the Framework Programme for Research and Innovation 2014-2020 or for specific actions under the Programme for the Competitiveness of enterprises and SMEs (COSME) 2014-2020.

PRACTICAL INFORMATION

The online questionnaire should take around 20 minutes to complete. Please note that online idle time is 90 minutes. If you leave the opened form untouched for more than 90 minutes, your session will time out and your replies will be lost.

Answers to questions are either compulsory (marked "**") or optional. If any of the compulsory fields have not been filled in, the system will not allow you to submit the questionnaire but will redirect you to the incomplete answer and give you an opportunity to correct it. An error message will appear in a purple/red colour under the question in which a problem occurred.

Note that you should not use the "Back" button in the upper left-hand corner of the screen to navigate the online questionnaire, because this will lead to a loss of all the

data that you have already inserted. For navigation, you should use the buttons "Next" and "Previous" at the bottom of the questionnaire page instead.

When you will have successfully submitted the questionnaire, a confirmation message will appear on your screen and you will be able to print your answers. Please record your registration number.

Following the public consultation, a report will be made publicly available on the Commission's website by the end of 2013 at the latest.

Important notice

Contributions may be submitted in any official EU language. Nevertheless, in order to facilitate the work and allow easy access to all submission, we would appreciate if contributions could be submitted in English.

As part of the European Transparency Initiative, organisations are invited to use the Register of interest representatives to provide the European Commission and the public with information about their objectives, funding and structures. If you are not registered yet in this register, please visit: http://europa.eu/transparency-register/index_en.htm

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