



# UIS Proposal for a Global Study on Cultural Employment

Culture Statistics Unit, 2014

# Presentation Outline

- Why Cultural Employment?
- UIS Cultural Employment Project
  - Purpose
  - Timeline
  - Employment: Key Concepts and Definitions
  - Defining and Measuring Cultural Employment
  - Source of Employment Statistics

# Why Cultural Employment?

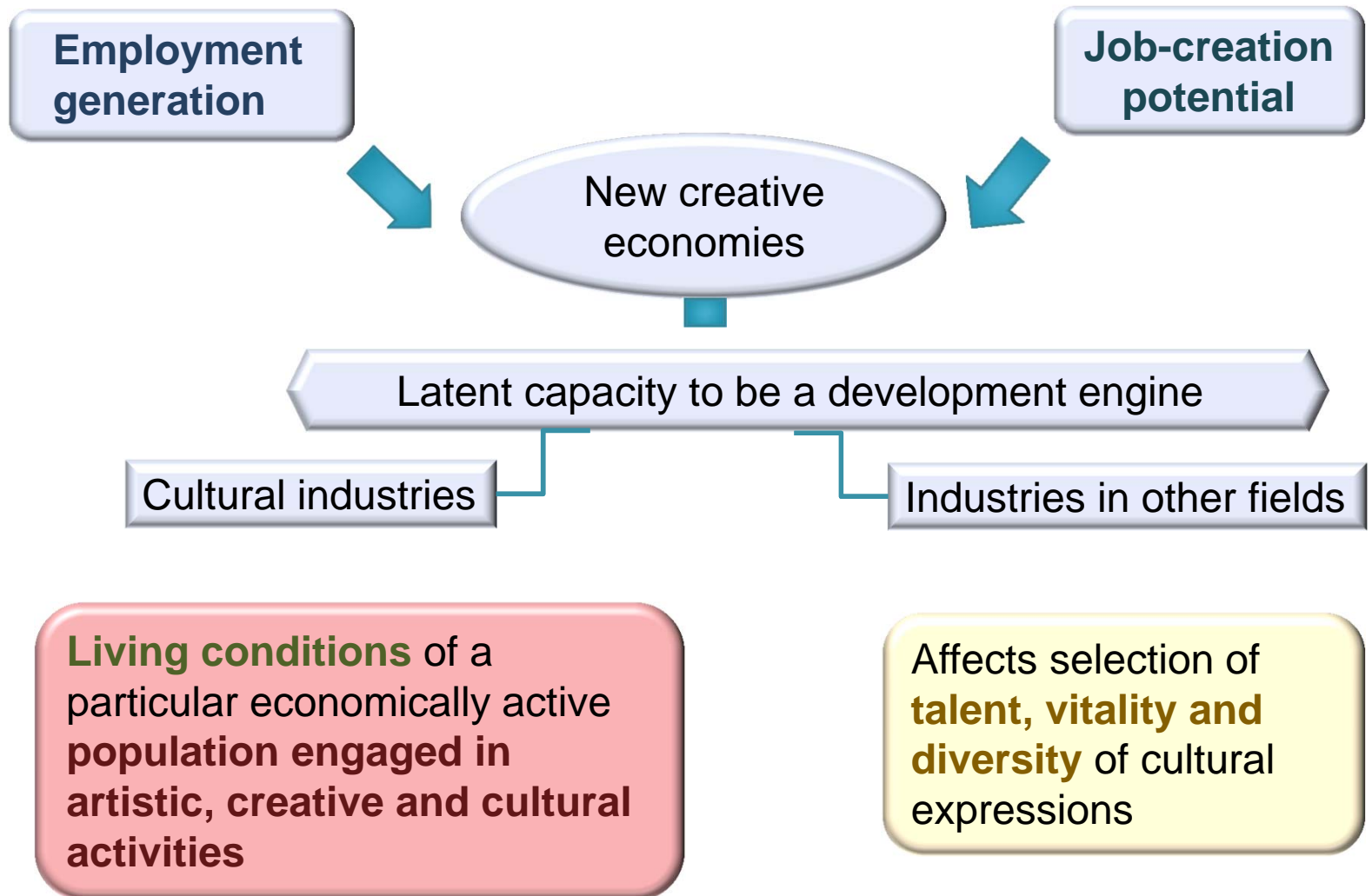
# Why Cultural Employment Statistics: Global Agenda

- UN General Assembly underscores culture as key to the Post-2015 Development Agenda
- ▶ 2012 UNESCO Hangzhou Declaration endorsed Culture for Sustainable Development
- EU in 2013 Recognised potential of the creative and culture sector to boost jobs and growth
- Africa in 2012: Culture as a catalyst for Socio-Economic and Political Transformation
- Community of Latin American and Caribbean States (CELAC) 2014 plan of action : culture is a key component

# Why Cultural Employment Statistics

- Provide information to countries on
  - Employment in companies practising an activity in the culture sector
  - Characteristics of employment in cultural occupations
- Can demonstrate that the cultural sector is emerging as an important part of a national economy and globally
  - To highlight the economic importance of cultural industries in an economy
  - To increase investments in the culture sector as part of national development policies

# Relevance of cultural employment in culture's contribution to development



# The Use of Cultural Employment Data

Understand economic and social contribution of culture

Produce policy relevant data on cultural employment

Monitor and evaluate the magnitude and diversity of cultural employment

Key component of different economic methodologies such as cultural satellite accounts

