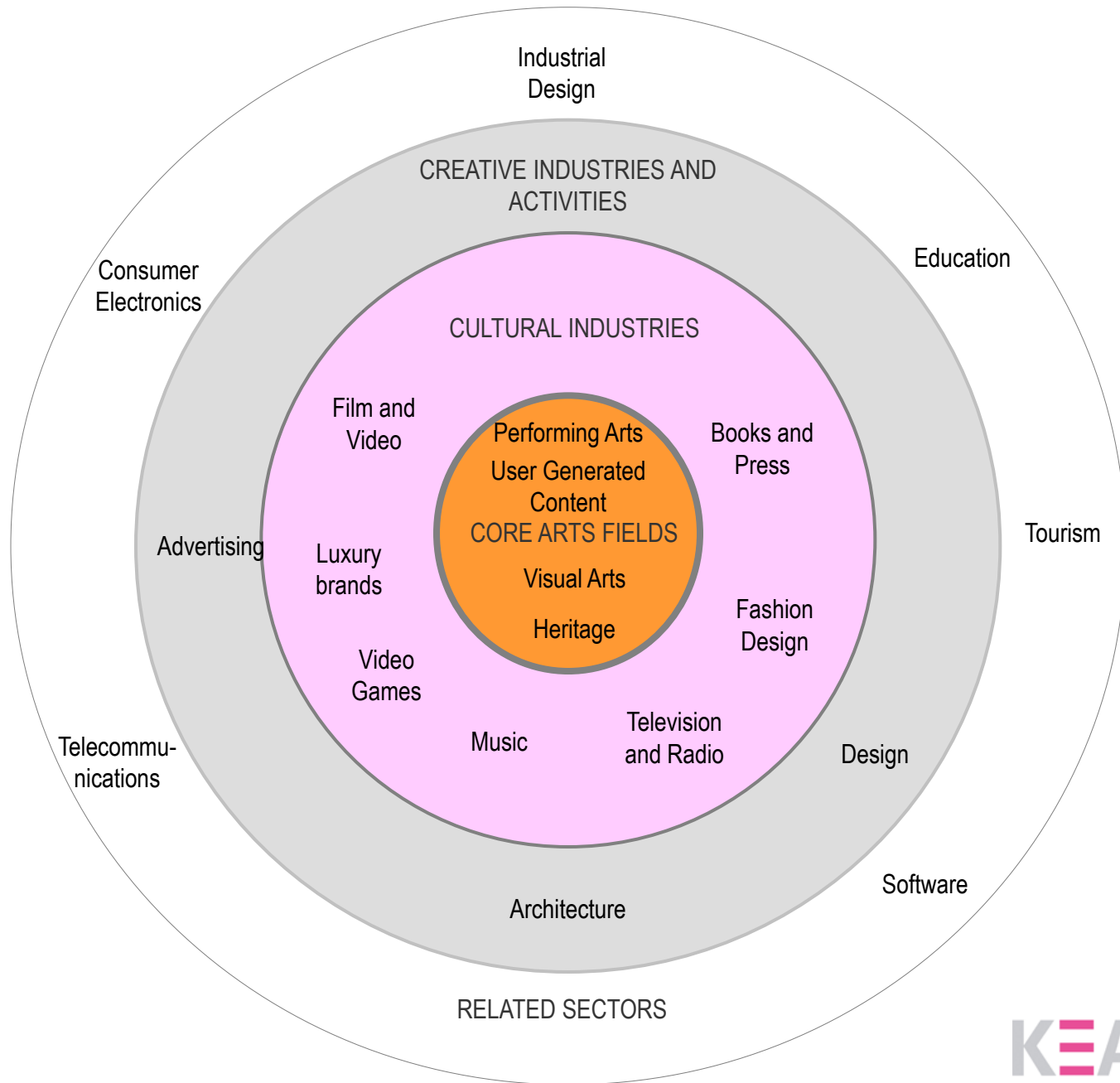


Measuring the Impact of Investment in Culture and Creative Industries

Hong Kong

3 Mai 2013



5.8 millions

employed in the economy of culture

€ 654 billion

turnover of culture and creative industries

1.4 million

companies

3% of EU's GDP

Source: KEA - Economy of Culture - 2006

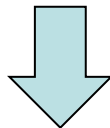


QUARTIER DE LA CREATION

The new dimension of cultural investment : a fundamental element of **ATTRACTIVENESS**

