

Re:Create – AI technologies for the Creative Sectors of Sweden

AI Sweden + BTH

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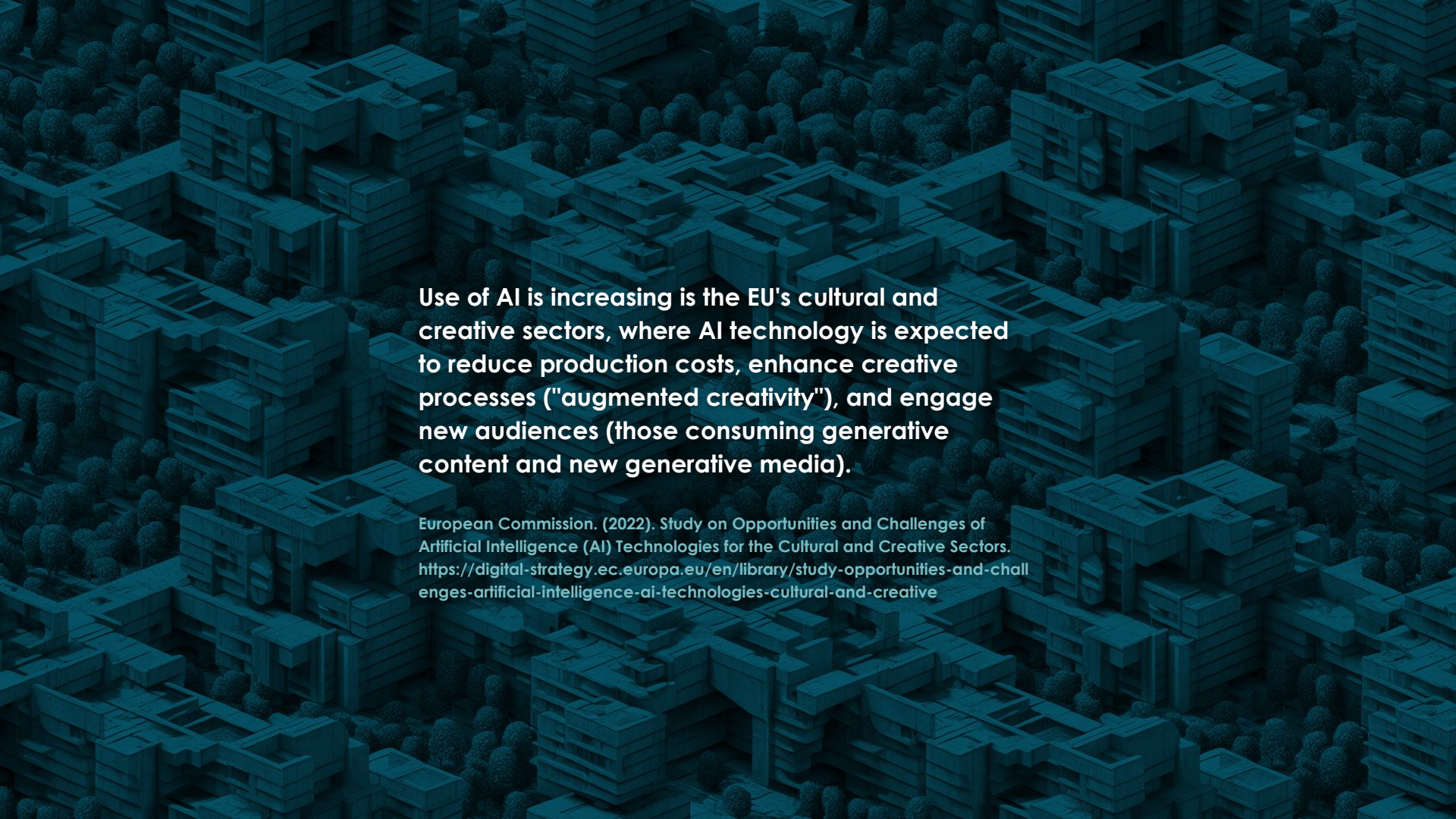
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The creative sector in Sweden contributes with ~3% of GDP [2017], 650 billion SEK annually [2023], with a average revenue of 2.6 million SEK per employee. The sectors employ ~250 000 professionals in ~140 000 companies.