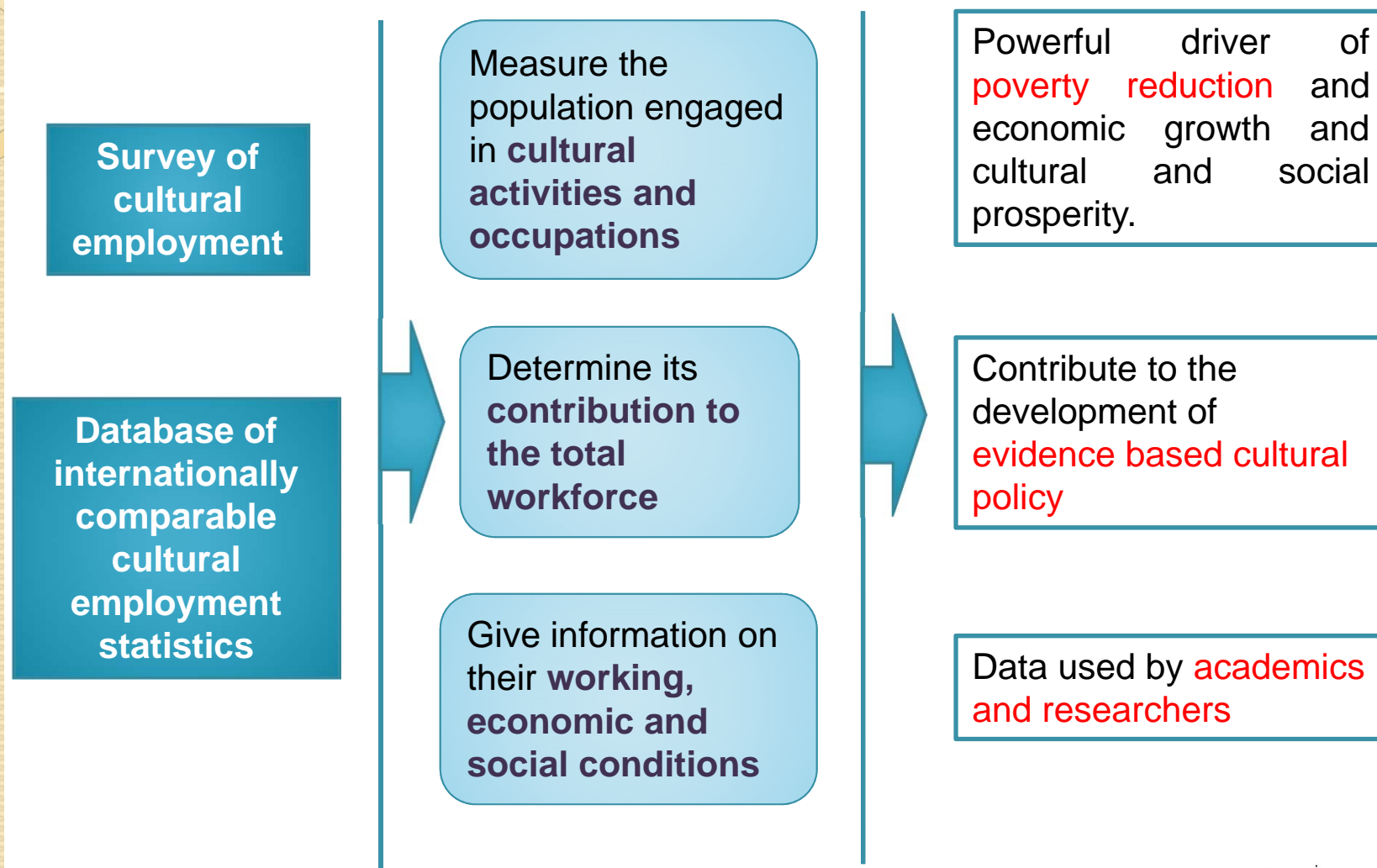


# Cultural Employment Project

- Purpose



# Role of the UIS-Global Culture Employment Survey



# Objectives of the Survey

## Cultural Employment Statistics

### Methodology and Standards

- Standard for defining cultural activities and occupations
- Standard for defining “cultural employment”

### Capacity Building

- Training in collection and analysis of cultural employment data
- Improving LFS and other instruments to capture culture employment

### International Database

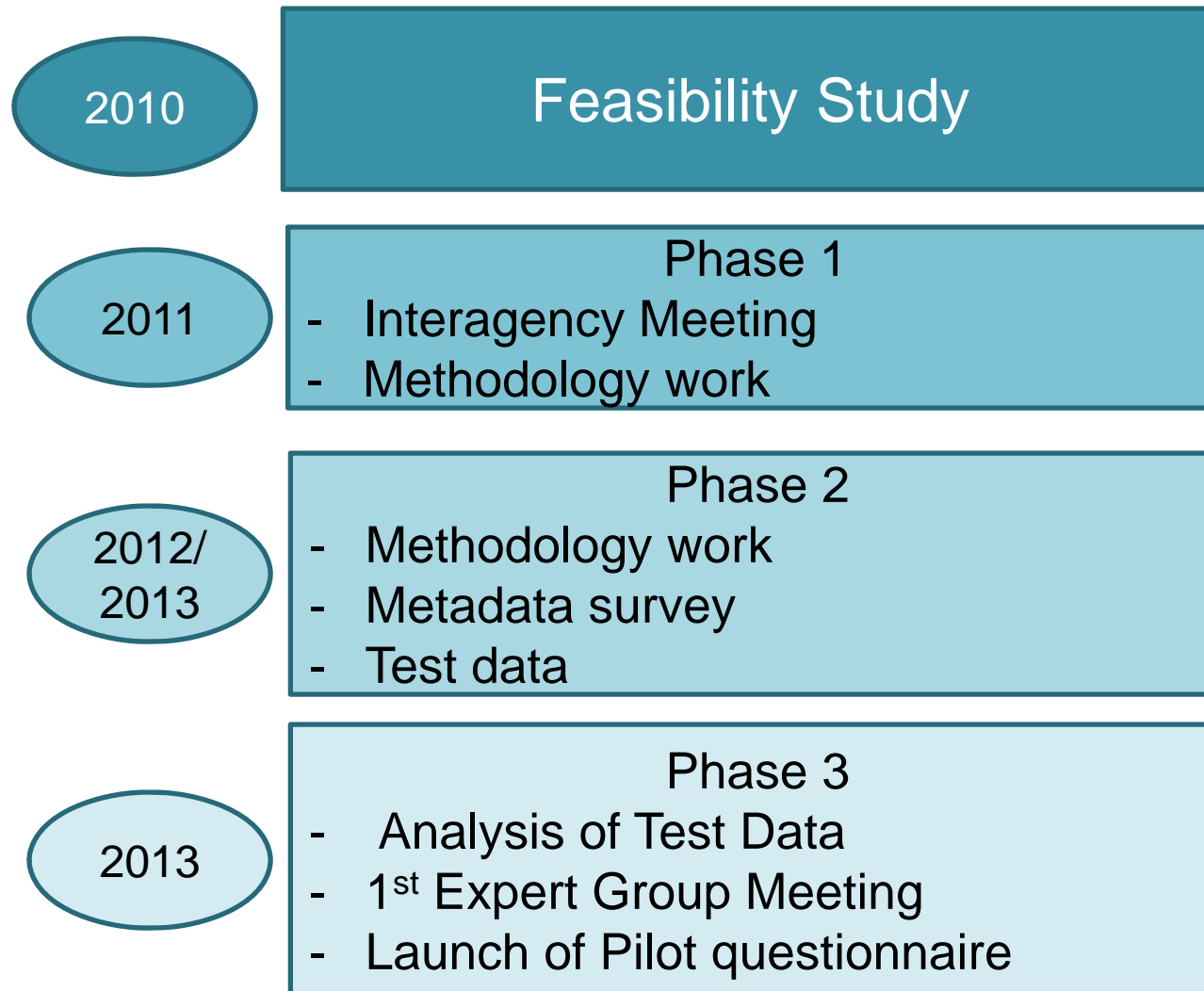
- Data collection
- Development and maintenance of global database
- Production of global harmonised data and indicators on cultural employment