- **Well being** / Urban planning / Social interactions / tolerance/ cultural amenities / education
- **Jobs and growth**
 - Entrepreneurship in the Creative economy
 - Apprehend the emerging new sources of growth and jobs
 - Nurture creative spillovers

Attractiveness aimed at investors, talents, visitors and the local population



Quality of Life

**Le
voyage
à Nantes**

www.levoyageanantes.fr

DU 15 JUIN AU
19 AOÛT 2012

**FAITES LE VOYAGE
À NANTES !**

UNE VILLE RENVERSÉE
PAR L'ART...

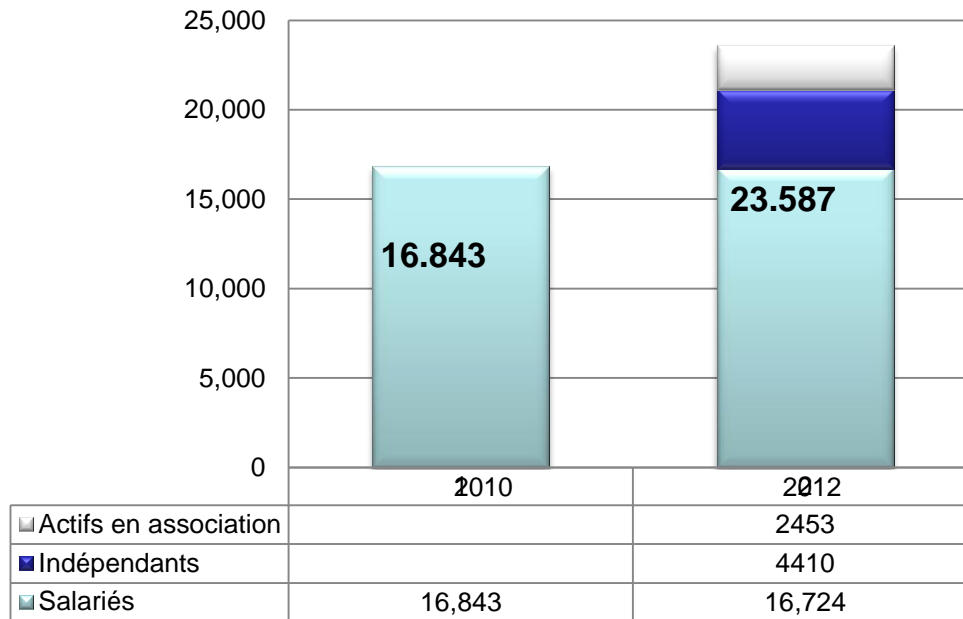
**BRUXELLES NANTES :
4H22* EN TGV**

(*MEILLEUR TEMPS DE PARCOURS)



How to better capture and evaluate ICC performances?

Employment – new figures



Indépendants et associations prépondérants dans certaines filières :

- **Mode et design:** 860 actifs dont 78% d'indépendants
 - **Activités photographiques:** 680 actifs dont 60% d'indépendants
 - Arts du spectacle vivant: 1605 actifs dont 78% d'associations
 - Création artistique: 541 actifs dont 90% d'indépendants
- } Industries créatives
} Secteur culturel

How to better capture and evaluate ICC performances? (b)

Approach by profession (used for London and Ile-de-France): identify creative professions in ICC and other sectors of the economy

Méthode

- Global data on creative professions according to data from population census .
- Distinction between employment in ICC and creative employment in other sectors. Research amongst companies .
- In Ile-de-France, around 35% of creative employees are working outside ICC.

Proposed Solutions

- Enquiries at the level of « filières » to evaluate the creative part in enterprises 'activities and establish the distinction between ICC and the rest..
- Testing with technology clusters / ICT as a first step

Mons, European Capital of Culture 2015



- Culture investment for local economic devpt
- Evaluation impact of the investment.
- Methodology to measure sustainability of culture investment.
- Partnership with local university for local capacity buidling.
- Data collection for evidence-based policy.



