



United Nations
Educational, Scientific and
Cultural Organization



FOCUS

UNESCO World Forum
on Culture &
Cultural Industries

THIRD UNESCO WORLD FORUM ON CULTURE AND CULTURAL INDUSTRIES

*CULTURE, CREATIVITY AND SUSTAINABLE DEVELOPMENT.
INNOVATION, RESEARCH, OPPORTUNITIES.*

Florence, 2-4 October 2014

PRESENTATIONS of the THEMATIC PANEL NEW APPROACHES TO MEASURING CHANGE

Friday 3 October 2014

Moderator: **Ra-Sablga Seydou Ouedraogo** (Burkina Faso), Coordinator of the Institute FREE Afrik, Economics for Freedom Burkina Faso

Rapporteur: **Hector Schargorodsky** (Argentina), Director of the Cultural Observatory, Faculty of Economical Sciences, University of Buenos Aires

Panelists: **Pierluigi Sacco** (Italy), Professor of Economy of Culture, IULM University (Milan)
David Throsby (Australia), Professor of Economics at Macquarie University, Sydney
Guiomar Alonso Cano, Chief of the Culture Unit, UNESCO Office in Dakar
Yago Namaro (Burkina Faso), Statistician, Center of Statistics of the Union économique et monétaire ouest-africaine
Omar López (Colombia), International Expert on Culture for Development Indicators
Michael Soendermann (Germany), Statistical Adviser of the Council of Europe
Alfonso Castellanos Ribot (Mexico), Expert in Cultural Statistics and Indicators
Xiong Chengyu (China), Director, National Research Center of Cultural Industries in Tsinghua University

Measurement issues for the cultural industries

David Throsby

Professor of Economics

Macquarie University, Sydney, Australia

Presentation to thematic panel session at *Third UNESCO World Forum on Culture and Cultural Industries*, Palazzo Vecchio, Florence, 2-4 October 2014

What do we want to measure?

- for effective policy-making we need objective reliable systematic data
- the data that policy-makers require relate to the economic, social and cultural value yielded by the cultural sector
- we need to build up databases over time: snapshots are useful but we need to be able to comprehend change.

Measurement of the direct economic value created by the cultural industries

- statistics of interest: gross value of output, contribution to GDP, value added, employment, exports etc.
- critical issue: how to classify the cultural industries?
 - UIS Framework for Cultural Statistics
 - structural classifications such as concentric circles model, WIPO model etc.
- the way ahead: cultural satellite accounts starting to emerge in several countries

Measurement of the non-market value created by the cultural industries

- importance of public and community benefits from the arts and culture
- the economic value of these benefits can be measured as community willingness-to-pay
- well-established methodologies for measurement
- these non-market benefits may be at least as great as the direct benefits in economic terms

Measurement of the social and cultural value created by the cultural industries

- various social indicators are useful
- measurements of subjective well-being are being more widely applied
- there is as yet no settled methodology or unit of account for measuring cultural value
- UNESCO Culture for Development Indicators Suite is a practical tool yielding a range of useful and relevant data
- new approaches to measuring cultural value are currently in development



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Diversity of
Cultural Expressions

UNESCO CULTURE FOR DEVELOPMENT INDICATORS

We always had stories about culture's role in development. Now we have indicators



Culture for Development Indicators (CDIS)

1

22

7

12

150

Methodology

Indicators

Dimensions

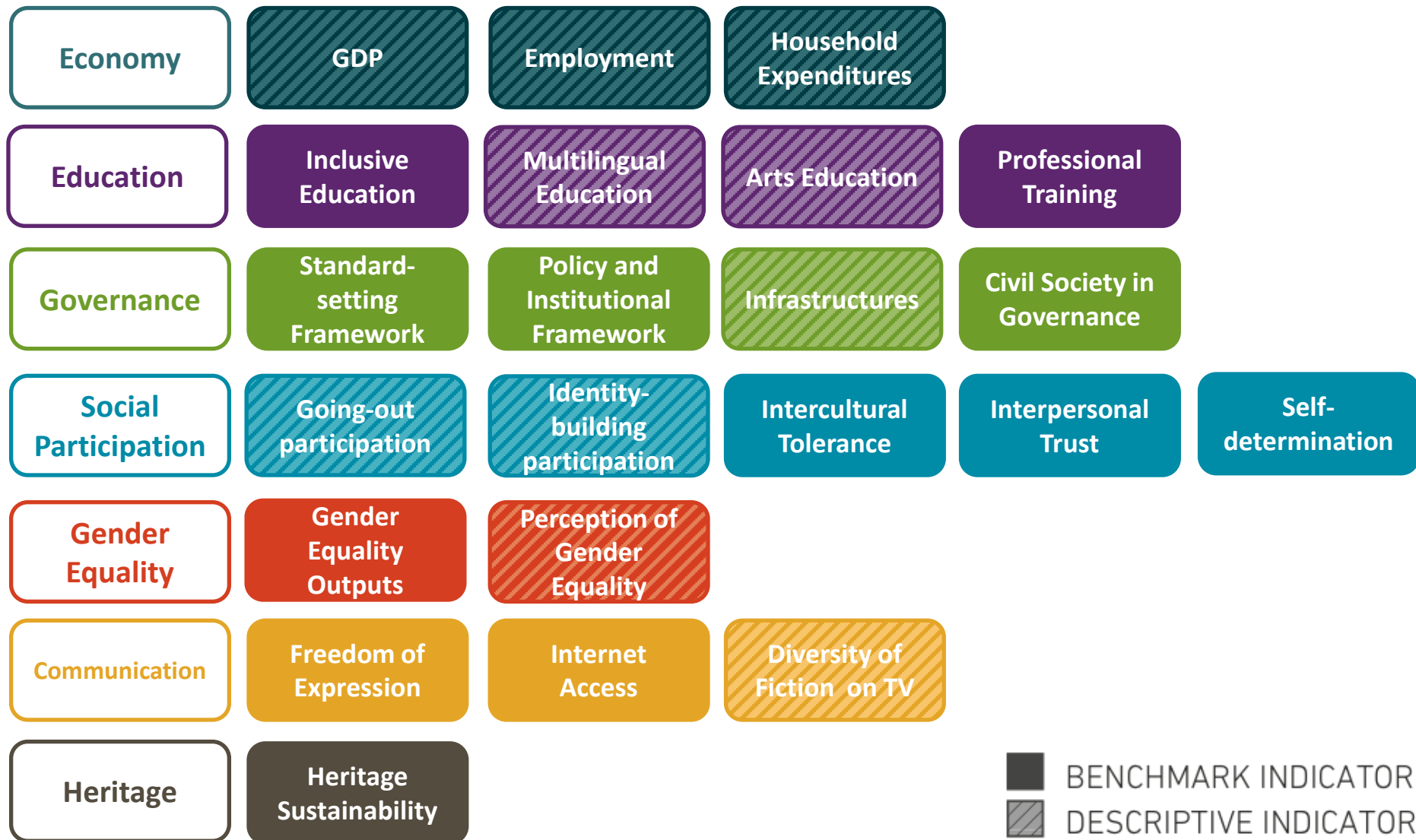
Countries

Partners

Demonstrate with figures the contribution of culture in development

Assess the environment for enhancing and sustaining cultural assets, resources, and processes for development

Culture for Development Matrix



2 Kinds of Indicators

→ **Benchmark Indicators:** A goal to aim for, comparability

Education

Inclusive
Education

Ideal: All individuals between 17-22 years of age have 10+ years of education, no education deprivation of less than 4 years. Set to a scale of 0 to 1, 1 representing this ideal.

Ghana: 0.57/1
Namibia: 0.77/1

Colombia: 0.94/1
Bosnia and Herzegovina: 0.99/1

Governance

Standard-
setting
Framework

Ideal: All international and national instruments, legislation and regulations identified as key for the protection and promotion of culture, cultural rights and cultural diversity have been adopted. Checklist on a scale from 0 to 1.

Swaziland: 0.42/1
Cambodia: 0.43/1

Uruguay: 0.82/1
Burkina Faso: 0.95/1

→ **Descriptive Indicators:** No one best ideal to be achieved, context is important

Economy

GDP

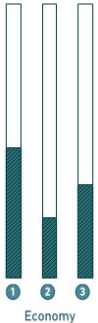
No one ideal % of GDP to be achieved. There is not yet a direct or implied scale of achievement.

Ecuador: 4.76%
Ghana: 1.53%

Colombia: 3.41%
Bosnia and Herzegovina: 5.72%

7 Dimensions

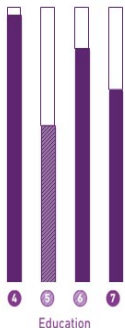
Economy



→ *Capture the contribution of the cultural sector to economic development: and its potential for growth*

- *Added value to GDP*
- *Cultural Employment*
- *Household expenditures on culture*

Education



→ *Priority given by public authorities to support an education system that:*

- *offers the broadest possible coverage – cultural right*
- *values diversity and openness -*
- *promotes a competitive and creative class.*

7 Dimensions

Governance



→ *Public commitment for creating the conditions to structure the cultural sector, strengthen cultural processes, and promoting diversity of views and voice*



Social Participation



→ *Assess how cultural practices, values and attitudes may orient behaviour – inclusion, cooperation and individual empowerment*



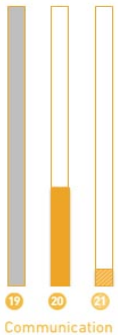
7 Dimensions

Gender Equality



→ Assess objective and subjective gaps between women and men in their opportunities and rights to take part in cultural social, economic and political life

Communication



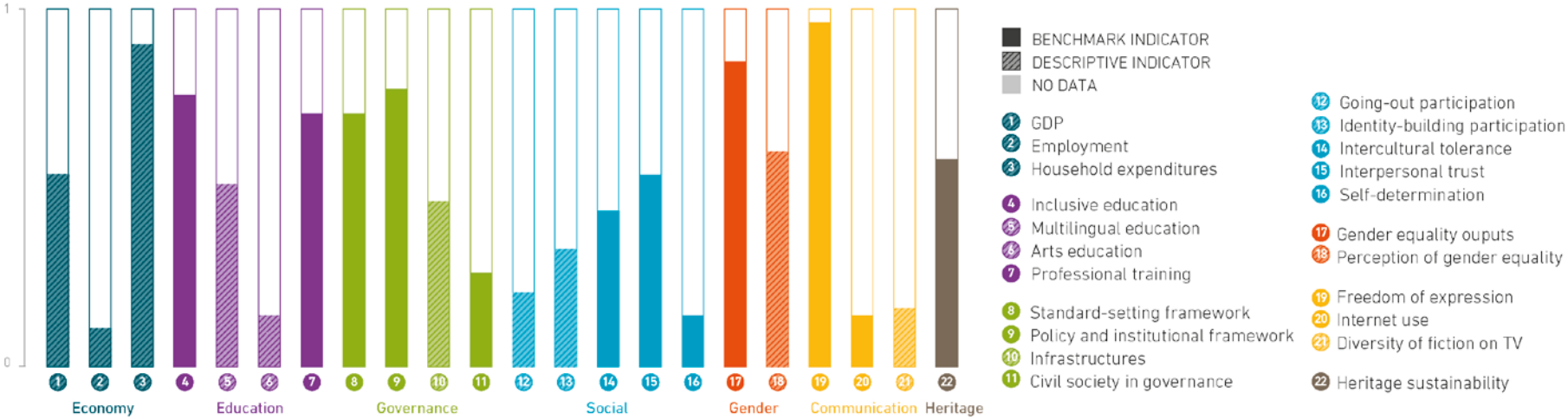
→ Assess conditions of access, enjoyment of diverse content and freedom of expression,

The 7 Dimensions

Heritage

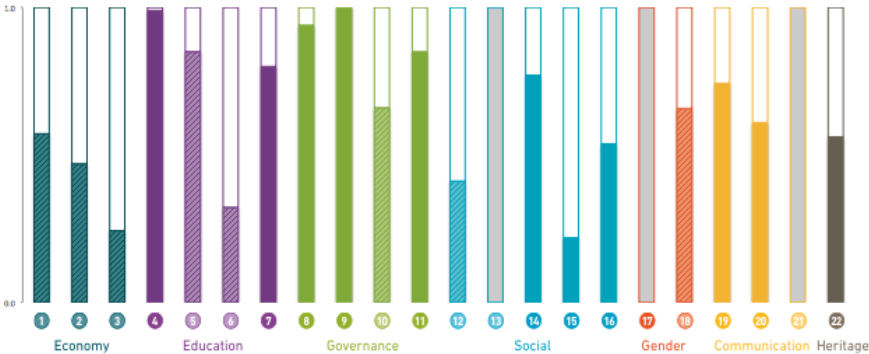


→ Public commitment to set up and enforce (standards, policies and measures to protect and promote heritage, ensuring access and its sustainability)

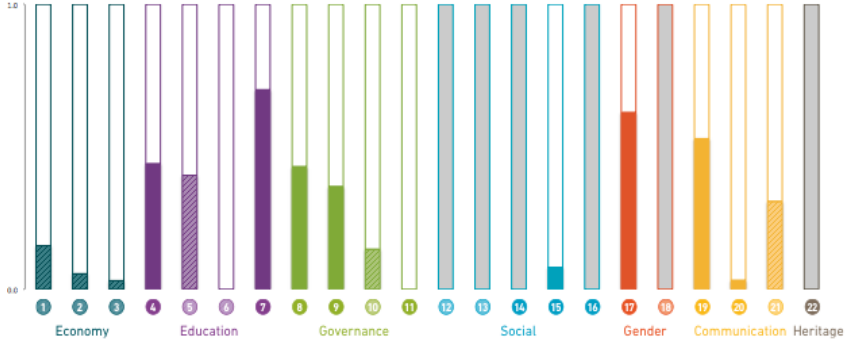


Culture for Development DNA

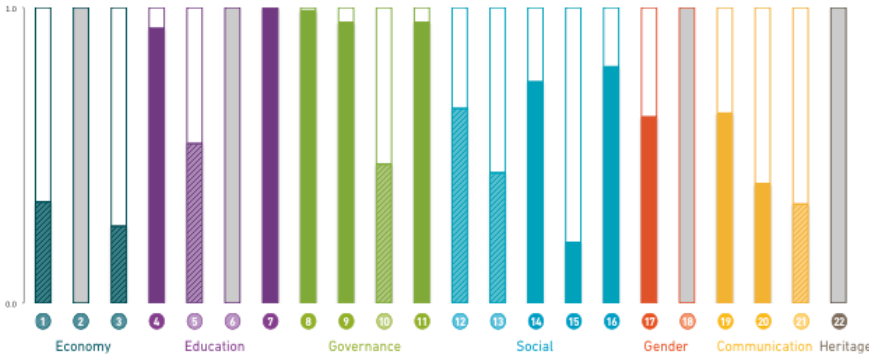
Bosnia and Herzegovina : Culture for Development DNA