# Cultural Employment Project

- Timeline

# Work To Date



# Project Timeline

2013/  
2014

## Pilot Questionnaire

- Development
- Implementation (January-March 2014)
- Analysis (April-May 2014)
- Pilot Country Survey Meeting (May 2014)
- 2nd Expert Group Meeting (June 2014)

2014/  
2015

- Final Survey Instrument
- Supporting Infrastructure

July  
2015

- Launch of 1<sup>st</sup> Survey Cycle



# UIS Cultural Employment Project

- Employment: Key Concepts and Definitions

# Key ILO Concepts

**A Job is defined as** *“a set of tasks and duties performed. or meant to be performed, by one person, including for an employer or in self employment”*.  
(ILO, 2008)

**Occupation is defined as** *“a set of jobs whose main tasks and duties are characterized by a high degree of similarity”*  
(ILO, 2008)

# Key ILO New Standards

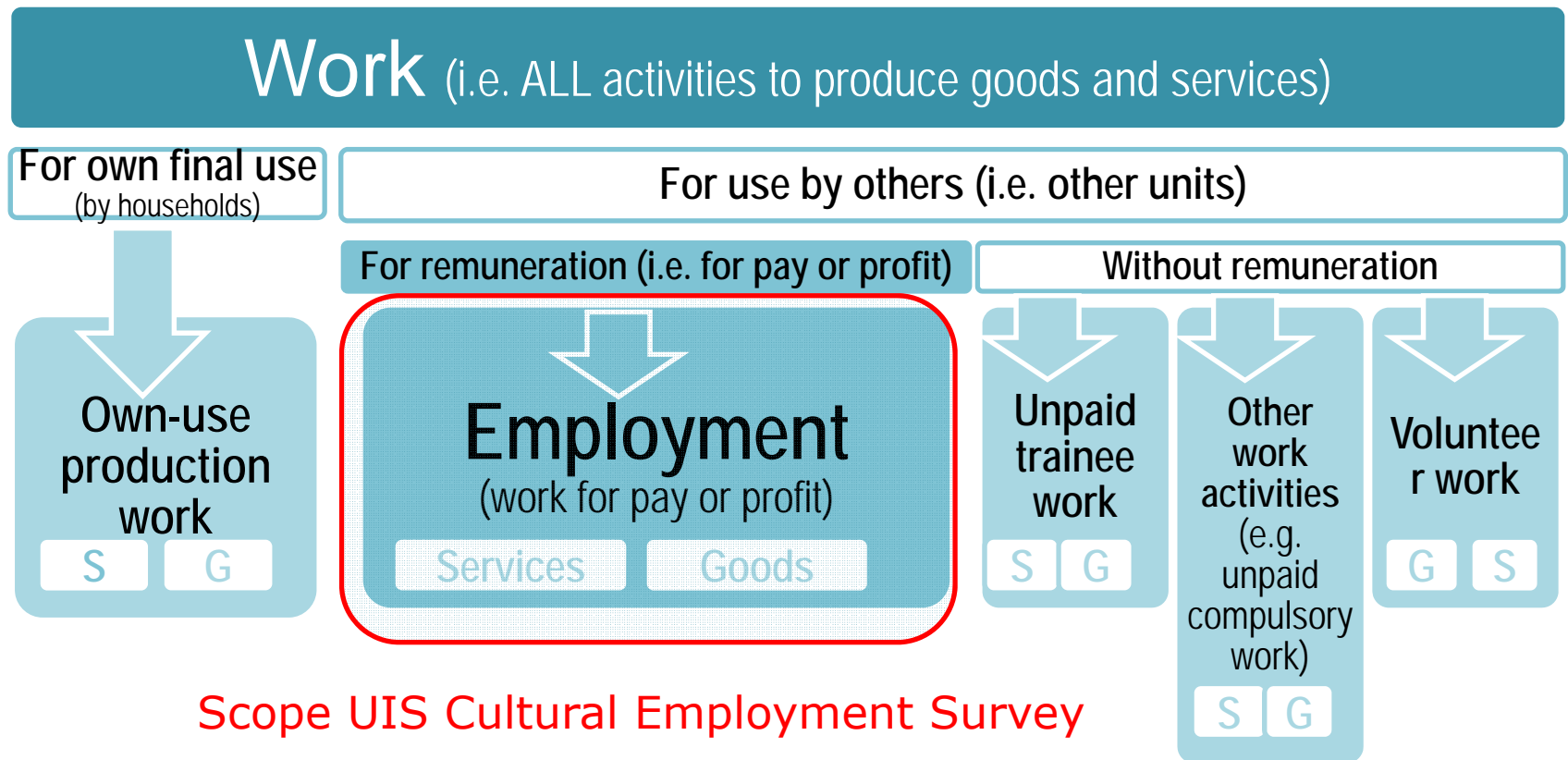
**WORK is defined as** “Any activity performed by persons of any sex and age to produce goods or provide services for use by others or for own use”.  
(ICLS, 2013)