Nylander, J. (2017). Content Growth and International Growth in Creative Industries. Kreativ Sektor (Dataspelsbranschen, Film&TV-producenterna, Komm! Sveriges Kommunikationsbyråer & Musiksverige).

Nylander, J., Carlsson, E., & Milton, A. (2025). Uppdaterad statistik för de kulturella och kreativa branscherna (p. 48). Kreativ Sektor. <https://kreativsektor.se/wp-content/uploads/2025/03/Rapport-Uppdaterad-statistik-for-de-kulturella-och-kreativa-branscherna-250331.pdf>



Use of AI is increasing in the EU's cultural and creative sectors, where AI technology is expected to reduce production costs, enhance creative processes ("augmented creativity"), and engage new audiences (those consuming generative content and new generative media).

European Commission. (2022). Study on Opportunities and Challenges of Artificial Intelligence (AI) Technologies for the Cultural and Creative Sectors. <https://digital-strategy.ec.europa.eu/en/library/study-opportunities-and-challenges-artificial-intelligence-ai-technologies-cultural-and-creative>



Globally, 75% of all companies are striving to adopt AI technology within the next five years, which will mean significant changes in the labor market and require substantial educational efforts to meet future skills needs.

Battista, A. D., Grayling, S., Hasselaar, E., Leopold, T., Li, R., Rayner, M., & Zahidi, S. (2023). *The Future of Jobs Report 2023*. World Economic Forum.

4IR



Artificial intelligence (AI) is set to profoundly change the global economy, with some commentators seeing it as akin to a new industrial revolution [i.e. 4IR]

Cazzaniga et al. (2024). Gen-AI: Artificial Intelligence and the Future of Work (IMF Staff Discussion Note SDN2024/001). International Monetary Fund.



AI Technologies in Creative Sectors

AI Technology Generativity Properties

Properties of technologies with a high degree of generativity:

- Useful for a variety of tasks
- Easy to use and adapt in varied contexts
- High availability

Information technology with high generativity (*note: not the same as being generative, i.e. produce information*) has previously led to societal shifts (i.e. PC, Internet, Smartphones).

AI technologies can be argued to have a high level of generativity for creative sector design and production needs:

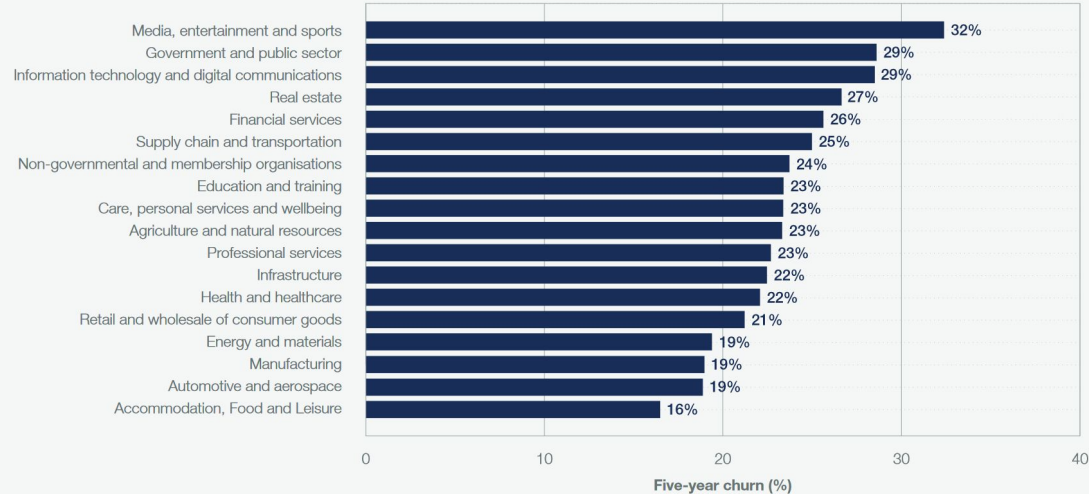
- Useful, easy to use, adaptive, available
- Domain expertise can enhance AI assisted workflows
- New forms of mediation

Transformative effects of AI in Creative Sectors

The creative sector ranks among the top in terms of evolving job roles, likely due to its high exposure to generative AI.