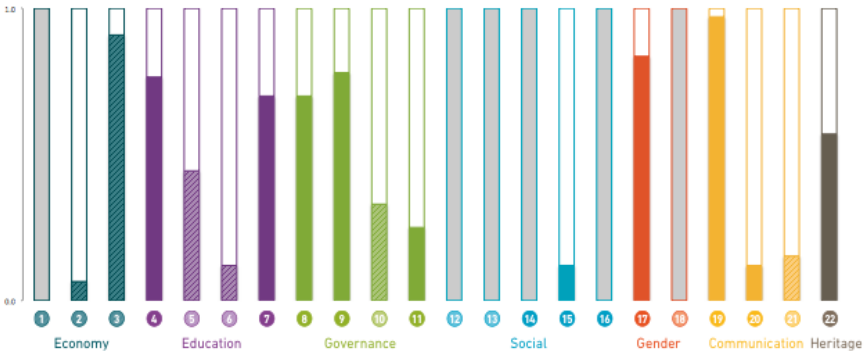
Cambodia : Culture for Development DNA



Colombia : Culture for Development DNA



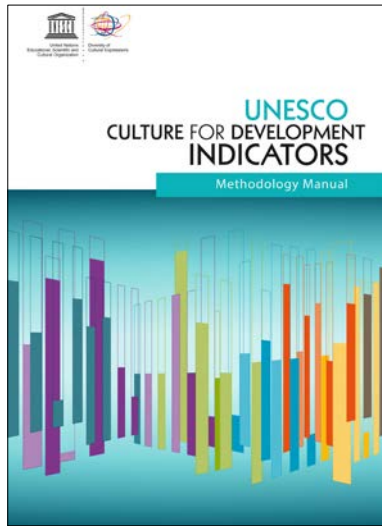
Namibia : Culture for Development DNA



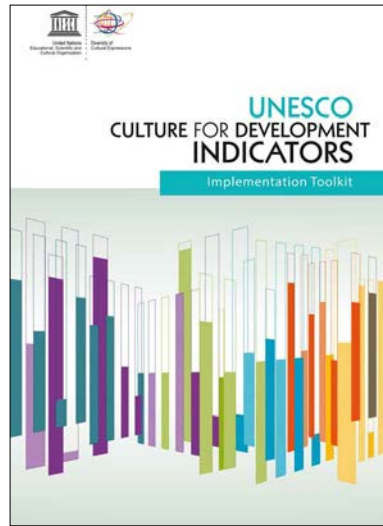
CDIS : a measurable basis driving real life policy impact

- **Informed cultural policies for development**
 - Informing the formulation of a Cultural Policy for **Cambodia**
- **Integration of culture in development strategies and plans**
 - Inclusion of culture in the next UNDAF (2014-2018) in **Namibia**
 - Integration of culture indicators in **Ecuador's** National Development Plan
 - On-going discussions between UN agencies regarding the integration of culture in the next UNDAF in **Ghana**
- **Strengthened national statistics and information systems**
 - Inclusion of culture questions in 2014 Multiple Indicators Cluster Survey in **Swaziland**
 - Informing the preparation of a a National Satellite Account for Culture in **Peru**
 - Inspired a larger research process led by the Ministry of Culture to measure the contribution of culture at the local level in **Colombia**

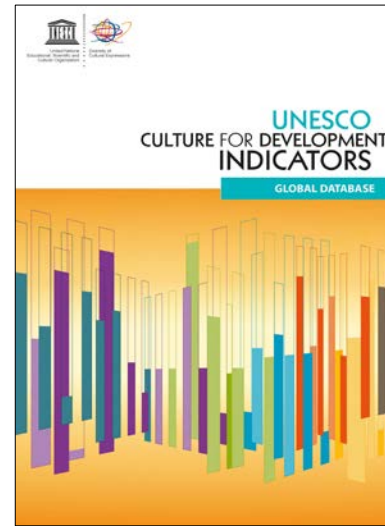
Products and tools



Methodology Manual



Implementation Toolkit



CDIS Global Database



11 Analytical Briefs



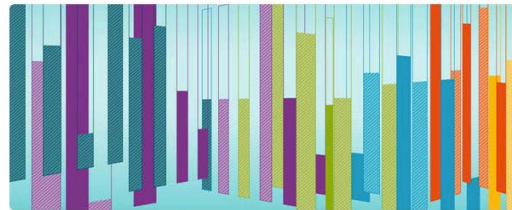
To be published Oct/Nov 2014 on our new website:

www.unesco.org/creativity/cdis

CDIS e- platform

2005 Convention | International Fund | Periodic Reports | **Development Indicators** | Capacity Building

About | Dimensions | Countries | Toolbox



To know that culture impacts sustainable development is one thing.

To know how it does it is the role of the CDIS.

UNESCO Culture for Development Indicators (CDIS) is an advocacy and policy tool that assesses the multidimensional role of culture in development processes through facts and figures. [Read more](#)

Development Indicators

Operating in maintenance mode.

1
innovative
Methodology

The UNESCO CDIS Toolbox provides step-by-step guidance for the construction and analysis of 22 indicators highlighting the multidimensional contribution of culture to development processes.



analyzing
7
Dimensions

The Culture for Development Indicators (CDIS) assesses 7 key policy dimensions, offering a global overview of the cross-cutting interrelations between culture and development.

- 1. Economy**
Measures the contribution of culture to economic development.
- 2. Education**
Analyses the priority given to culture within the educational system, notably as an enabler for inclusion and diversity.
- 3. Governance**
Examines the system of national of cultural governance.

- 5. Gender Equality**
Examines culture's role in the reality and the perceptions of gender equality.
- 6. Communication**
Analyses the conditions in place for diffusing and accessing diverse cultural content.
- 7. Heritage**
Assesses public frameworks to

based on
22
Indicators

Culture for Development DNAs are unique visual tools that summarize national results of the 22 indicators, and facilitate a comparable understanding at the global level.



tested in
11



Tested and implemented worldwide in 11 countries, the CDIS generates original facts and figures demonstrating the multidimensional contribution of culture to development with

For more information

Please contact:

Guiomar Alonso Cano: g.alonso@unesco.org

or

cdis@unesco.org

All CDIS tools and results will be published soon:

www.unesco.org/creativity/cdis

CDIS in action: Burkina Faso

Yago Namaro

Statistician, Center of Statistics WAEMU

Technical leader of the implementation of the CDIS in Burkina Faso

CDIS in Burkina Faso

Structure of the Presentation

- CDIS Implementation in Burkina Faso: a participative and capacity building process
- Results in brief: first analysis of cultural assets and impact of cultural policies for development
- Outputs of CDIS implementation in Burkina Faso

CDIS in Burkina Faso

A highly participative and capacity-building process

A local team led by the Ministry of Culture and the Institute of Statistics, supported by periodic meetings with several ministries and key stakeholders

Actors involved for the first time on issues related to culture and development = **Creating awareness**

Demonstration of their key role in the production and sharing of data = **better governance and transparency**

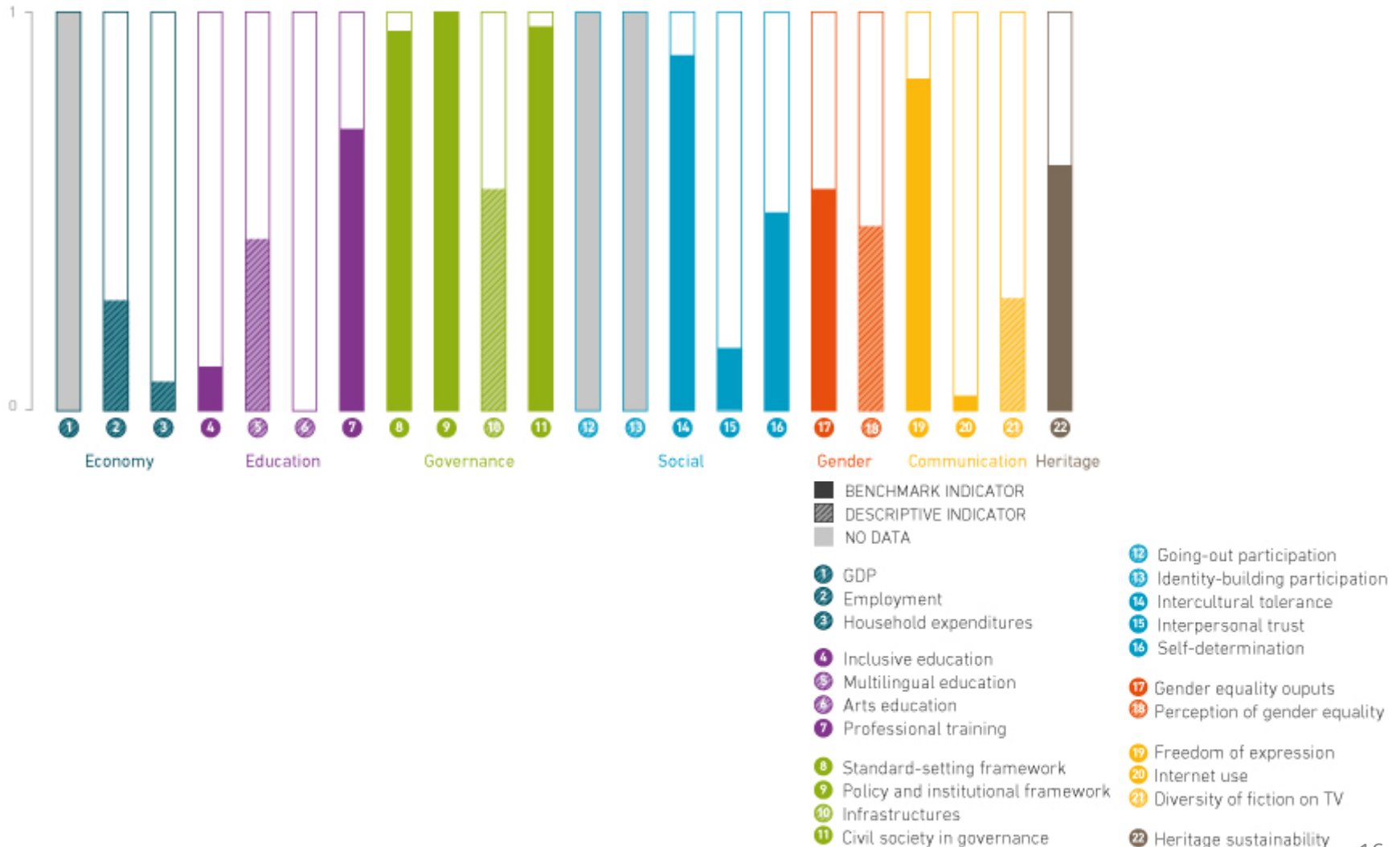
Support from higher authorities to address these critical issues = **willingness to invest in key fields for national development**

UNESCO support is essential for the harmonization of national cultural statistics with international standards

CDIS in Burkina Faso

Culture and Development DNA of Burkina Faso

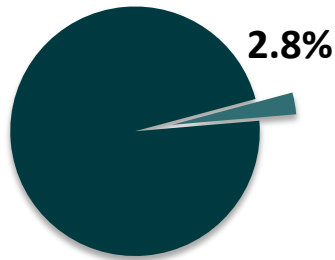
BURKINA FASO: Culture for Development DNA



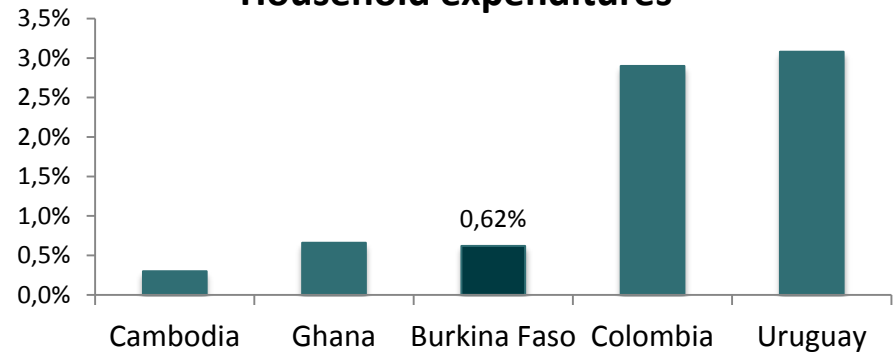
CDIS in Burkina Faso

Institutionalization and structuring of the culture sector

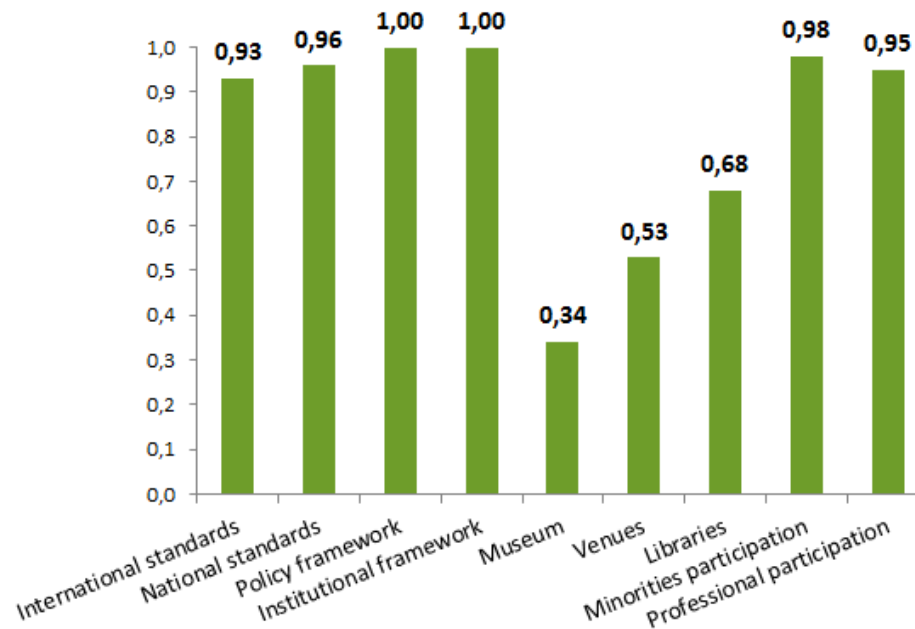
Cultural Employment



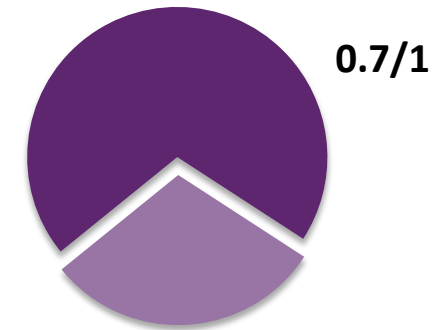
Household expenditures



Cultural Governance



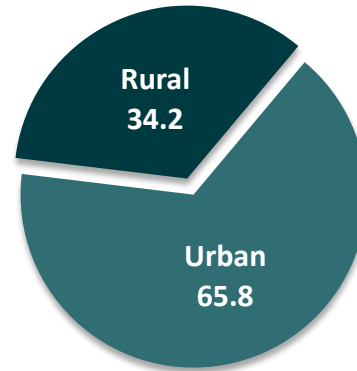
Professional training in the culture sector