“**Employment**” is restricted to activities to produce goods or provide includes services produced by households for their own use **for pay or profit**

ILO, 19th ICLS, 2013



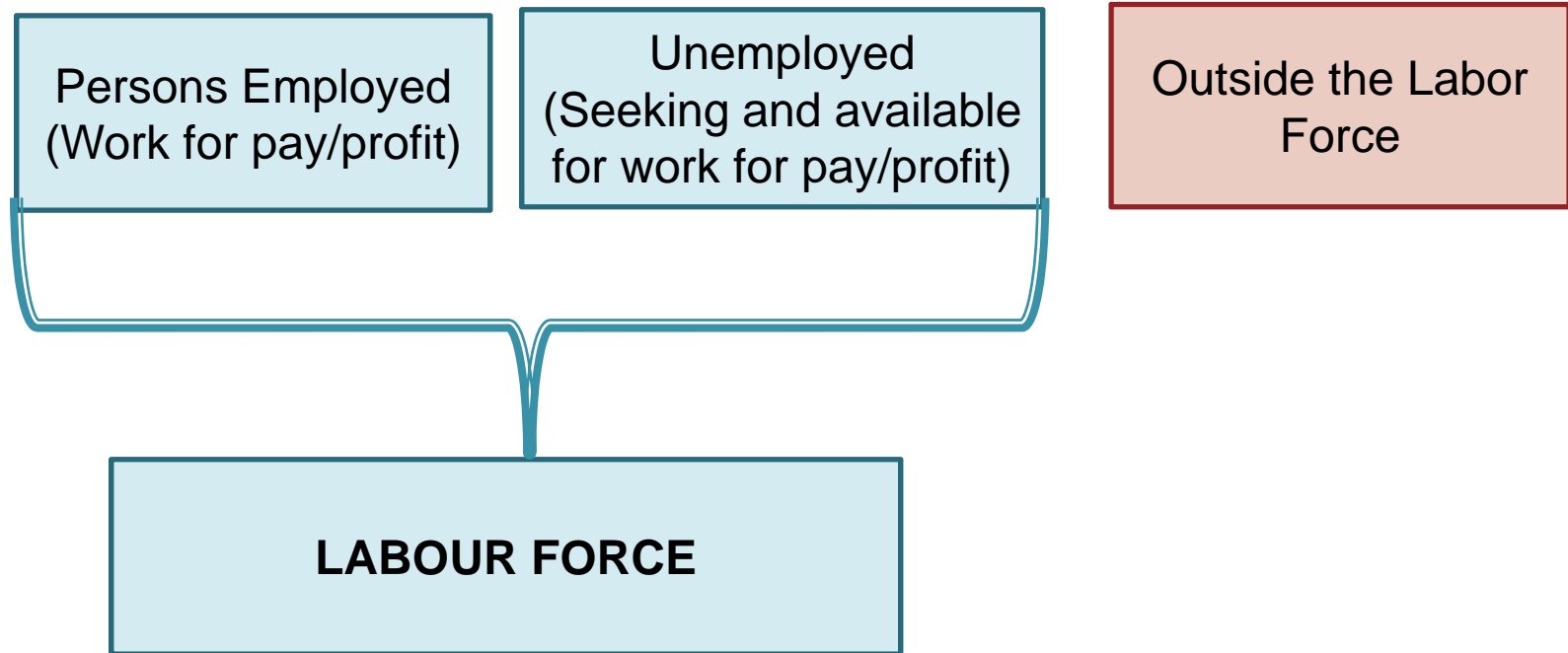
# 5 different forms of work to be measured separately