Up to one-third of job roles may be affected by AI exposure within the next five years.

Battista, A. D., Grayling, S., Hasselaar, E., Leopold, T., Li, R., Rayner, M., & Zahidi, S. (2023). *The Future of Jobs Report 2023*. World Economic Forum.



Source

World Economic Forum, Future of Jobs Survey 2023.

Source

Labour-market churn refers to the total expected job movement - including both new roles being created and existing roles destroyed - as a proportion of current employment. This excludes situations where a new employee replaces someone in the same role.

AI Adoption in Creative Sectors

Adoption of AI technologies across sectors, compared to the top sector (Education) in 2016.

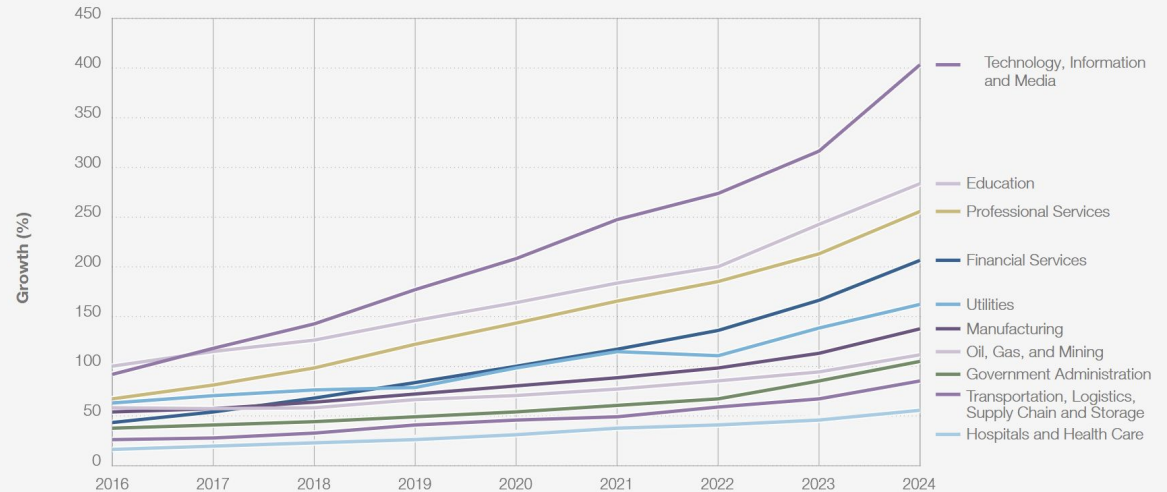
The Future of Jobs Report 2025. (2025). World Economic Forum.

<https://www.weforum.org/publications/the-future-of-jobs-report-2025/>

FIGURE B4.4

Growth in relative concentration of AI technologies, by industry, 2016-2024

AI concentration by industry, relative to 2016 value of the leading industry (2016 value = 1).



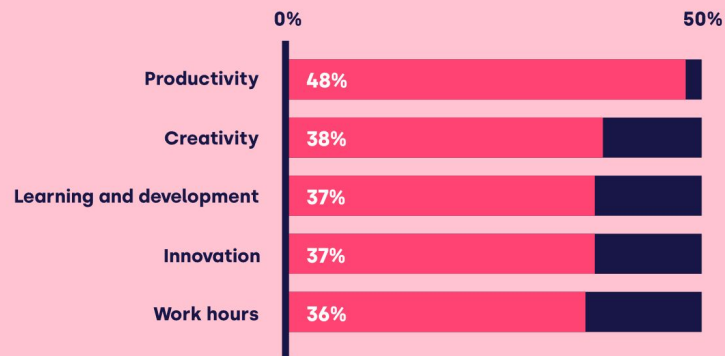
Generative AI in Swedish PR & Communication Sectors

88% of Swedish communication professionals use generative AI in their work.