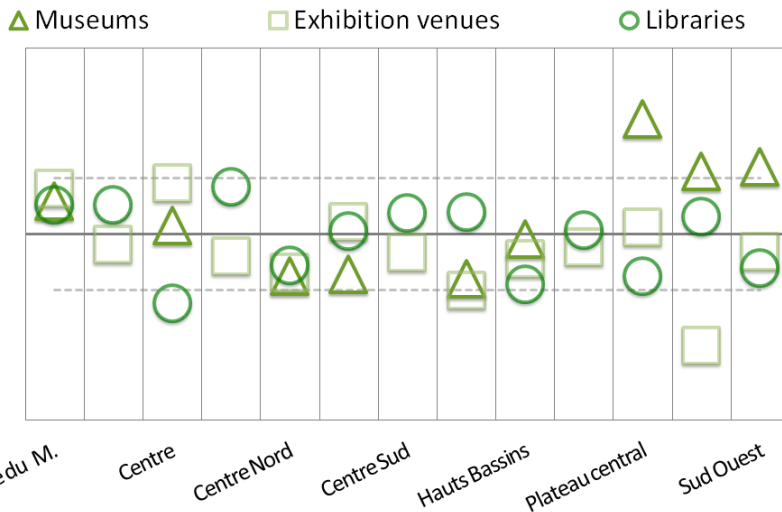
CDIS in Burkina Faso

Strong regional disparities

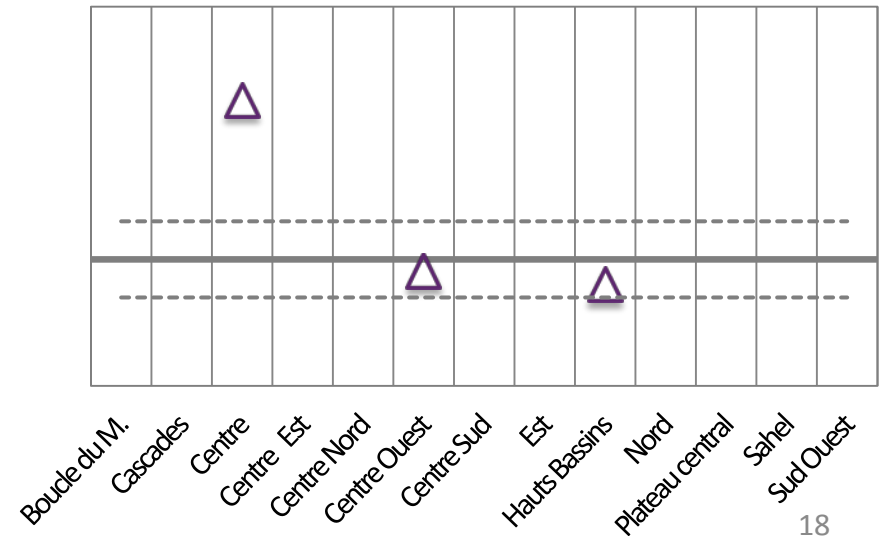
Cultural Employment



Distribution of selected cultural infrastructures relative to the distribution of the country's population in administrative divisions immediately below State level (Relative Standard Deviation)



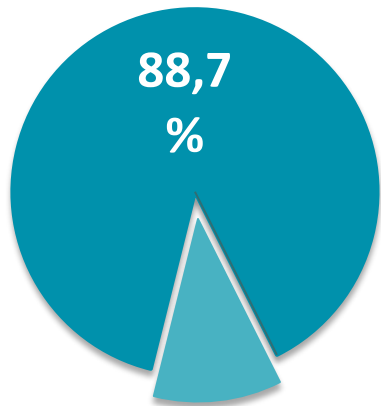
Institutions for artistic and cultural training



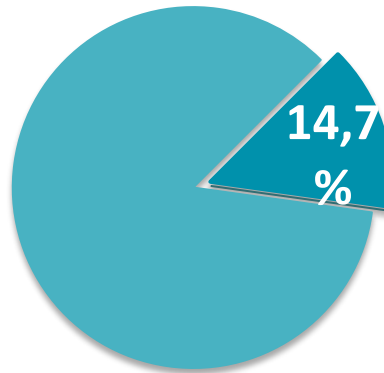
CDIS in Burkina Faso

Culture as a component of social cohesion and human development

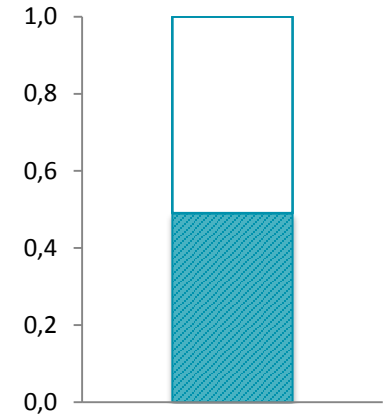
Tolerance of other cultures



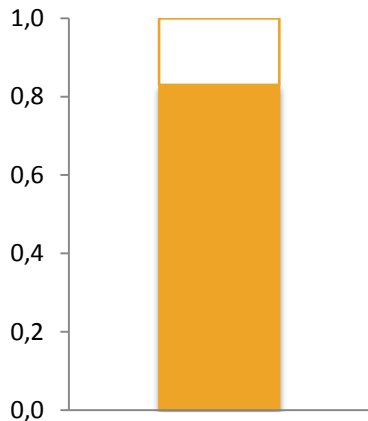
Interpersonal trust



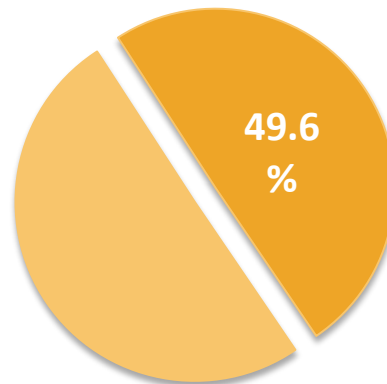
Freedom of self-determination



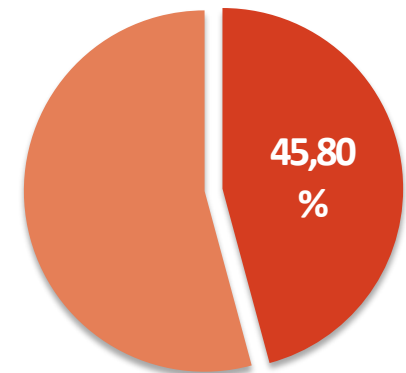
Freedom of Expression



Perception of Freedom of expression



Perception of Gender equality



CDIS in Burkina Faso

Courses of action and research on culture and development

→ Identification of national needs for Culture and Development

→ Strengthen the structure and dynamism of the cultural sector

→ Strengthening social cohesion and the fulfillment of basic human rights

CDIS in Burkina Faso

Conclusion : outputs

Unique collaboration for culture and development at the national level

- **Valorization and cooperation of the various stakeholders**
- **Awareness-raising and adoption of concepts**
- **Clearer understanding of the links between culture and development thanks to infographics**

New tools for monitoring and evaluating public policy for Culture and Development

- **MCT and INSD are working towards a memorandum of understanding for further investigation**



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Educational, Scientific and
Cultural Organization

Diversity of
Cultural Expressions

UNESCO CULTURE FOR DEVELOPMENT INDICATORS

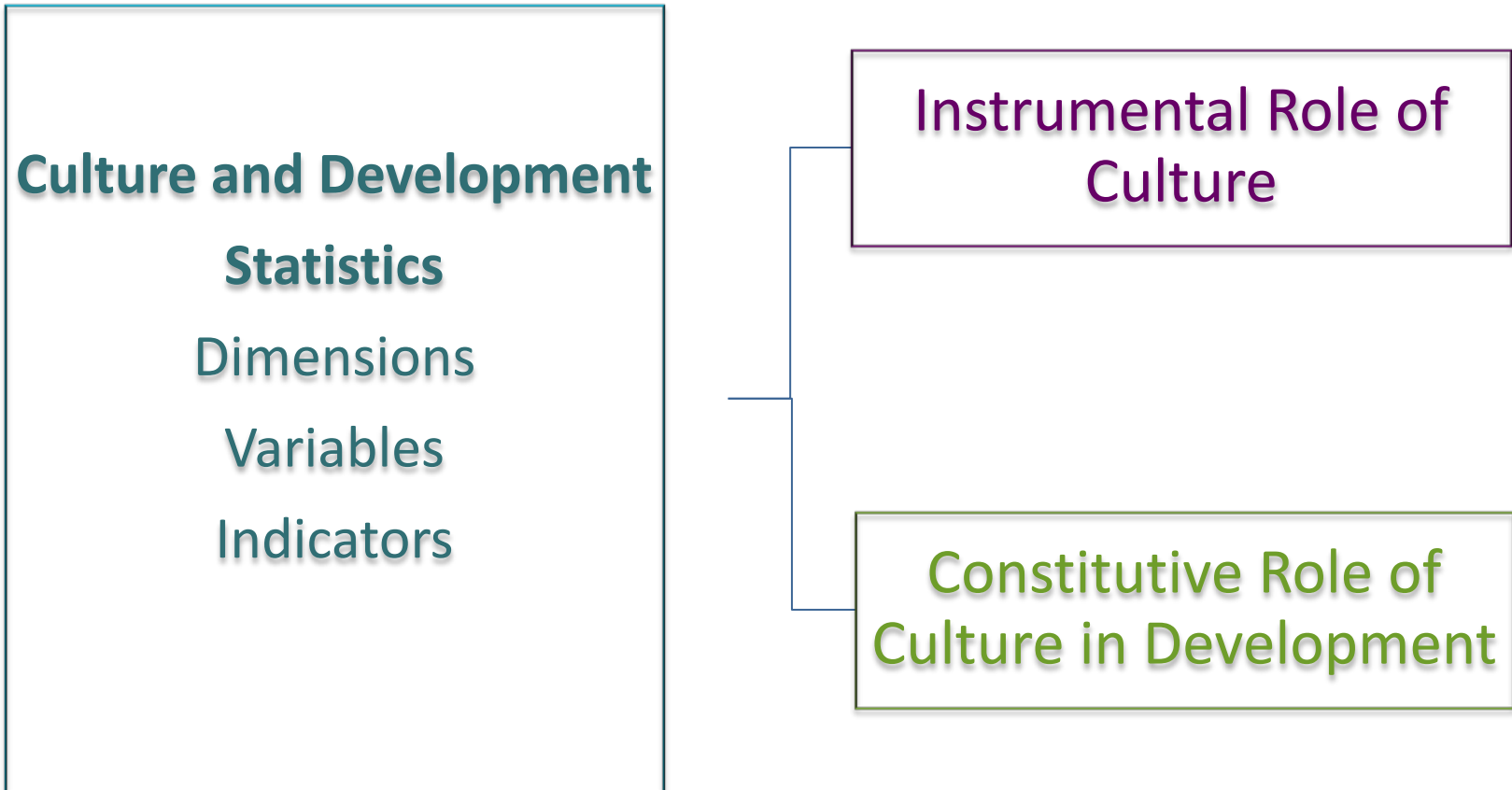


Structure of the Presentation

- **Key conceptual basis - Culture for Development Indicators (CDIS)**
- **Main findings of CDIS in Colombia**

Key Conceptual basis of the CDIS

Roles of Culture in Development



Roles of Culture in Development



→ Constitutive Role Culture in Development

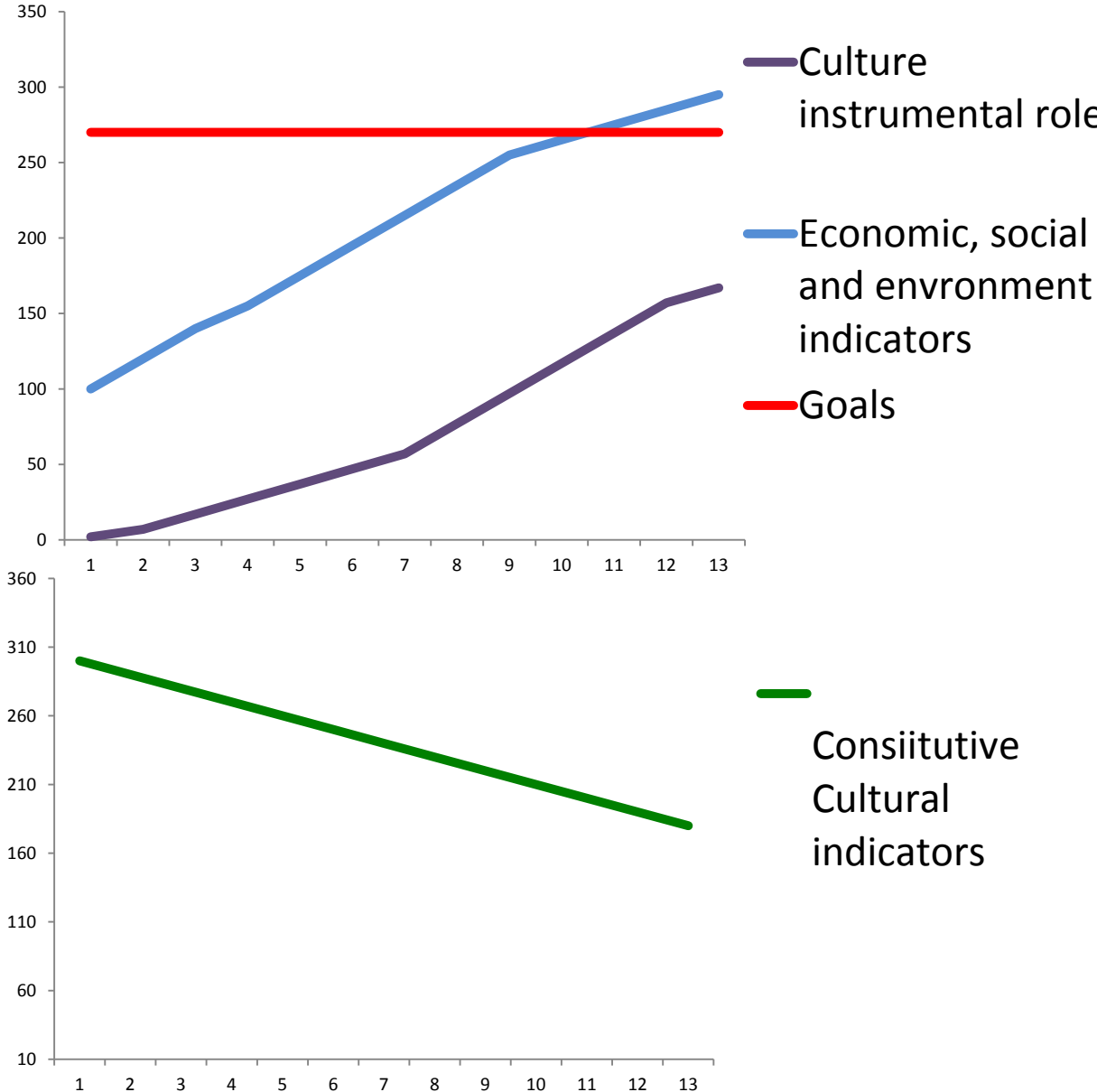


Roles of Culture in Development

- Income per capita
- International trade
- Reductions in childhood mortality
- CO2 emission

- Culture Industries
- Cultural Tourism

- Loss of cultural heritage expressions
- Concentration in the supply of cultural contents
- Discrimination of cultural minorities
- Lack of public symbolic spaces in cities
- Low cultural capital in new emerging middle classes



