



Insight Session I

Monday 7th of February 2022

De Vere Latimer Estate Hotel Chesham & online

Supporting innovation in different sectors

Sectors operate differently in terms of the pace they move as well as the challenges they face. At the same time innovation support is often established with a generic focus. This insight Session looked at how agencies can better tailor support to the needs of different sectors with a focus on the creative industries and the healthcare sector.

The creative industries are one of the UK's leading industrial sectors, contributing around £116 billion to the UK economy every year, and employing more than 2 million people. It is a broad and diverse sector which ranges from advertising and crafts to performing arts and video games, and it is important not just for its direct economic value but because of its role in mobilising innovation across the economy, and originating and spreading new ideas, knowledge and ways of working.

The Covid pandemic has been a huge challenge to the creative industries worldwide, but adversity has given birth to huge innovation in response, from the development of online networking tools and games to allow people to mingle even when apart, to solutions allowing performers to reach their fans.

The Session started with a welcome by David Golding, Taftie President 2022, and an introduction by Indro Mukerjee, CEO of Innovate UK.

Tom Fiddian of the Innovate UK's creative industries team talked about how Innovate UK is designing innovation support that specifically meets the need of this sector.

Ali Reza, co-founder of Gramophone introduced this Innovate UK supported app meeting the challenges of the pandemic and connecting performers with their fans.

Laurent Sanier (Vinnova) and Barbara Grau (Luxinnovation) discussed the very different challenges of supporting healthcare innovation and creative industries.

The hybrid Session was concluded with a Q&A session with the panel of speakers.

The recording of the Session and the presentations can be downloaded here:

[Meeting recording](#)

[Presentations](#)