52% feel stressed about having to keep up with the use of generative AI.

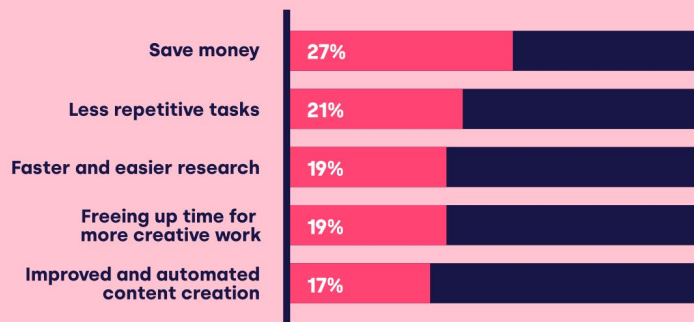
Laurin, L. (2024). *State of Nordic PR & Communication 2024*.

Top 5 areas professionals believe will improve with the help of generative AI



Matrix question where the respondents could choose between: Improve, Stay the Same, Decrease or Don't know. The list presents the most common answers. (n= 451)

Top 5 areas professionals believe are/will be the main values of using generative AI



Respondents could choose a maximum of three answer alternatives. The list presents the most common answers. (n= 451)

AI
SWEDEN

Project RE:CREATE

Strengthened design process in digital collaboration

Med stöd från



VÄSTRA
GÖTALANDSREGIONEN



Co-funded by
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Project Assumptions

Based on pre-study interviews with project collaborators from creative sectors (architecture, film, industrial design, textile manufacture/fashion):

- Solutions defined by creative sector experts who are informed about technology have higher relevance than solutions defined outside creative sectors (i.e., tech giants, academic researchers unfamiliar with industry needs, consumer-oriented solutions)
- Creative sectors are already familiar with "off-the-shelf" solutions (i.e., LLMs, Text-to-Image, Text-to-Video etc.), these solutions do not match actual needs in design/production processes
- Solutions need to conform with ethical standards of creative sectors, or they will not be used/be sustainable
- Solutions from one creative sector are transferable to other creative sectors, as all have similar need in design processes (ex: an industrial designer could use a similar approach to design visualization as an architect)

AI Technology Diffusion

AI Technology application in the creative sectors of Sweden could be considered based on technology diffusion factors:

- **Relative advantage** The degree to which the innovation is perceived as better compared to the existing alternative
- **Compatibility** The degree to which the innovation is perceived as being consistent with existing values, past experiences and needs of adopters
- **Complexity/Usability/Ease of use** The degree to which an innovation is perceived as difficult to understand and use
- **Triability**: the degree to which an innovation may be experimented with on a limited basis
- **Observability**: the degree to which the results of an innovation is visible to others

Rogers, E.M.: *Diffusion of Innovations*, 4th Ed. Free Press, New York, NY (1995).

Project Activities

- **Lectures, seminars** (Introducing technologies, showcasing application examples from local creative sector, high TRL)
- **Workshops** (Concept Development workshops, TRL 0-2, inspired by “native” examples with higher TRL)
 - What (Define needs)
 - Why (Define motivation)
 - How (Feasibility)
 - Who (Collaboration)
- **Tech Forum** (AI + Creative Sector Application Expert experience exchange)

Progression of activities:

- **Lecture/Seminar** (Hi TRL Examples, Methods) →
- **Concept Workshop** →
- **Tech Forum/Prototyping Workshop** →
- **University Collaboration** (Education/Research)

Outcomes

- **Assisting creative sectors in developing concepts and enable early prototyping of innovative AI applications**
- **Understanding challenges in technology diffusion (Relative advantage, Compatibility, Complexity, Triability, Observability)**
- **Enable university collaboration with creative sectors of Sweden (education, research)**
- **Increase knowledge of relevant AI technologies and possible application areas in creative sectors of Sweden**
- **Address ethical challenges with AI technology applications for creative sectors**

Re:Create

www.ai.se/en/project/recreate

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