Roles of Culture in Development

→ Instrumental
Role of
Culture in
Development

Demonstrate with facts and figures the inclusive role of culture both a *driver* and *enabler* for development

→ Constitutive
Role of
Development

Assess the environment for enhancing and sustaining cultural assets, resources, and processes for development

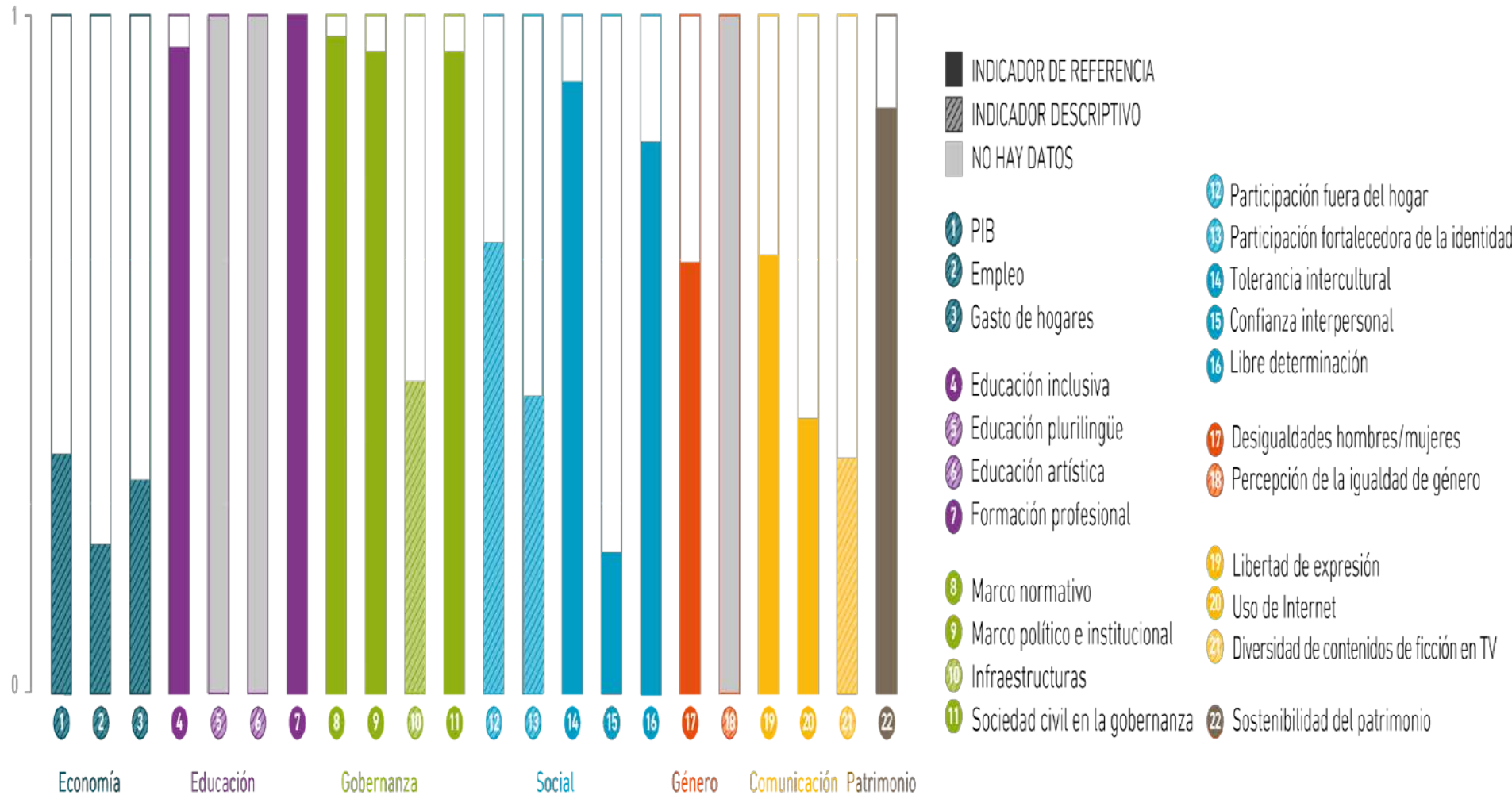
The 7 CDIS
Dimensions

Main findings of CDIS in Colombia

CDIS in Colombia

Culture and Development DNA of Colombia

COLOMBIA: ADN en Cultura para el Desarrollo



Principle findings of CDIS in Colombia

- Norms and institutions on culture advances (constitution, cultural and national laws, incentives, Ministry and Secretaries of Culture) but still many challenges to enforce cultural roles in development
- National public expenditure -0,74%- Core culture GDP 1,67%
- Growth in small emerging sectors: design, some performing arts
- The positive effects of cultural policies in diversity and economic performance in films industry: Added value -growth four period rate 52% - 2 (1997) to 23 (2013) national movies exhibited
- Low level of access to outside home -cultural activities- average 30%-

Principle findings of CDIS in Colombia

- Regional disparities in access to culture in some sectors
- Educational and income inequalities- cultural access inequalities - interpersonal trust and trust to other cultures
- Challenges in heritage management and enforcement of arts in schools
- Strong limitations to press expression -Colombia conflict and de facto power in some regions
- Gender advances but challenges in labor conditions and poor gender traps

CDIS in Colombia

- Evidenced advances in cultural statistics development in Colombia and its relevancy (Cultural Participation Survey Satellite Accounts, etc.)
- Institutional Participation
- Use of the results in policy documents and reports
- Reference for an initiative - goes in depth on culture and development at the regional and municipality level –MC-

Third UNESCO World Forum on Culture and Cultural Industries

2 - 4 October 2014, Florence, Italy

Panel 5: New Approaches to Measuring Change

Measuring the true Value of Culture

Michael SOENDERAMNN

Adviser of the Council of Europe/ERICarts

Director Offic for Culture Industries Research,
Cologne/Berlin, Germany

The opening point

The 3 Panel Questions

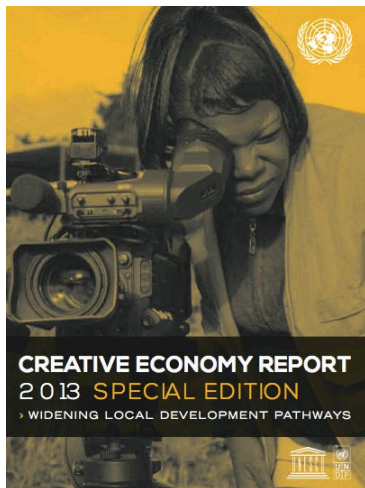
(1) What **strategies** can allow measuring change in the cultural sector?

(2) How do **different definitions** of culture and development impact the possibility to measure change?

(3) How do we **measure the long-term impact** of culture using tools which favour the immediate impact?

(1) What strategies do we need?

Economic output	:	Economic contribution of Culture Creative Sectors	for policy makers
Social output:	:	Employability of the CCS	for society
Cultural output	:	Artistics producation	for artists/creatives



UN Creative Economy Report 2013

Chapter 6

- *Economic output*
- *Social output*
- *Cultural output*

(2) The different definition of culture

Small or large delimitations

Traditional or modern views

Qualitative or quantitative insights



UNESCO Framework for Cultural Statistics 2009

Chapter 2 and 3

- Defining culture for statistical purposes

(3) How do we measure the long-term impact of culture?

The capacity building of the statistical database in middle-term perspective 2008-2018 (European Council/ERICarts)

strategy	7 indicator	statistical source
Economic output	<ul style="list-style-type: none"> • value added • turnover 	Structural business statistics
Social output	<ul style="list-style-type: none"> • employed person • employees 	Labour force survey
Cultural output	<ul style="list-style-type: none"> • self employed artists • Gender • Professional training 	Labour force survey Business demography



UNESCO FCS Handbook No. 1 - Measuring the economic contribution of cultural industries 2012

Chapter 2: Basic model of the measures for economic size and structural analysis

The closing point

Our basic model to measure the contribution and change of culture based on statistical sources are...

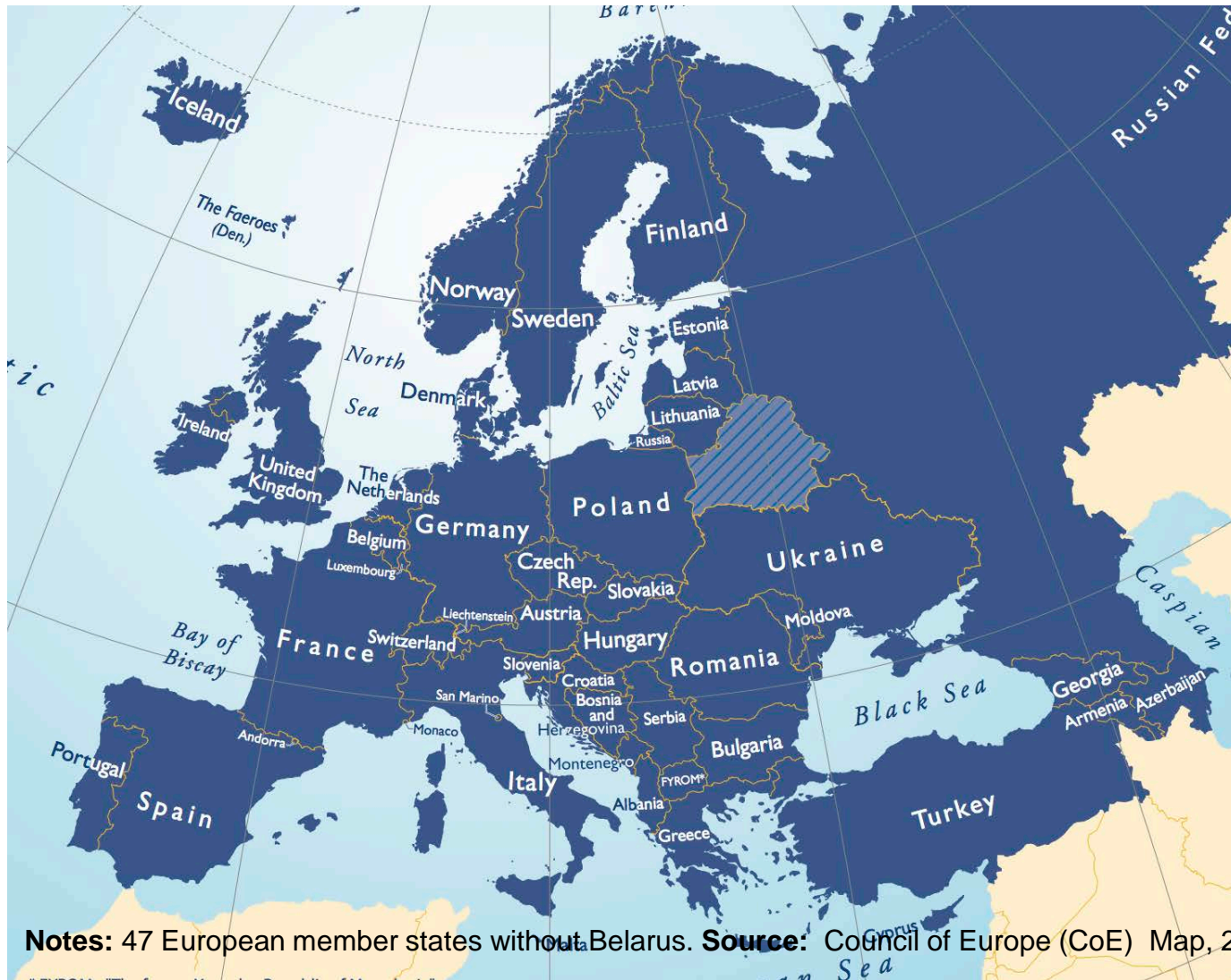
- Small = core definition of culture UNESCO FCS 2009)
- Simple = basic model of 7 quantitative indicators
- Useable = every research team on local, regional or national level

Useful for

- Policy makers = economic impact
- Society = labour force impact
- Artists/Creatives = artistic impact

The European Culture and Creative Sector

A European Council/ERICarts Compendium Project



Notes: 47 European member states without Belarus. **Source:** Council of Europe (CoE) Map, 2012

Thank you for your attention

Please contact:

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Statistical Adviser of the Council of Europe/ERICarts

Office for Culture Industries Research, Cologne, Germany

<http://www.kulturwirtschaft.de>



Third UNESCO World Forum on Culture and Cultural Industries

The Cultural Information System of the Americas as a tool for analyzing culture and development

Alfonso Castellanos Ribot

Florence, October 2014

SICLA

- **Sponsored by the Interamerican Development Bank**
- **In response to a demand expressed in various LAC regional meetings**
- **Relaying on existing data in national and international sources**
- **Identifying data gaps and setting priorities for filling them**

Sistema de Información Cultural de las Américas

English



OBJECTIVES

- **To develop a system of cultural information that is reliable, relevant, comparable and continuously updated for the different countries of Latin America and the Caribbean**

1st. phase

Participant countries



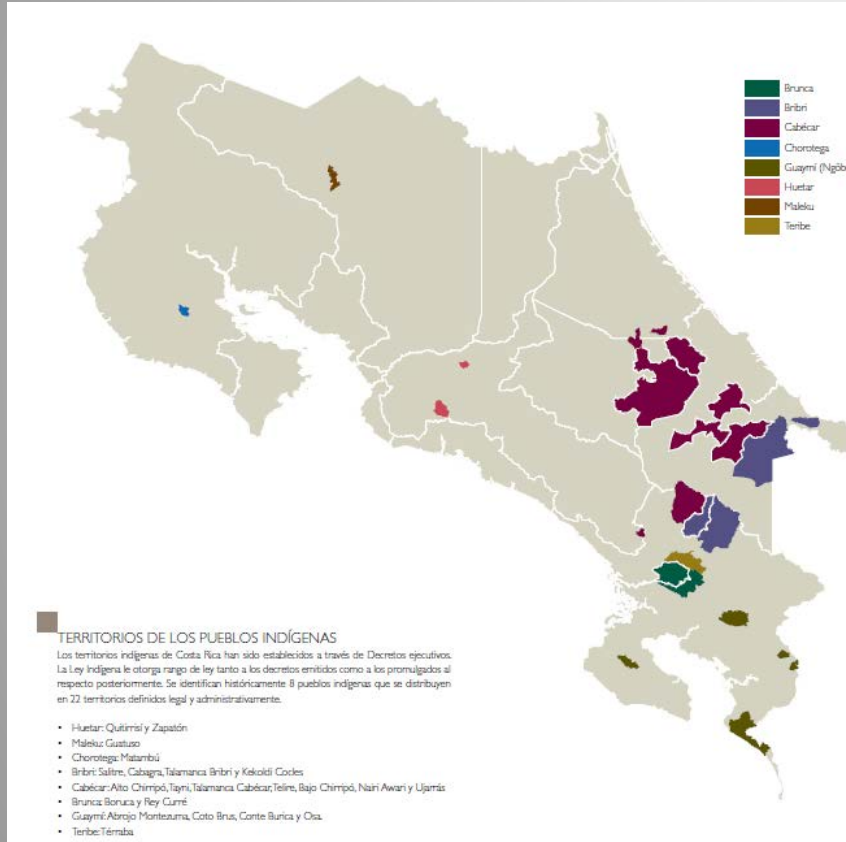
COSTA RICA

ECUADOR

JAMAICA

PERU

PRODUCTS



- An *Atlas of cultural heritage and infrastructure* for each country.
- A web-site (www.sicla.org) for interactive consultation of the data bases and continual up-dating