Source: ILO,  
2014

ILO Department of Statistics

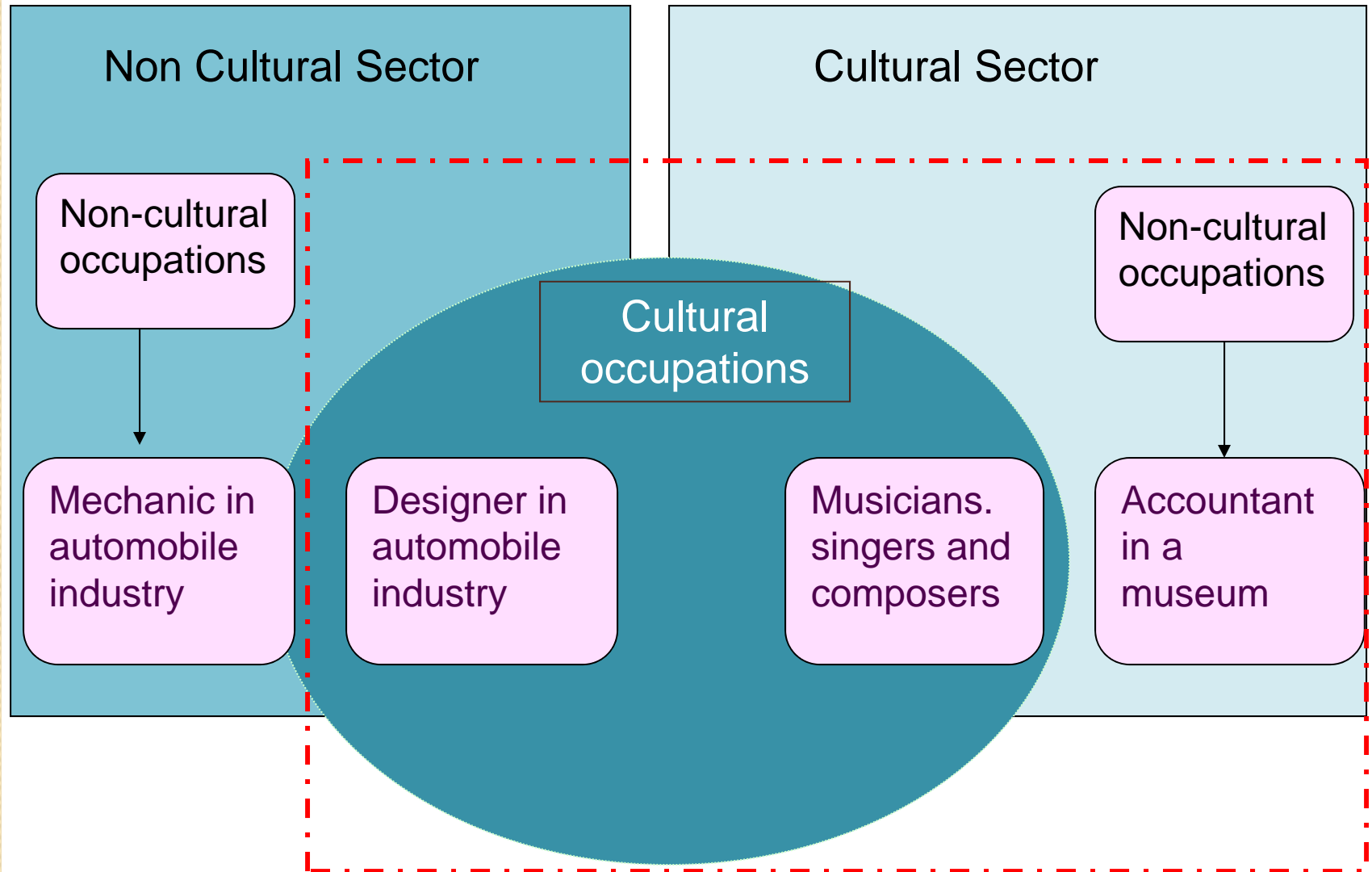
# New Labour Force Standards



# Defining and Measuring Cultural Employment

# Cultural Employment: What do we Measure?

## Activities in Cultural Occupations



# Defining Cultural Employment

## Artists

Also other persons engaged in cultural occupations that are also creative or that are involved in the production dissemination collection and preservation of cultural goods and services

All persons that have a cultural or non-cultural occupation in the culture sector or have a cultural occupation in the non-cultural sector

# Activities to Exclude

## Cultural consumption, culture practices

### Ex:

- Playing a musical instrument, visiting a museum
- Activities of communities like ritual dance
- Services provided between households or non-paid services offered to the community by non professional artists



## Other data collection instruments

### Ex:

- Cultural participation survey
- Time Use Survey
- Visitor Survey



## Other classification

- ICATUS

# New activities to Exclude

## New activities

- Production of goods for own final use
- Volunteer through / for organizations
- Work unpaid for training



## Examples

- Production of handicraft for own final use
- Volunteer in Museums with no remuneration
- Film assistant trainee

# FSC 2009 Cultural Employment Approach

	Cultural Industries	Non- Cultural Industries
Cultural occupations	A	B
Non-cultural occupations	C	

## Cultural occupations



Ex: visual and performing artists, musicians, film directors, editors, librarians, architects, craftsmen, arts teachers and designers

## Employment in **cultural industries** includes



Ex: those working in companies, enterprises and establishments dedicated to cultural activities such as publishing houses, theater companies, television and broadcasting enterprises, crafts workshops, art schools, bookstores, museums and libraries



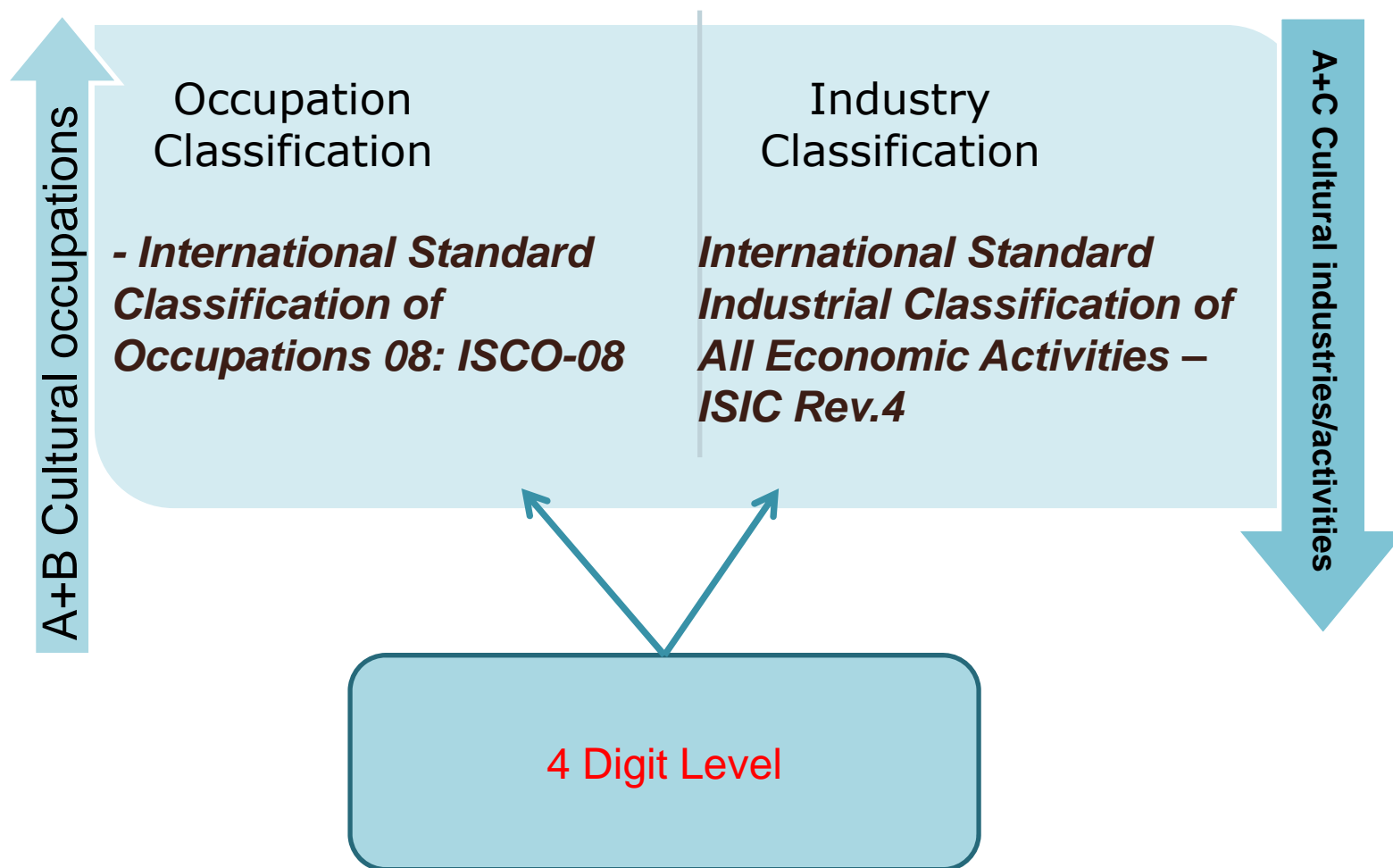
# UIS Cultural Employment Approach: Matrix

