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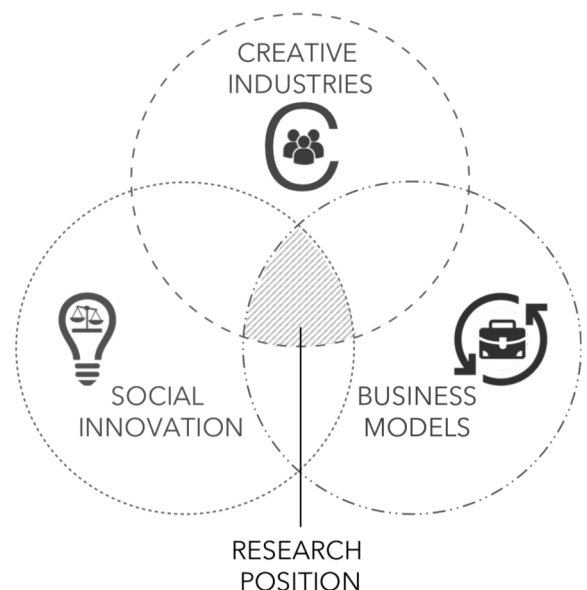
CREATIVE INDUSTRIES AND SOCIAL INNOVATION IN SINGAPORE

EXPLORING BUSINESS MODELS AT THE INTERSECTION OF
SOCIAL INNOVATION AND THE CREATIVE INDUSTRIES.

PROJECT AIMS

- I. **Compile a literature review** that helps to understand how the creative industries and social innovation are defined and relate to each other in literature and practice in Singapore and beyond.
- II. **National Social Innovation System:** Map the relevant actors and market agents at the intersection of creative industries and social innovation in Singapore.
- III. **Case Studies:** Systematically analyse and describe current and newly developing **business models** and their financial structures.

RESERACH AREA



There is a growing interest in the role that creative businesses play in progressing social innovation within and beyond the creative economy.

PROCESS

The initial start of the project was a context specific extensive literature review, which is continuously revised. The primary data collection is focused on interviews and focused case study analysis, the results of which are then systematically analysed.

OUTPUT

This project aims to inform discussions in academia, as well as deliver insights for creative and social businesses and other affiliating parties, such as financiers, investors and other organisations by creating :

- A National Social Innovation System of Singapore
- Describing current case studies



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VOICE WITH ME

Your time is valuable, as are your insights and opinions. I would greatly appreciate you sharing them with me.

ABOUT *the* RESEARCHER

Before moving to Singapore and focusing on my research I worked as an Innovation Consultant at a trend research and innovation consultancy headquartered in Germany. Prior to which I gained cross-industry working experience, moving from finance to creative commercial projects. I hold a MSc degree in International Management and Design Innovation from the University of Glasgow and the Glasgow School of Art and a BA in Management and Finance. Academic and professional stays in China, Denmark, Germany, Italy, South Africa, the UK and USA have stimulated my career so far and nurtured my appreciation of getting to know new people and new places.



Denderah Rickmers

PhD Candidate

Department for Culture, Media
and Creative Industries (CMCI)

Denderah.Rickmers@kcl.ac.uk

KING'S
College
LONDON