ATLAS (4)



Sistema de Información Cultural de las Américas

Ecuador Población indígena



Ministerio de Cultura
del Ecuador



Contexto sociodemográfico

Diversidad etnolingüística

- Población indígena
- Población
- Afrodescendiente
- Población Mestiza
- Población Blanca
- Población Montubio

Patrimonio natural

Patrimonio cultural

Infraestructura

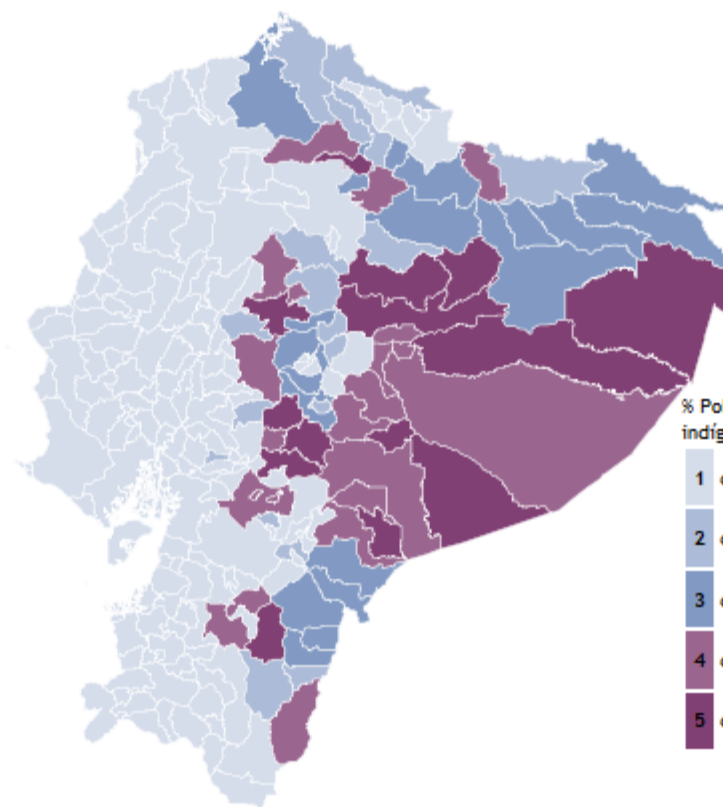
Medios

Equipamiento de las viviendas

Mapa

Tabla

Gráfica



% Población autodefinida como indígena por cantón

- 1 de 0.00 a 5.00 (145)
- 2 de 5.01 a 10.00 (20)
- 3 de 10.01 a 30.00 (22)
- 4 de 30.01 a 50.00 (21)
- 5 de 50.01 a 96.00 (16)

En Ecuador hay **7%** de habitantes autodefinidos como indígenas.

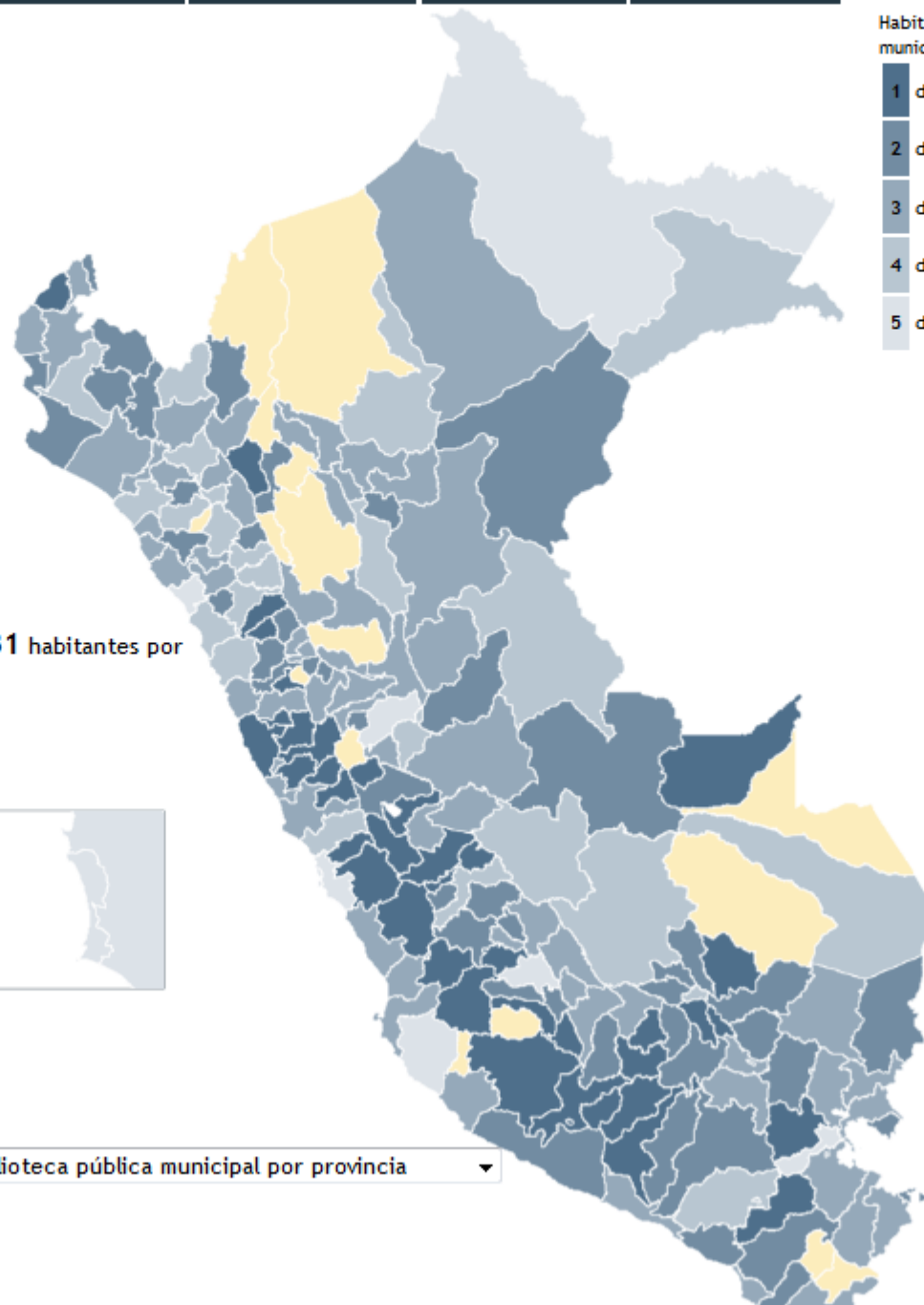
Seleccione:

% Población autodefinida como indígena por cantón

Bibliotecas
Municipales
Bibliotecas Escolares
Centros culturales
Museos
Teatros
Librerías
Salas de cine

Habitantes por biblioteca pública
municipal por provincia

- 1 de 2 000 a 10 000 (38)
- 2 de 10 001 a 20 000 (47)
- 3 de 20 001 a 50 000 (62)
- 4 de 50 001 a 100 000 (24)
- 5 de 100 001 a 250 000 (8)

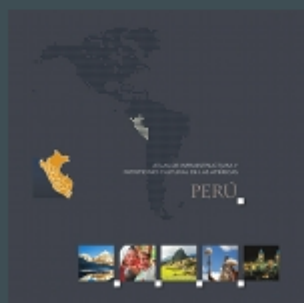


En Perú hay **37,531** habitantes por biblioteca.



Seleccione:

Habitantes por biblioteca pública municipal por provincia ▼



Sistema de Información Cultural de las Américas

Perú Bibliotecas Municipales



PERÚ

Ministerio de Cultura



Contexto sociodemográfico

Diversidad etnolingüística

Patrimonio

Infraestructura

- Bibliotecas Municipales
- Bibliotecas Escolares
- Centros culturales
- Museos
- Teatros
- Librerías
- Salas de cine

Medios

Equipamiento de las viviendas

Mapa

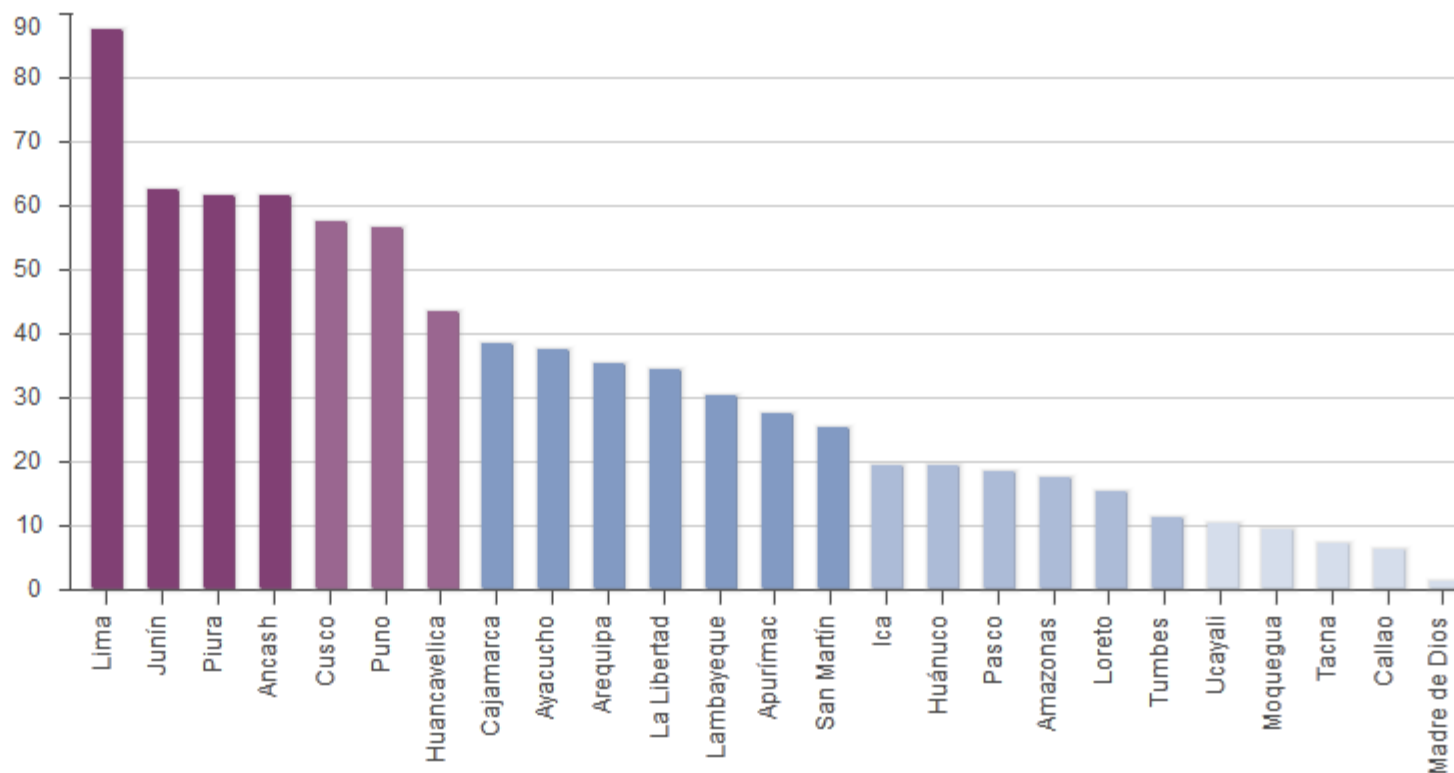
Tabla

Gráfica

Lista

Ficha

Bibliotecas Públicas Municipales por Departamento



Habitantes por rango

Provincias por rango

Bibliotecas
Casas de cultura
Museos
Teatros
Librerías
Salas de cine

Biblioteca Alberto Cañas de la Universidad Latinoamericana de Ciencia y Tecnología, ULACIT

Universidad Latinoamericana de Ciencia y Tecnología



Ubicación

Barrio Tournón, San Jose, Distrito Carmen
San José, San José, Carmen

Teléfono

2523 4015

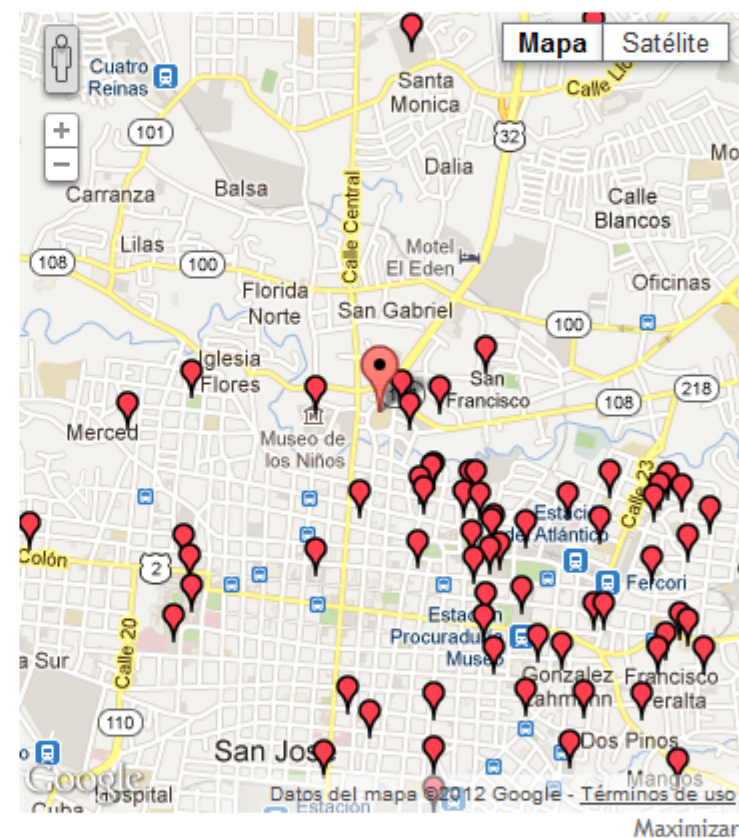
dirección electrónica

Datos generales

La biblioteca de la ULACIT cuenta con una colección general de libros, revistas internacionales, artículos actualizados y tesis. este acervo contribuye al proceso enseñanza-aprendizaje y a la investigación académica. Fuente: <http://www.ulacit.ac.cr>