- ▶ Objective: To obtain comparable data which require the same variables, same sets of codes from the 2009 UNESCO FCS
- ▶ Cultural Employment:  $A+B+C$ 
  - ▶ Direct jobs created by culture: component A
  - ▶ Indirect jobs created by culture B and C



Need to combine data Occupations (ISCO) and Industries (ISIC) in order to better assess the total value of cultural employment in a given country

# Use of International Standardized Classifications



# Use of International Standardized Classifications

- Countries with **recent** industry and occupation standardized classifications
  - ISIC Rev.4 4D and 3D
  - ISCO 08 4D and 3D
- National Classification which is linked to ISIC or ISCO



**Comprehensive universe** of cultural employment = A+B+C

- Countries with **past** industry and occupation standardized classifications
  - ISIC Rev. 3 4D
  - ISCO 88 4D
- National Classifications



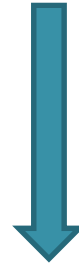
Cultural employment can be calculated, although covering a **less wide-ranging universe** than countries using recent versions

# ISCO 08: Cultural Occupations

- Include UIS-OECD proposal for cultural occupations
- Separate category for craft
- Categories
  - 262: Librarians, archivists and curators
  - 264: Authors, journalists and linguists (new)
  - 265: Creative and performing artists
  - 344: Artistic and cultural associate professionals
  - 3521: Broadcasting and sound and vision recording technicians
  - 73: Handicraft and printing workers (new category. which includes all handicraft workers using clay, metal, glass, wood and textiles)

# ISCO 08: Cultural Occupations

- Creators, producers and distributors are people involved in the creation or production of cultural activities on their own, AND
- Initiatives related to the creative and artistic production and promotion and preservation of heritage



