

## **P-12: Creative economy developing future health care**

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### **Introduction**

Creative economy emphasises the significance and added value of culture and creativity in the national economy. Exploitation of the skills, products and services of creative industries has become a significant competitiveness factor for Finland. Also effective health promotion involves the creative cultivation of physical, mental, social, and spiritual well-being. Social restructuring, sustainability gap, cultural fragmentation, exclusion due to inequality, mental illnesses and health issues are wicked problems.

So what can be the role of creative sector in dealing with these challenges? The creative sector have invited people to participate in experiencing the world from new and unexpected perspectives, stimulated reflection and encouraged social dialogue. The creative sector helps us to understand alternative futures, scenarios. By creating cross-disciplinary scenarios, we make the decision-making process even more impressive. This is how we prepare ourselves for the health challenges of the future on a more sustainable way.

### **Material and Methods**

Savonia University of Applied Sciences coordinates the creating of regional development program for creative industry, culture and arts. During this two yearlong “LUOVA VETO! Creative industries for improving Northern Savo regions competitiveness and wellbeing –project” Savonia will also implement experimentations to create business activities and employment, increase networking and enhance the operating conditions.

The region needs own support structure and multidisciplinary co-operation so the creative industries regional economic importance grows, the international activity multiply, the availability of the well-being services will improve and the whole region becomes more attractive for the businesses and the citizens.

Creative economy make difference to people's health and well-being and to how they feel about, and interact with others and with the environment. This project is bringing experts from creative field to do fast experiments in different places, people and goals. Through these experiments municipalities get new possibilities to improve inhabitants' wellbeing and see the value that creative economy can add to society and future health care sector.

### **Discussion**

New technologies are essential part of the future scenarios in global change. Design thinking is a human-centered approach to innovation that draws from designers' toolkit to integrate the needs of people, the possibilities of technology and the requirements for business success. The creative sector combines design thinking to future scenarios and technology development.

Creative economy developes future health care solutions from three viewpoints: participation, creative design and human-tech-interaction. Participation means co-creation work between customers, users, doctors, nurses, programmers etc. Creative design means all kind of design work of artists, product and service designers, interface designers and visualization. Human-tech-interaction means e.g. social media, games, experimental technologies, XR etc.

Technology provides new possibilities for creative economy – in the creation of their works, as new outlets for their creativity, and as a means of promoting and distributing their work. But we need creative industries to make the information understandable, usable and visual.