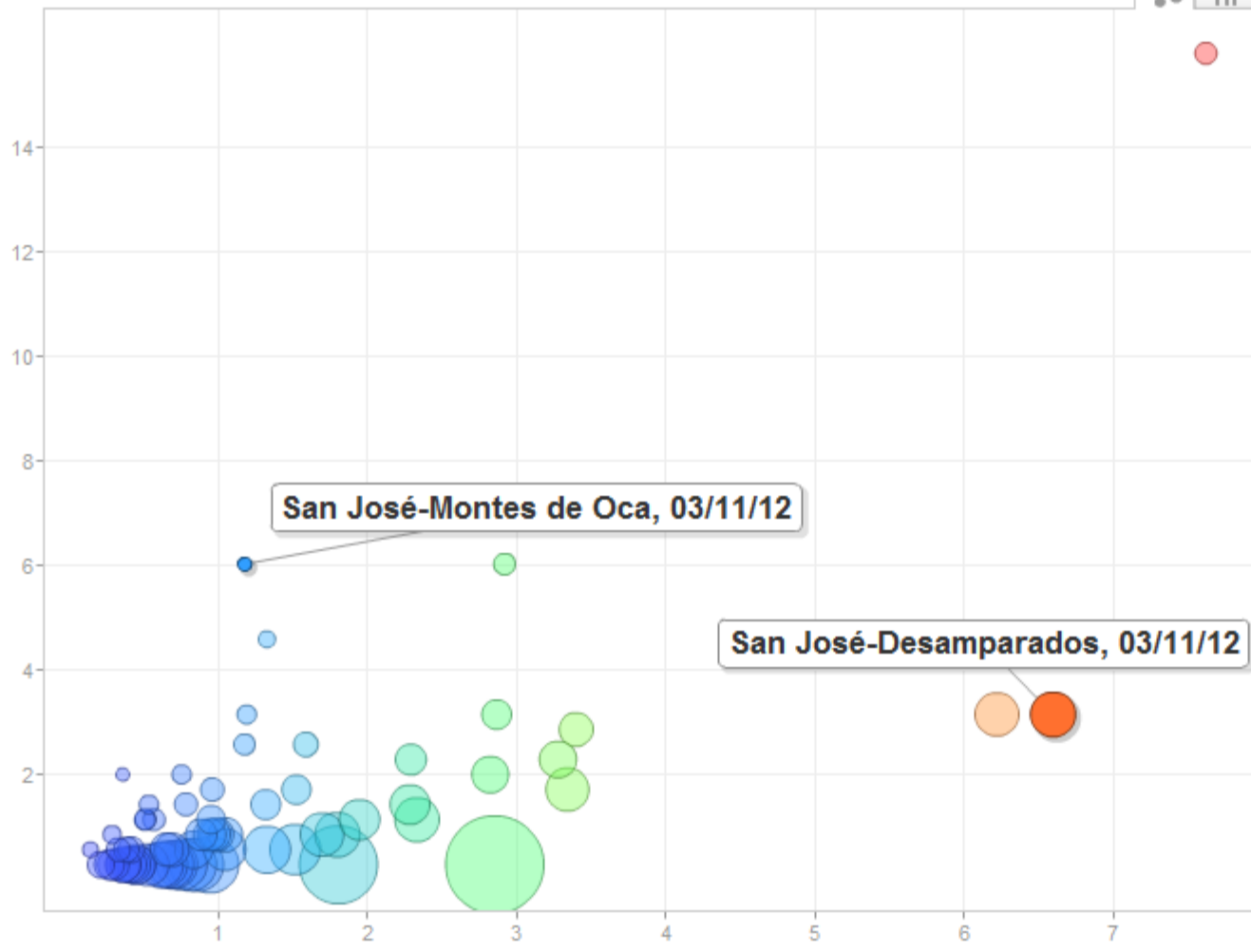
Última actualización

2011-05-12 20:36:20.739151



2	Alajuela	214	Los Chiles	1	0.29	20,633	0.45	20,633
1	San José	110	Alajuelita	1	0.29	131,730	2.85	131,730
6	Puntarenas	609	Parrita	1	0.29	12,484	0.27	12,484
4	Heredia	403	Santo Domingo	1	0.29	37,540	0.81	37,540

Lin. v
v Lin.



Color
Población



tamaño
Habitantes por librería



Sel... Eliminar todas las seleccion

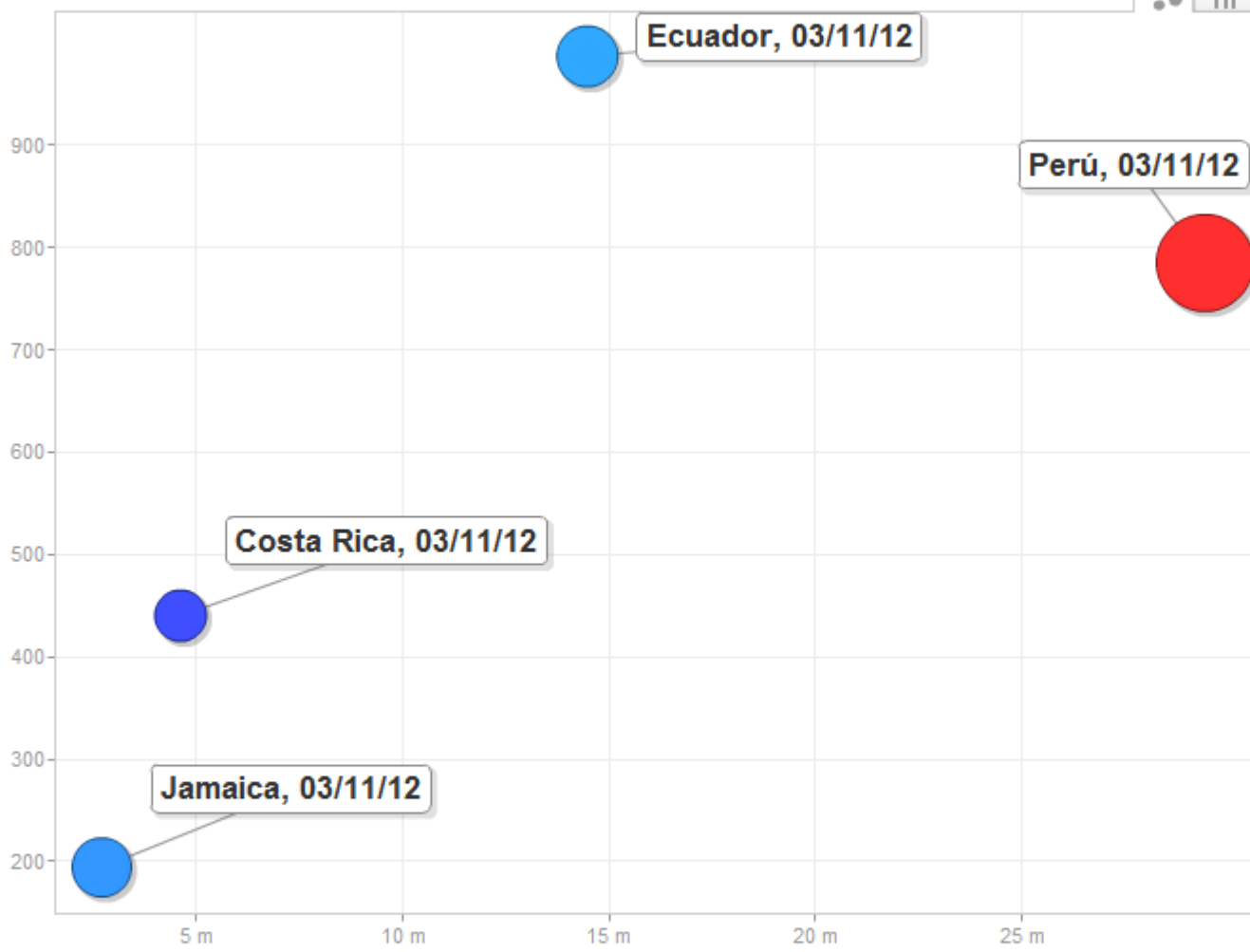
- San José-Curridabat
- San José-Desamparados
- San José-Dota
- San José-Escazú
- San José-Goicoechea
- San José-Montes de Oca
- San José-Moravia
- San José-Puriscal
- San José-Pérez Zeledón
- San José-San José
- San José-Santa Ana
- San José-Tarrazú
- San José-Tibás

% Población Lin...

Lin. ▾

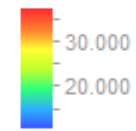
▾

Total de bibliotecas



Color

Habitantes por biblioteca



tamaño

Habitantes por biblioteca



Sel... [Eliminar todas las selecciones](#)

- Costa Rica
- Ecuador
- Jamaica
- Perú

Total de habitantes

Lin... ▾

03/11/12

2nd phase

- **26 countries (national level)**
- **10 countries (sub national level)**
- **8 themes**
- **72 variables**

On-line regional tool

- **Comparable data for 26 countries**
- **Public access to the data base**
- **Interactive interface**
- **Updated periodically by national teams**
- **Relevant for advocacy and policy purposes**
- **Gradually incorporating more data at sub national level (starting with 10 countries)**

THEMES

- **Socio-demographic**
- **Ethnic and linguistic diversity**
- **Heritage (tangible and intangible)**
- **Infrastructure**
- **Access to traditional media (radio and TV)**
- **Access to ICT**
- **Economy of creative industries**
- **Complementary Indexes (innovation, ...)**

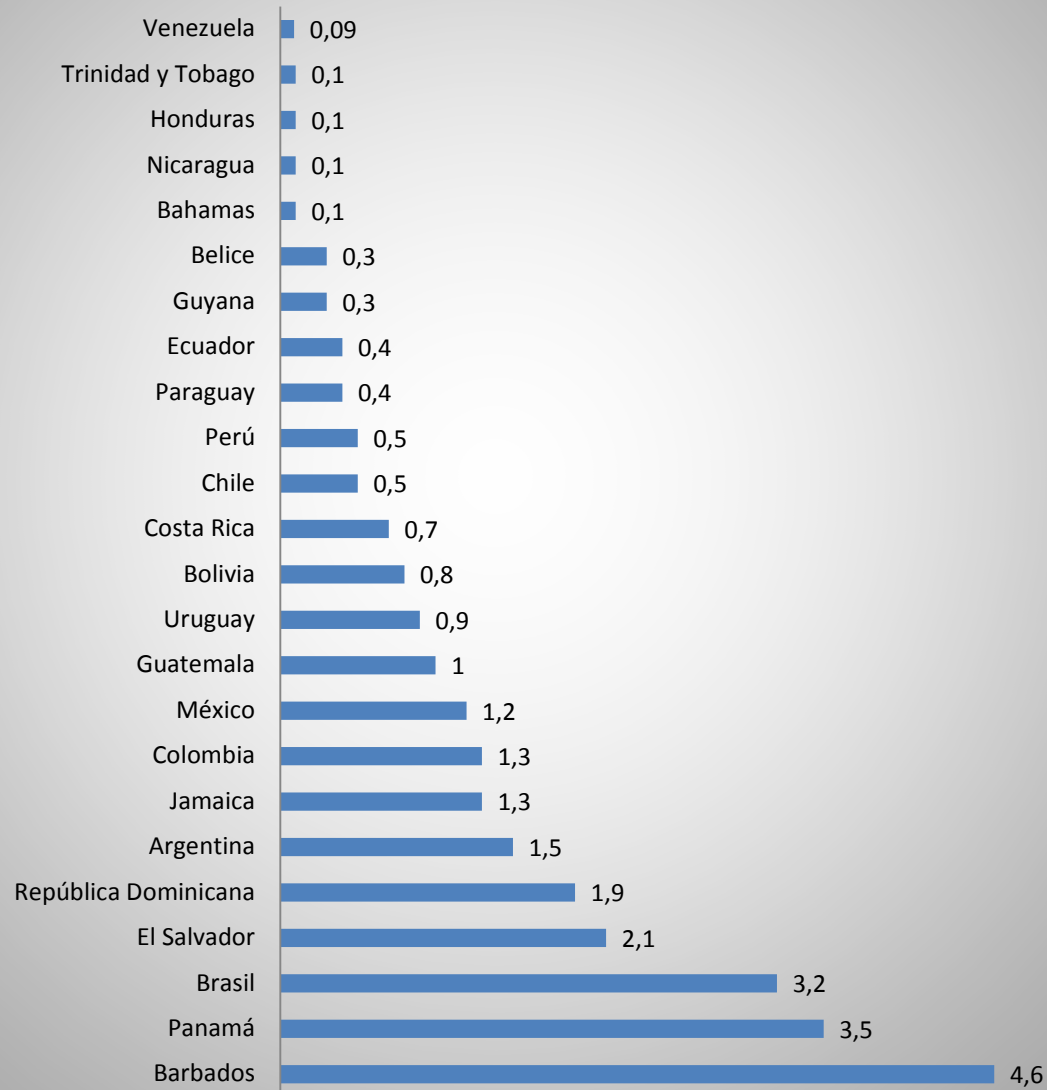
COUNTRIES

1. Argentina
2. Bahamas
3. Barbados
4. Belize
5. Bolivia
6. Brazil
7. Chile
8. Colombia
9. Costa Rica
10. Ecuador
11. El Salvador
12. Guatemala
13. Guyana
14. Haiti
15. Honduras
16. Jamaica
17. Mexico
18. Nicaragua
19. Panama
20. Paraguay
21. Peru
22. Dominican Republic
23. Surinam
24. Trinidad & Tobago
25. Uruguay
26. Venezuela

ECONOMIC CONTRIBUTION OF THE CULTURAL AND CREATIVE INDUSTRIES

- **Exports as % of total**
- **Contribution to GDP**
- **Contribution to employment**

Exports of the creative industries as % of total



ECONOMIC CONTRIBUTION OF THE CULTURAL AND CREATIVE INDUSTRIES

- **Very few countries in the region publish comparable information**
- **Studies available are based on different methodologies and definitions**
- **The statistical information available has not enough disaggregation to fully identify cultural activities**
- **Importance of developing Cultural Satellite Accounts under a common methodology based on international cooperation (CAB, OEI, IADB)**

ECONOMIC CONTRIBUTION OF THE CULTURAL AND CREATIVE INDUSTRIES

- **Commercial deficit of creative industries in Latin America and the Caribbean is \$9,993 million USD and nearly duplicates (\$16,574 MD) considering royalties and copyright.**
- **What is available for copy-right industries in 7 countries shows an average contribution to GDP slightly lower (4.26%) that the average of 39 similar studies throughout the world (5.26%)**
- **In the case of employment the average is 5.07%, also slightly lower that the average of the results in 39 countries (5.49%)**
- **Results show a high potential, even for small economies, as is shown in the case of Panama and Barbados**