ISCO 08: Better fit to  
measure cultural  
employment

# Scope of the Cultural Employment Survey

## 1. The contribution of cultural employment in labor force of countries

- **Whole cultural employment**

A+B+C

- Employment in **cultural occupations**

- Cultural occupations within cultural and non-cultural industries

### **A and B**

- Employment in **cultural industries**

- Cultural and non-cultural occupations within cultural industries

### **A and C**

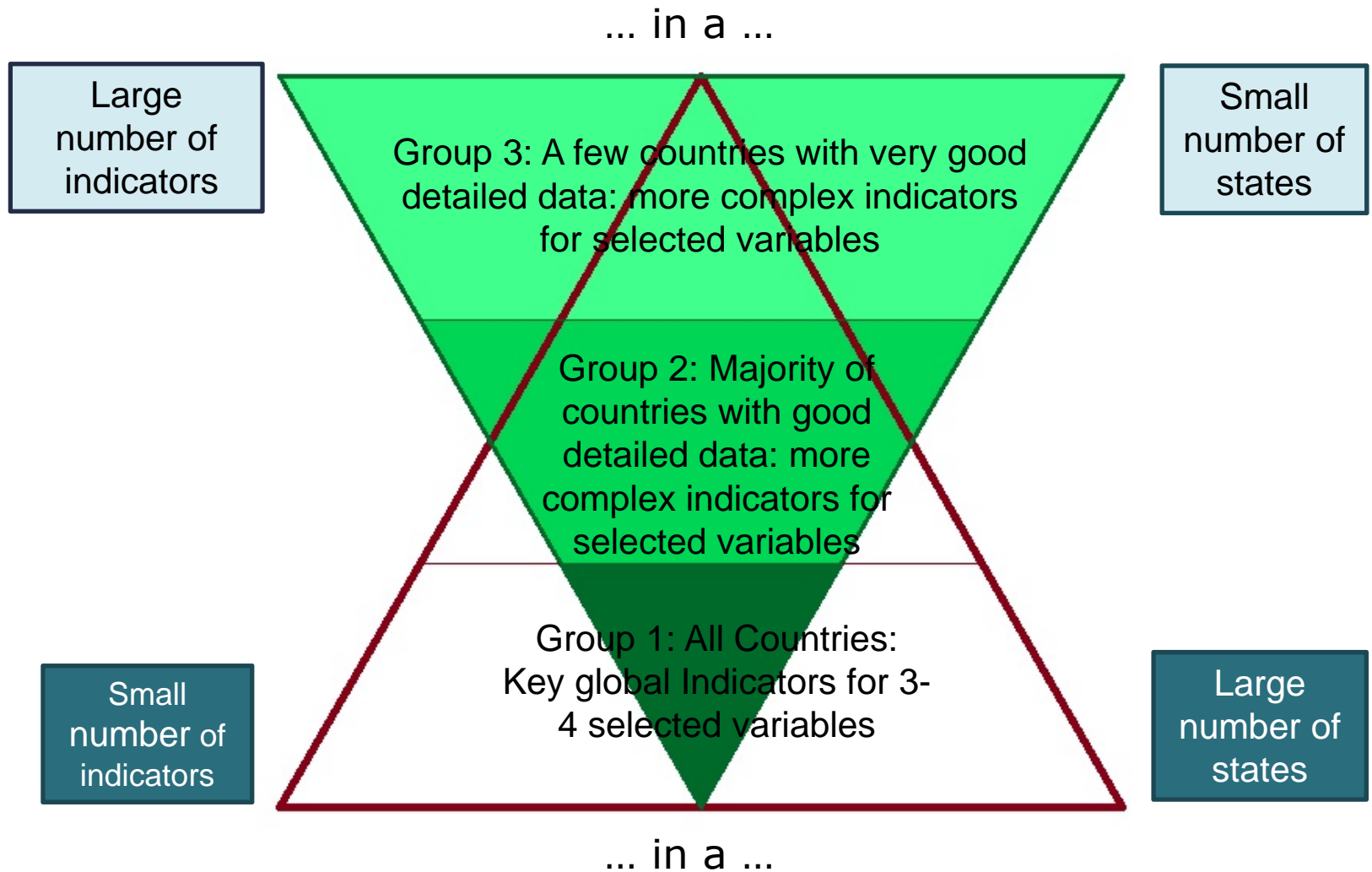
## 2. Cultural domains

- Cultural Occupations of FCS domains

## 3. Social characteristics of population with cultural occupations

- Gender
- Highest level of education attained
- Self-employment
- Main job/Secondary job
- Average number of hours
- Status in employment
- Permanency, FT/PT

# Indicator Approach



# Potential indicators

<b>Significance of Culture</b>	-% of population holding a cultural job -% of population holding a cultural job by type of occupation -% of cultural employment in total employment
<b>Gender</b>	-% of population holding a cultural job by sex
<b>Age</b>	-% of population holding a cultural job by age
<b>Education and Training</b>	-% of population holding a cultural job with tertiary education

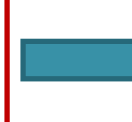
<b>Occupational Status</b>	-% of population holding a cultural job by type by professional status: employers and self-employed -% of population of employees holding a cultural job
<b>Work time</b>	-% of full-time employees holding a cultural job part time/full time
<b>Job Stability</b>	-% of permanent employees holding a cultural job - % of temporary employees holding a cultural job
<b>Side jobs</b>	-% of cultural workers holding more than one job
<b>Unemployment</b>	-% of unemployed population whose last job was cultural



# Sources of Employment Statistics

# Primary Sources of Global Cultural Employment Statistics

- Labor force and household employment surveys
- Population censuses



**Sources targeted**

- Special surveys dedicated to cultural employment
- Administrative sources
  - Business Registers
  - Ministry of finance: income taxes
- Household Income and Expenditure Surveys
- Data on average income and source of income
  - Micro Surveys
- Industrial, service, commercial and agriculture surveys and censuses
- Living standard measurement surveys
- Private sources