Measuring : Creative Spillovers



- Creative/artistic skills and competences to nourish other sectors of the economy and society
- Break the silos between disciplines
 - Universities (Aalto)
 - Research Centres
 - Businesses
 - Administration
- Invent and experiment tools and methods to support innovation
- Expand the reach of culture activities (to work places)

<http://urbact.eu/en/projects/innovation-creativity/creativespin/homepage>

Measuring Impact of Policy Measures : Classification of policy support measures (I)

The following classification is used to categorise support measures (SMs) and identify related indicators:

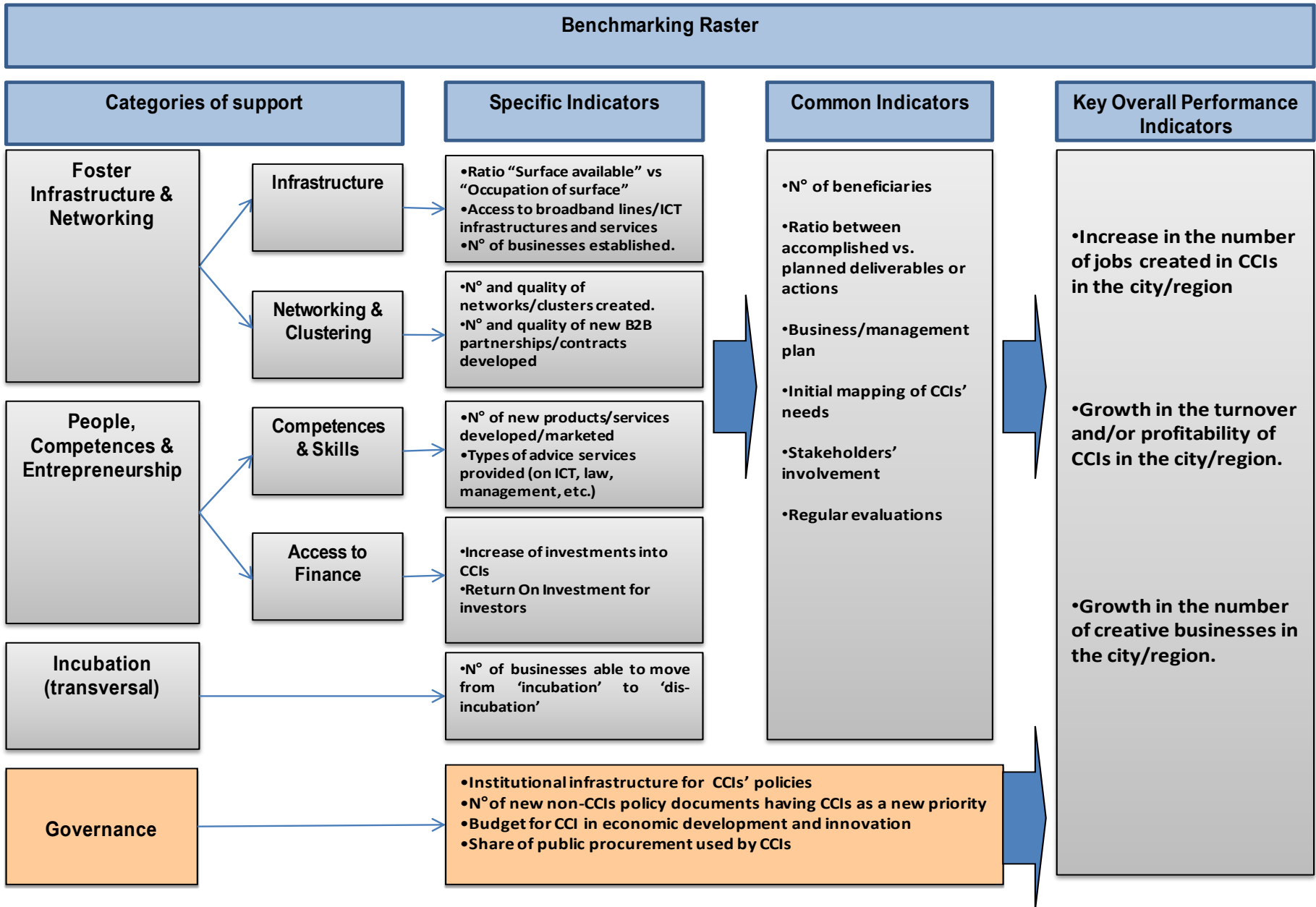
1. Infrastructure and clustering/networking