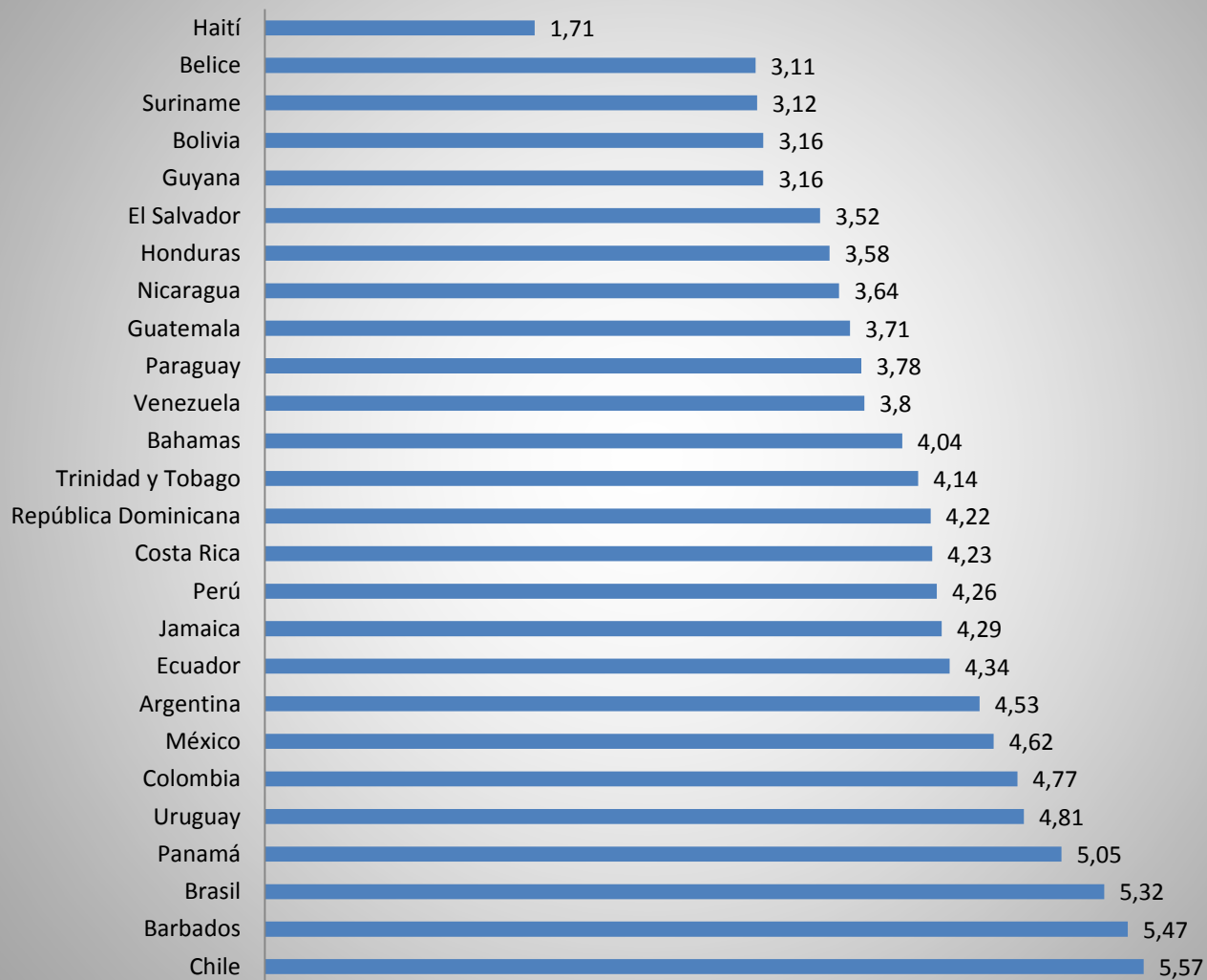
ACCESS AND PARTICIPATION

- **CULTURAL INFRASTRUCTURE**
- **TRADITIONAL MEDIA (RADIO AND TV)**
- **ICT (COMPUTERS, INTERNET, BROADBAND)**

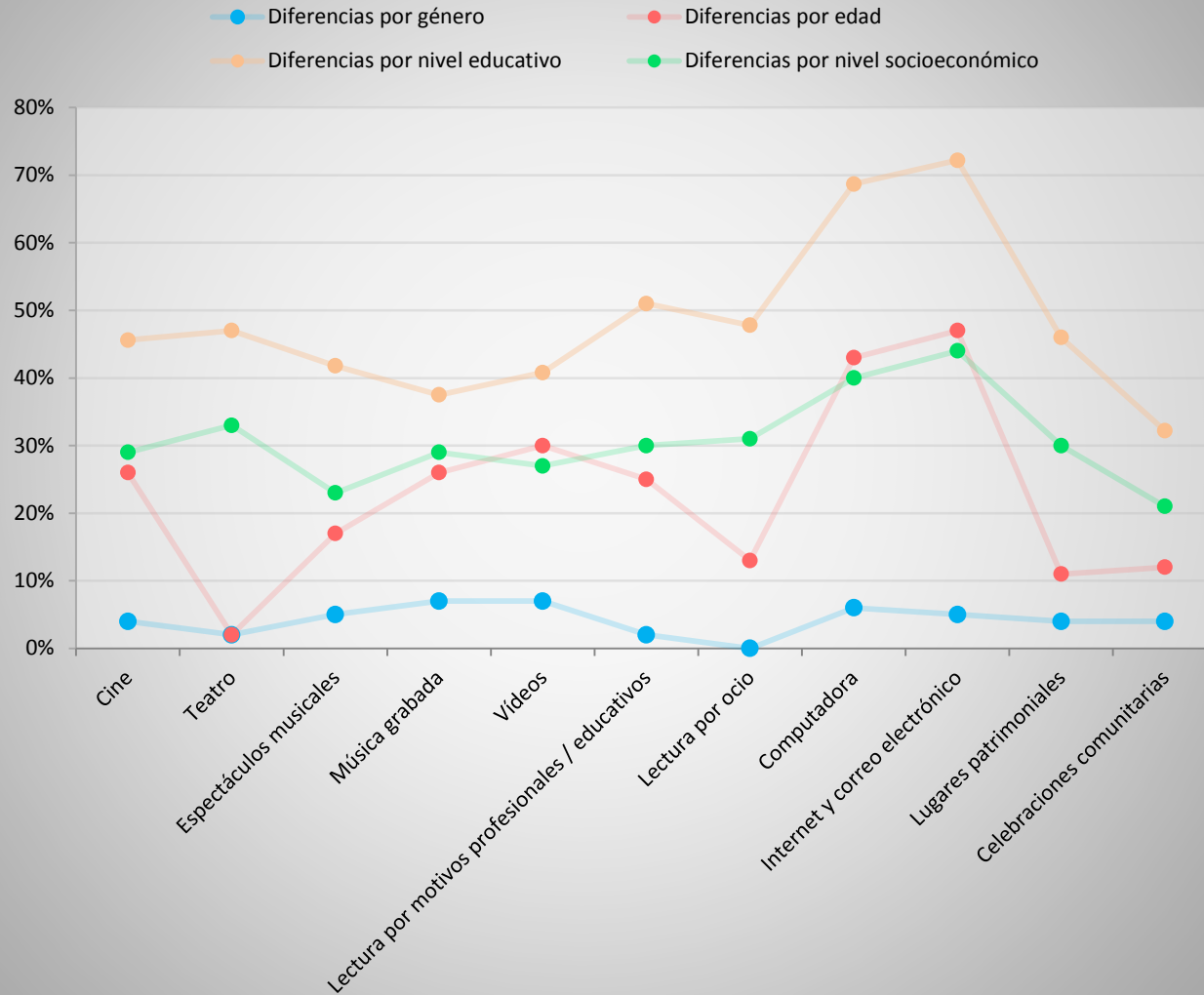
Broadband Development Index

- **37 variables**
- **Each with a score ranging from 1 (least development) to 8 (most development)**
- **4 pillars: public policy and strategic vision, strategic regulation, infrastructure, and applications and knowledge.**
- **According to an IDB study, broadband services have been rising in Latin America, with an annual increase of between 16 and 18 percent, but the worst bottleneck for broadband is its high cost for users: nearly eight times what it is in the countries of the OECD.**

BROADBAND DEVELOPMENT INDEX



Differences of access by gender, age, education and income



WHAT ARE WE MEASURING?

- **Relation between heritage and cultural tourism**
- **High potential of growth for creative industries**
- **Great disparities in access and participation**
 - **Between nations**
 - **Within nations**
 - **Gaps: rural-urban, education, income, age (gender not as much)**
 - **With ICT these asymmetries remain**

Thank you!

Alfonso Castellanos Ribot

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与时俱
进多元
融合

Indicators for the development of cultural industries in China



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Tsinghua University, Beijing, China

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October 3, 2014, Florence, Italy

— Integration of different demands, advancing with the times.



content

Indicators in China

The impacts of indicators

Assessment on the 2009 UNESCO FCS

Suggestions of improvement



content

Indicators in China

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Suggestions of improvement

News

Sept. 27th



•China's box office

•21.7 billion yuan

•the once a year Chinese Film Festival ended, Chinese Gongfu movie "Great Master" winning the best feature film, and actress Zhang Ziyi winning the best actress. According to the statistics, by the end of 2013, China's box office revenue reached a total of 21.7 billion yuan. The total revenue is expected to reach 25 billion in 2014.

Sept. 17th



•China's art auction market

•60.7 billion yuan

•a Chinese porcelain of Qing Dynasty was bid by a Chinese buyer at the price of 22 million USD at the Boston auction, plus a commission fee, reached 24.723 million USD. According to the statistics in 2013, China's art auction market consumption value reached 60.7 billion Chinese yuan.

Sept. 19th



•Chinese E-commerce giant

•248 billion USD

• Chinese E-commerce giant Alibaba went public in New York Stock Exchange. On that day, the closing price ended at 93.89 USD, with the company's market value reached 21.2 billion USD. According to the statistics in 2013, Alibaba's total retail sales revenue were 248 billion USD, with a total of 5 billion parcels being delivered.

A process of recognition of cultural industries in China

Before

Before 2003, it is generally believed that culture is a public welfare, and it is a kind of public service that the government should provide for the people, including newspaper, books, movies, television, museums, libraries, etc. with low-cost or even free of charge.

2003



On August 2003, I was invited to give a lecture to China's top leaders about China's cultural industries development strategy. The former President Hu Jintao and other leaders all demonstrated their positive support for my suggestions.

A process of recognition of cultural industries in China

2003

On the December, The State Council issued a document calling for the development of cultural industries in China, and launched a number of incentive policy.

2004

On the March, Released an official guidance document "Culture and Related Industrial Classification", and it is the first time for the government to define the scope of cultural industries.

2006

According to this statistical standard, in July 2006, the National Bureau of Statistics released the major statistics for cultural industries of 2004.

2012

based on the actual situation and the "2009 UNESCO Framework for Cultural Statistics", the National Bureau of Statistics revised the "Cultural and Related Industry Classification".

The construction of China's indicators system

2004

The first release

The value: determined the concept and scope of cultural industries, and played a vital role of filling in the gap, standardizing the industry, and promoting cultural development. It also provided a quantitative basis for high-level decision-making.

The defects: creative design, copyright and patents that have direct impacts on contents were not included in the system, and manufacturing and production of cultural products accounted for a large proportion. Also, new cultural formats such as animation, games, and production and sales of cultural software were not included.



2012

The First revision

Industrial development:

On the premise of keeping the overall frame, the revised version follows the principles and methods of the existing classification, adjusted the category structure:



added new contents and sub-industrial categories such as creativity, new formats and software design services



cut down a small number of categories that do not meet the definition of culture and related industries.

The revised definition, scope and classification principles

- **Classification principles**

- 1. Based on "National Industry Classification"**

The category is based on "National Industry Classification", and regroups the relevant categories in industry classification in accordance with the characteristics of cultural production activities. It is a derivative classification of the "National Industry Classification".

- 2. Taking the needs of management and operability into account**

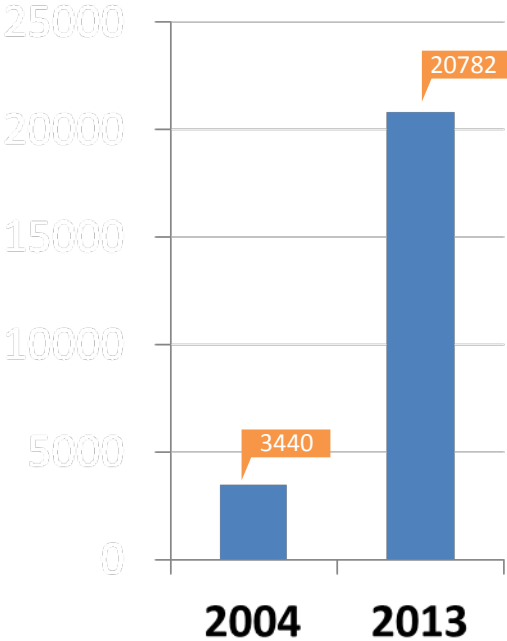
According to the situation of development, the classification not only takes the characteristics of cultural production activities into account, but also the need of governmental management. It is based on the existing statistical system and method and is full of operability.

- 3. In accordance with the international classification standards**

This classification draws on the classification methods of "2009 UNESCO Framework for Cultural Statistics", and is in accordance with its definition and coverage scope.



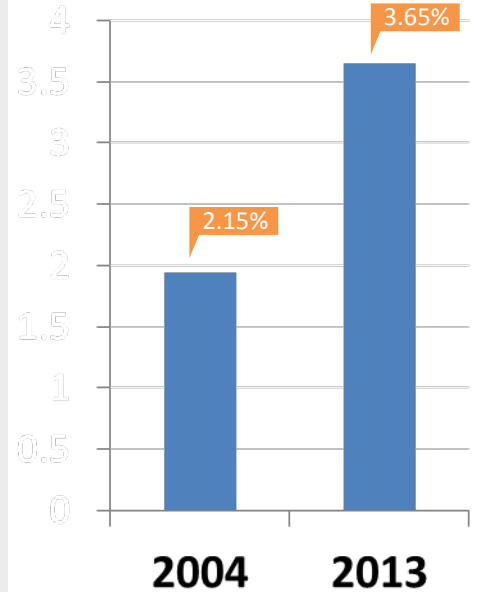
the major statistics for cultural industries in China



The added value of the cultural industry

Since 2004, the total income of China's cultural industries increased from 34 billion yuan, accounting for 2.1% GDP in 2004, to 2.07 trillion yuan, accounting for 3.65% GDP in 2013. The annual growth rate of the cultural industries was over 23%, 6.6% higher than the average annual GDP growth rate for the same period of time.

系列 1



The ratio of the cultural industries to GDP



content

Indicators in China

The impacts of indicators

Assessment on the 2009 UNESCO FCS

Suggestions of improvement

the relationship between China's statistical indicators and the cultural industries

The statistical indicators of cultural industries objectively reflect the industrial development in a region within a certain time period, It actually contains the status of three areas:

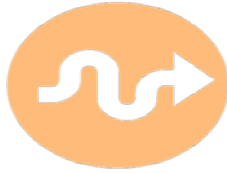
the government behavior of
planning

the corporate behavior of
production

the individual behavior of
consumption

Therefore, the **statistical category** can reflect the planning layout, **statistical indicators** can reflect the production and consumption, and **statistical analysis** can help determine and adjust the direction of development.