2. People, competences and entrepreneurship

3. Incubation – transversal to categories 1 and 2

4. Governance of CCIs' policies – transversal/upstream

The benchmarking raster



Measuring to Support Coherent Policies and Investment

- Support the design of evidence-based policies
- Stimulate and justify public and private investment in CCIs
- Position the city/region as a specialised creative centre
- Brand cities and regions to investors, companies and talents
- Help revisit local governance by supporting synergies between different policy areas (culture, education, technology, urban planning, and support to SMEs)

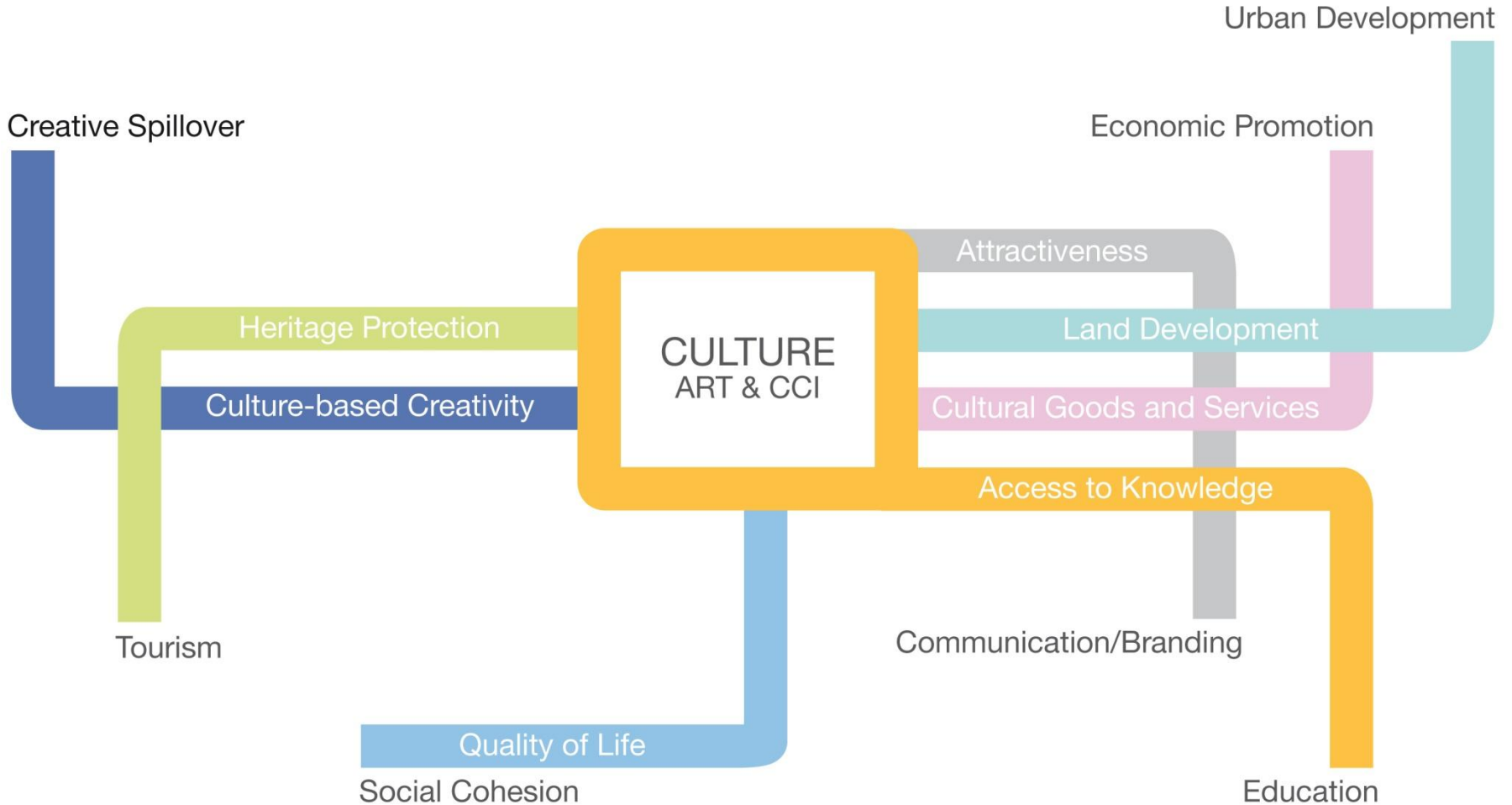
The Narrative on Culture

- Culture, like the environment, is a resource (it is not a « sector »)
- It is a resource that provides and nurtures :
 - Singularity, distinctiveness, excellence, originality , (territory)
 - Disruptive thinking skills , intuition, leading to innovation and creativity (people)
- This resource properly mined delivers:
 - Attractiveness (for investors, talents, tourists)
 - Well being and social cohesion (quality of life)
 - Economic growth (SMEs/entrepreneurship/spillover)
 - Innovation

Typology of Cultural Resources

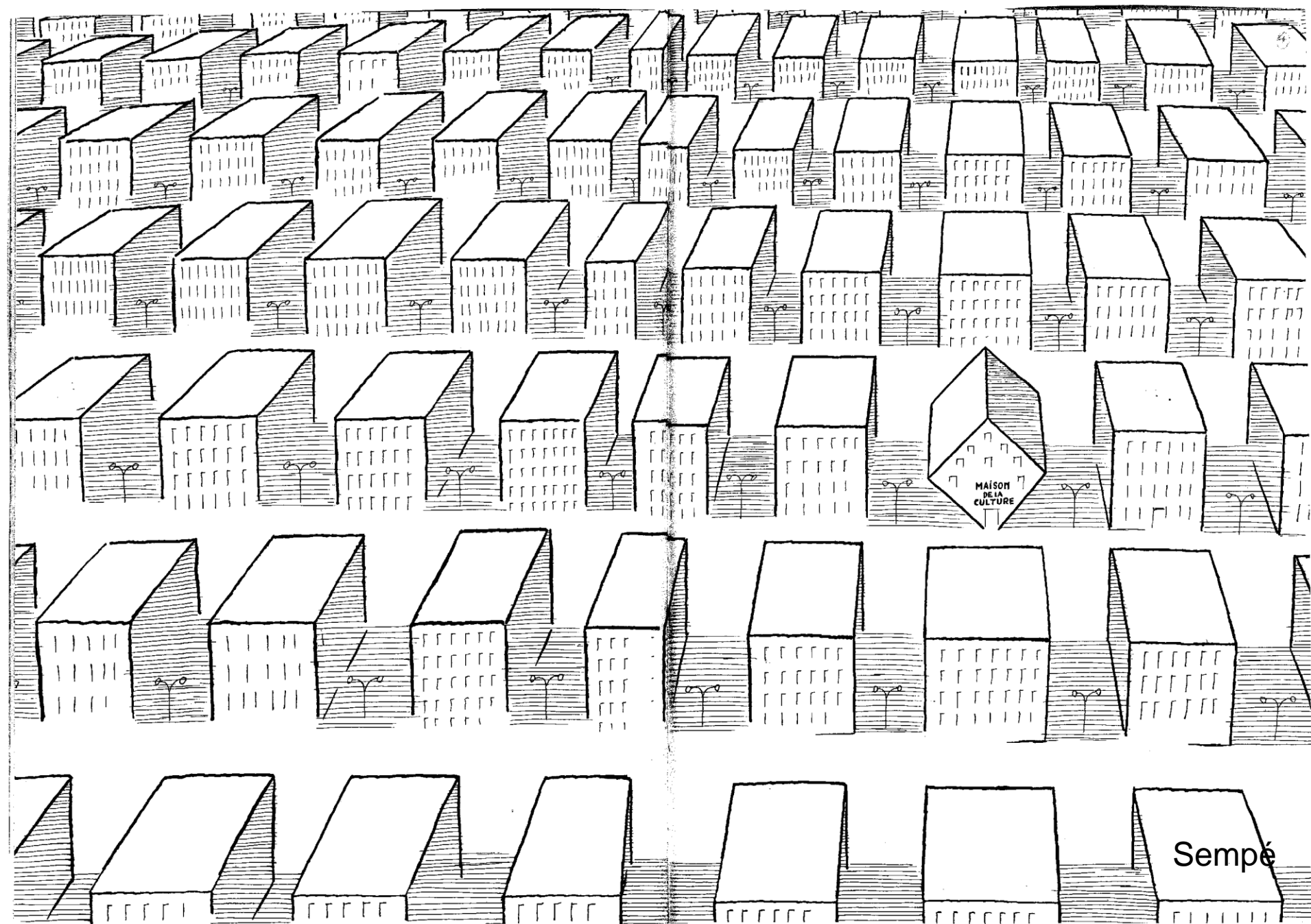


CULTURE FOR INNOVATIONS AND SUSTAINABILITY



Why a new narrative ?