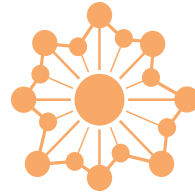
The impacts of statistical indicators on China's cultural industry



Start from scratch

from cultural welfare to cultural industries

Statistical indicators promote cultural industries to start from scratch



As a pillar industries

gradually become a pillar industry

Statistical indicators determine the status of the cultural industry as one of the pillar industries



Guidance of development

guide the structural adjustment and upgrading

Including the fusion of creative design and related industries, and the integration of information technology and content industries

The impacts of statistical indicators on China's cultural industries

Statistical indicators have played a positive role:

- 1** Standardizing industry forms
- 2** Promoting industrial development
- 3** Guiding investment and consumption
- 4** Helping government's decision-making
- 5** Converging with international standards



content

Indicators in China

The impacts of indicators

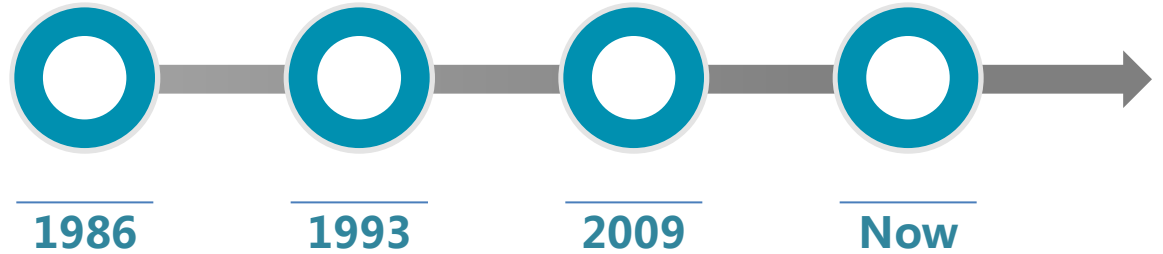
Assessment on the 2009 UNESCO FCS

Suggestions of improvement

The indicators advancing with the times



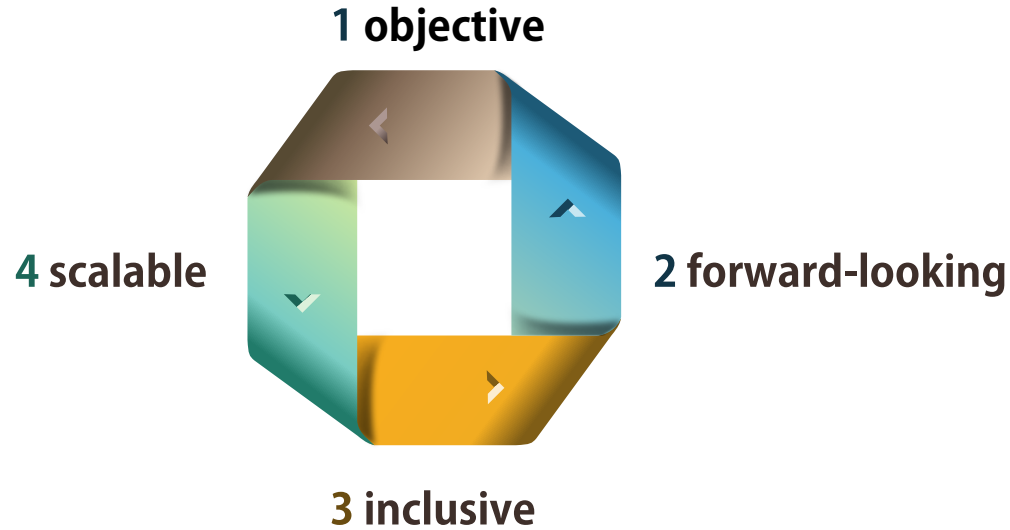
《2009 UNESCO Framework for Cultural Statistics》



- The relatively unified international cognition standards have formed in the definition and classification of the culture industry for the first time.
- The culture industry is divided into ten large classifications in the first amendment.
- To rethink again in the face of new concept, new technology, new practice and new policy.

Assessment

Overall rating:



The framework has nicely handled these important relationships between: social welfare and economic benefit, state-owned and private, traditional and modern, technology and culture, production and consumption.

Under the premise of reflecting cultural diversity and multi-values, the most important is to construct a framework that builds a dialogue bridge for cultural development between different countries and international organizations.



content

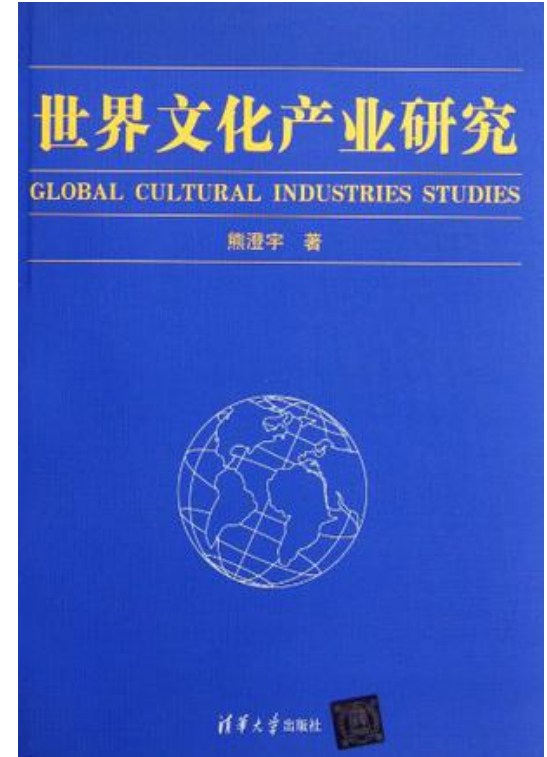
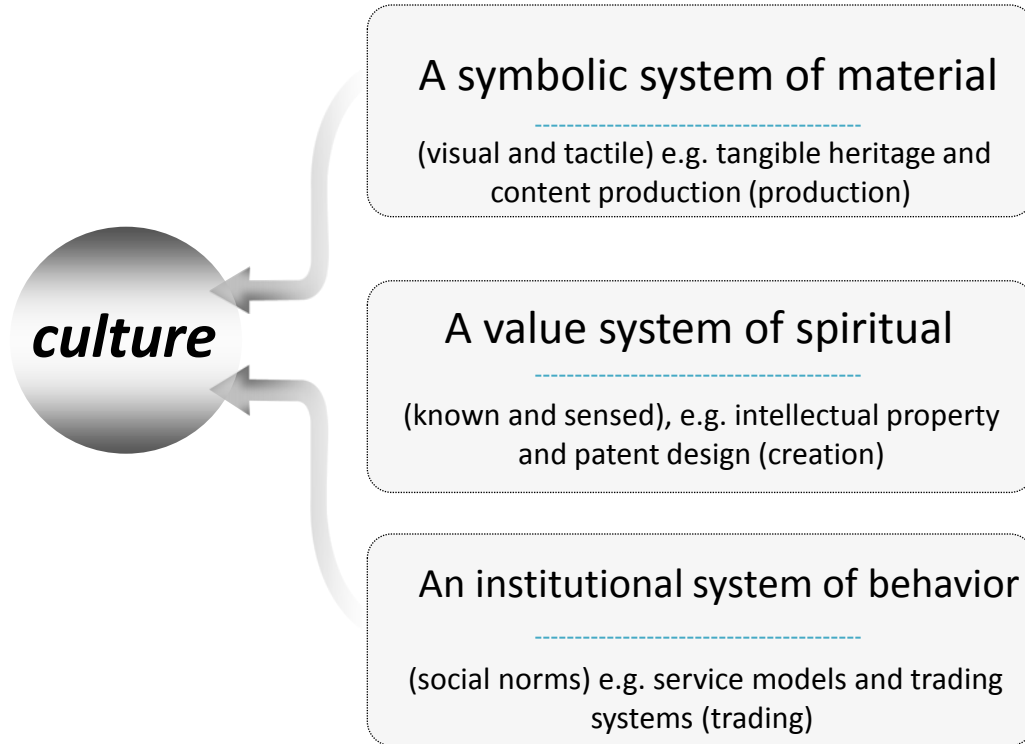
Indicators in China

The impacts of indicators

Assessment on the 2009 UNESCO FCS

Suggestions of improvement

My Book *Global Cultural Industries Studies*



The necessity of modify the indicator system

we realize the need to modify and optimize the system :



The actual development
of cultural industries

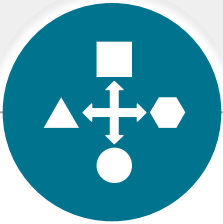


communication and
cooperation between
international
organizations

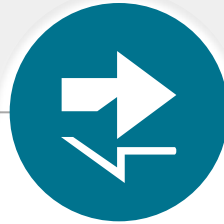


the constant
findings on
theoretical studies

actual development of cultural industries



— the old and new
formats rising and falling



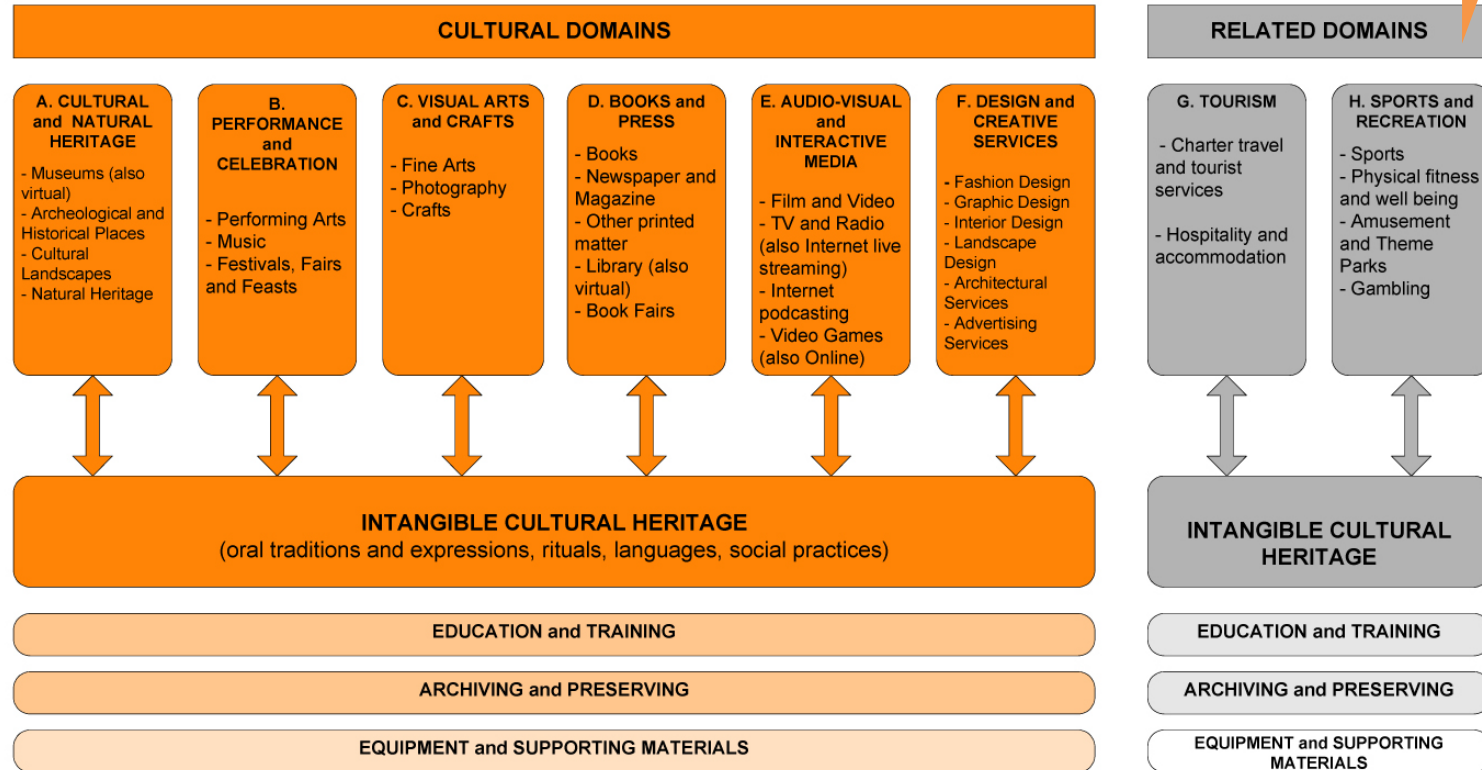
— the impact of creativity
and property rights
becoming prominent



— the emergence of
gathering area and functional
areas

communication between international organizations (UNESCO)

UNESCO



communication between international organizations (WIPO)

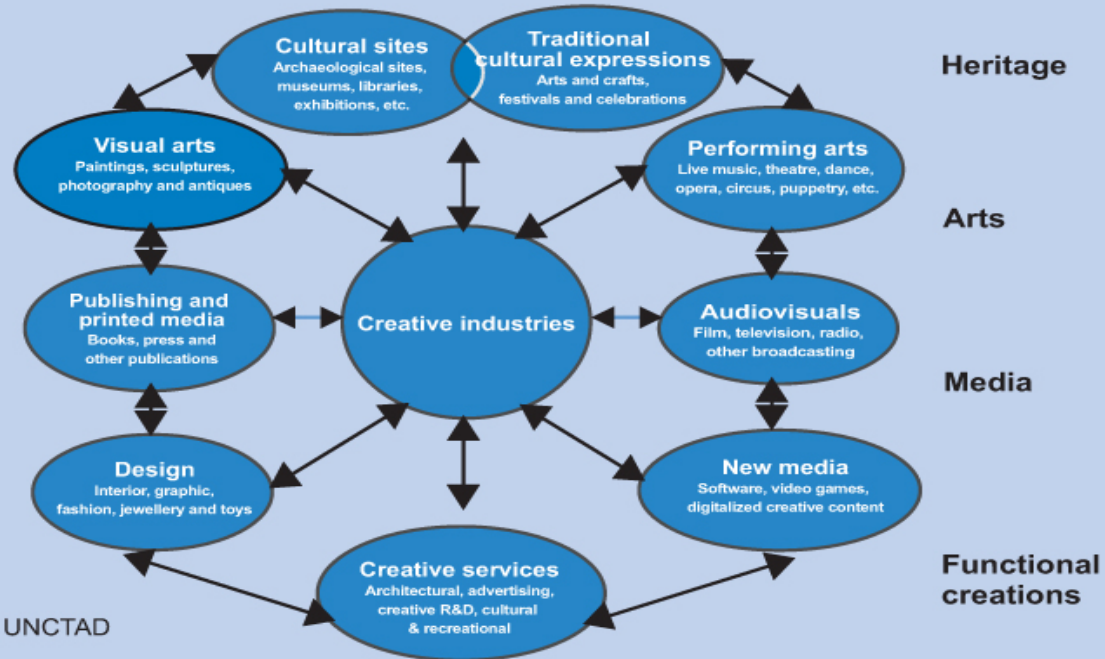


* Source: <http://www.wipo.int/export>, 2013

communication between international organizations (UNCTAD)

Figure 1.3

UNCTAD classification of creative industries



the constant findings on theoretical studies

Creative economy

Taking intellectual property as core, creative economy has transferred from one industry into a social reform from creative production to creative life.

Integrative technology

Technological development and social demand promote the integration of high and new technology and cultural creativity and new commercial activities bring about new thinking.

Industrial structure

From industrial transformation, spatial agglomeration and function expansion to social formation, fundamental changes have taken place in the structure of the culture industries.

Work together

- Integration of different demands
- Advancing with the times

The new cultural statistics framework has to be highly recognized to evaluate and promote the international cultural development.

There is a great potential for us to work together !





Thank U

National Research Center for Cultural
Industries in Tsinghua University ©