- To help culture being mainstreamed in policy actions (like for the environment)
- Culture is an asset to be :
 - Preserved (heritage but also contemporary creation) – to value the past but also the non-marketable.
 - Nurtured as source of innovation and creativity. Culture an essential element of the creative economy.

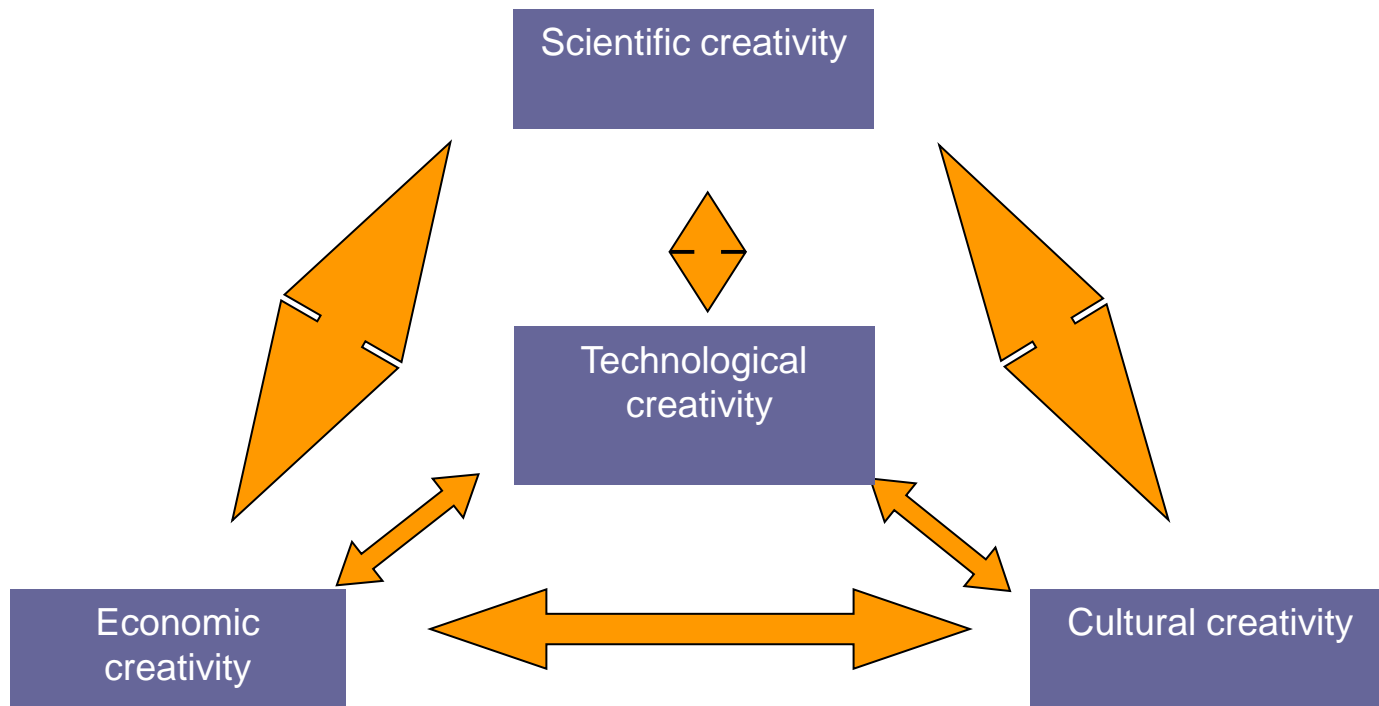


MAISON
DE LA
CULTURE

Sempé

Creativity – Multi-dimensional

“Creativity” is defined as a cross-sector and multidisciplinary way, mixing elements of “artistic creativity”, “economic innovation” as well as “technological innovation.”



A process of interactions and spill-over effects between different innovative processes



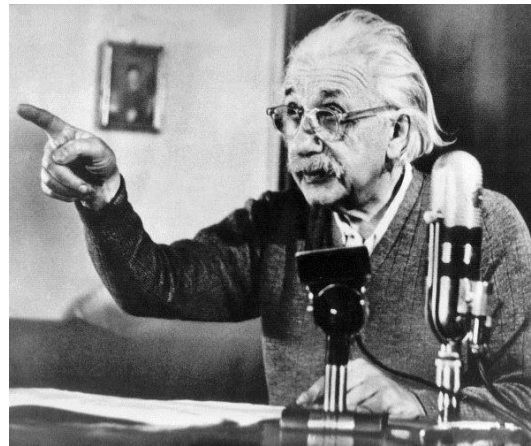
iPhone 3G
25,000 apps. And counting.

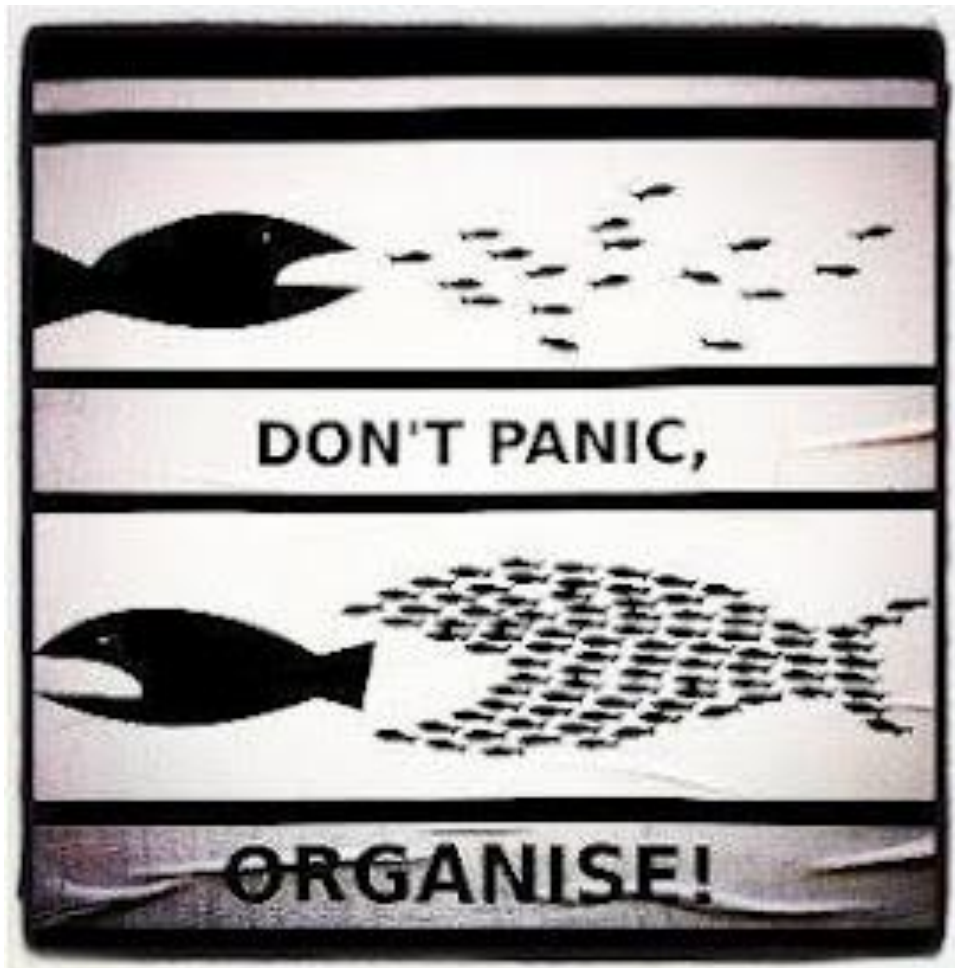


The funnest iPod ever.

Millions of songs. Thousands of games. Countless hours of fun. The new iPod touch.

**“Not everything that counts can be measured,
and not everything that can be measured
counts.”**





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KEA « Creative Europe » on LinkedIn and Facebook

Credits :

Sempé – Le Monde de Sempé (vol1), Edition Denoel