# Labor Force Surveys: Strengths and Weaknesses

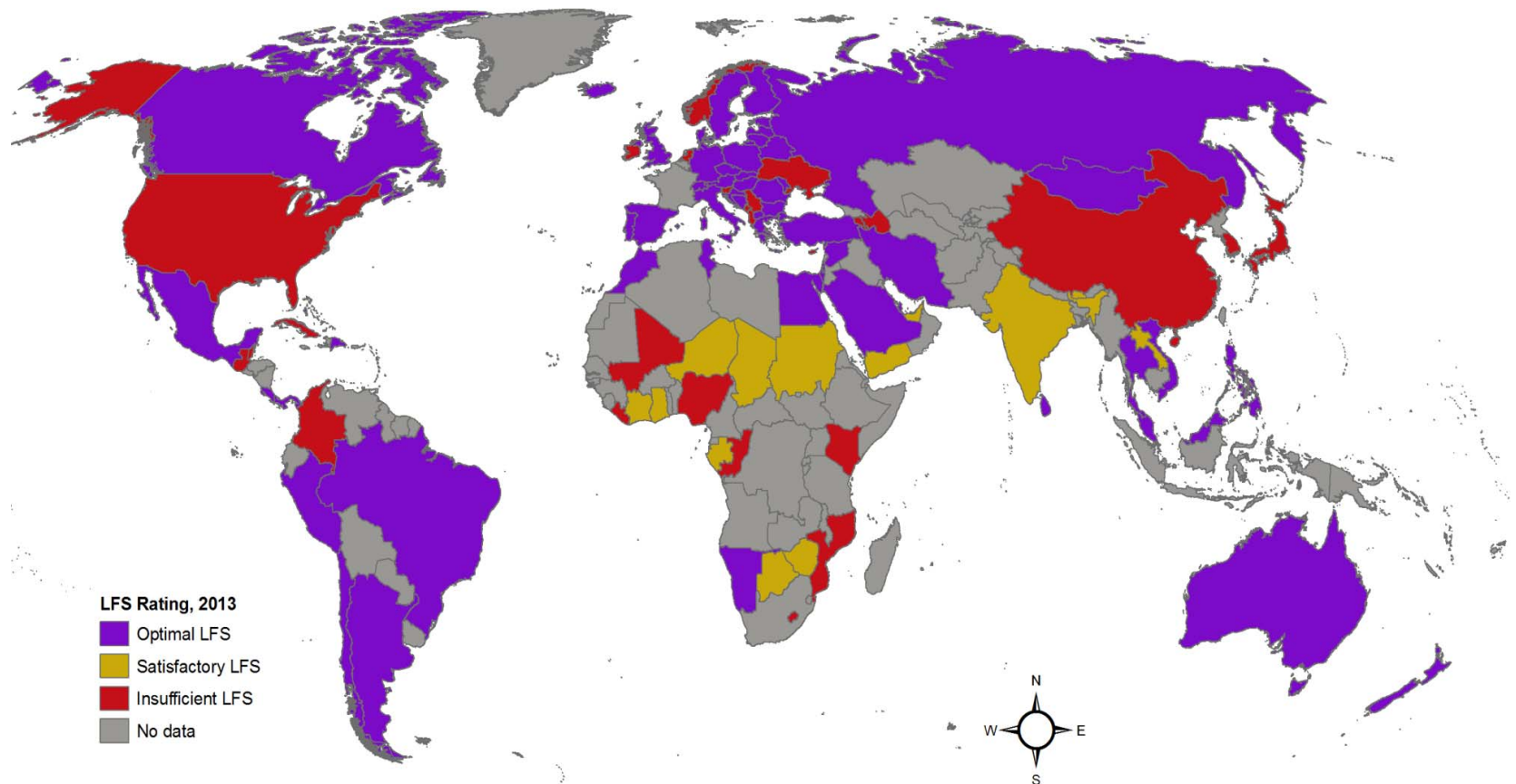
## Strengths

- ❖ The vast majority of countries carry them out
- ❖ Dedicated to capture employment phenomena
- ❖ Frequent use of consistent standardized ILO concepts
- ❖ Done on a regular basis, (monthly, quarterly or annually) in most countries around the world
- ❖ Includes broad socio-economic variables
- ❖ Provide a diversity of cultural policy relevance information
- ❖ Disaggregated coding systems

## Weaknesses

- Small sample size in some countries
- Low levels of occupation and activity classification coding (1 or 2) in some countries
- Concept used vary among some countries
- Expensive

# Suitability of LFS as a potential source of Cultural Employment Data by Country in 2013



# Population Censuses: Strengths and Weaknesses

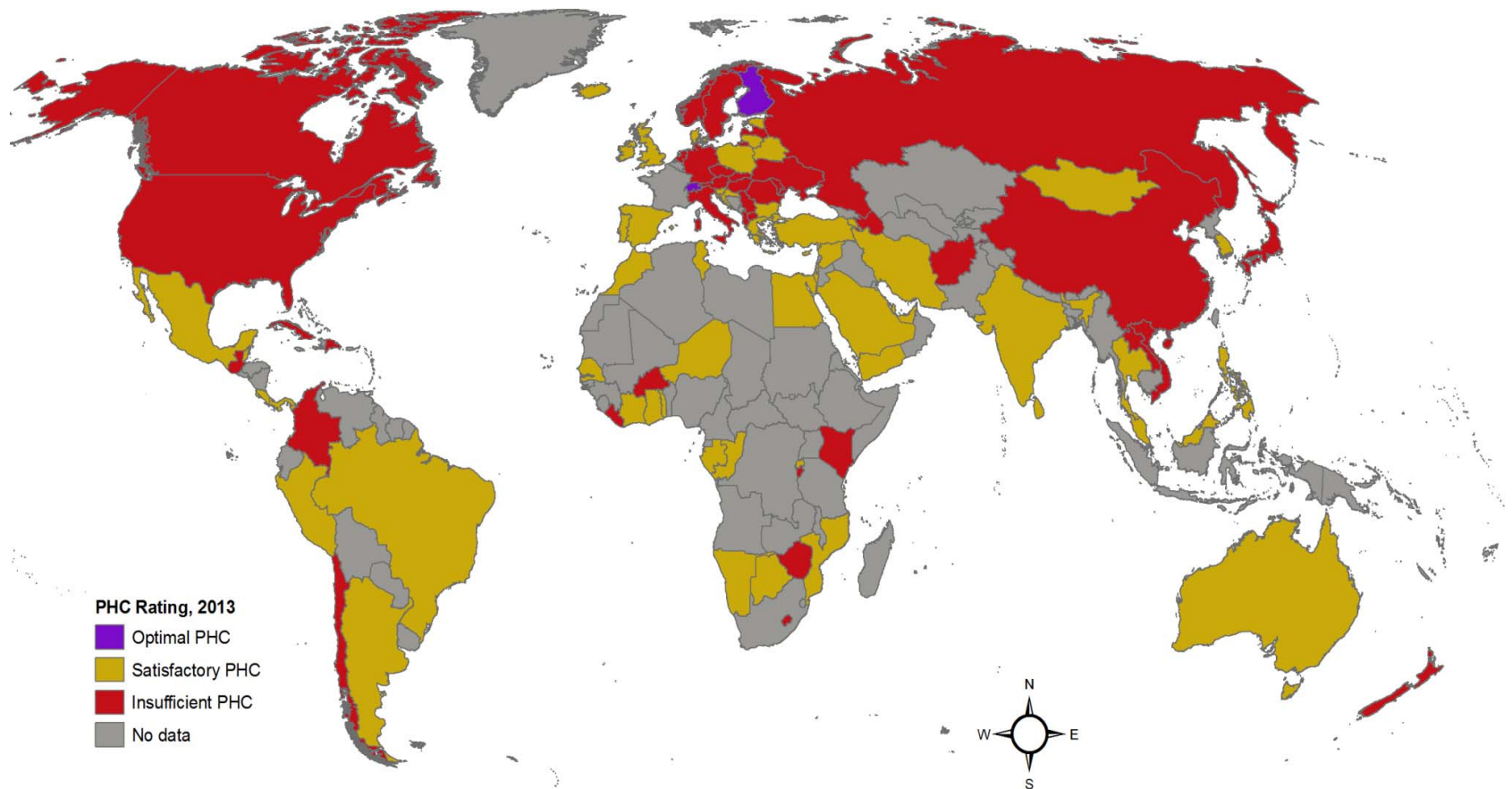
## Strengths

- Carried out by a vast majority of countries
- Large Sample size survey
- Gather employment data by activities and occupations
- Inter-census procedures in some countries allow to get data for subsequent years
- Relevant socio-economic data source
- Allow to define profile of cultural worker by genre, level of education, origin, level of income and age

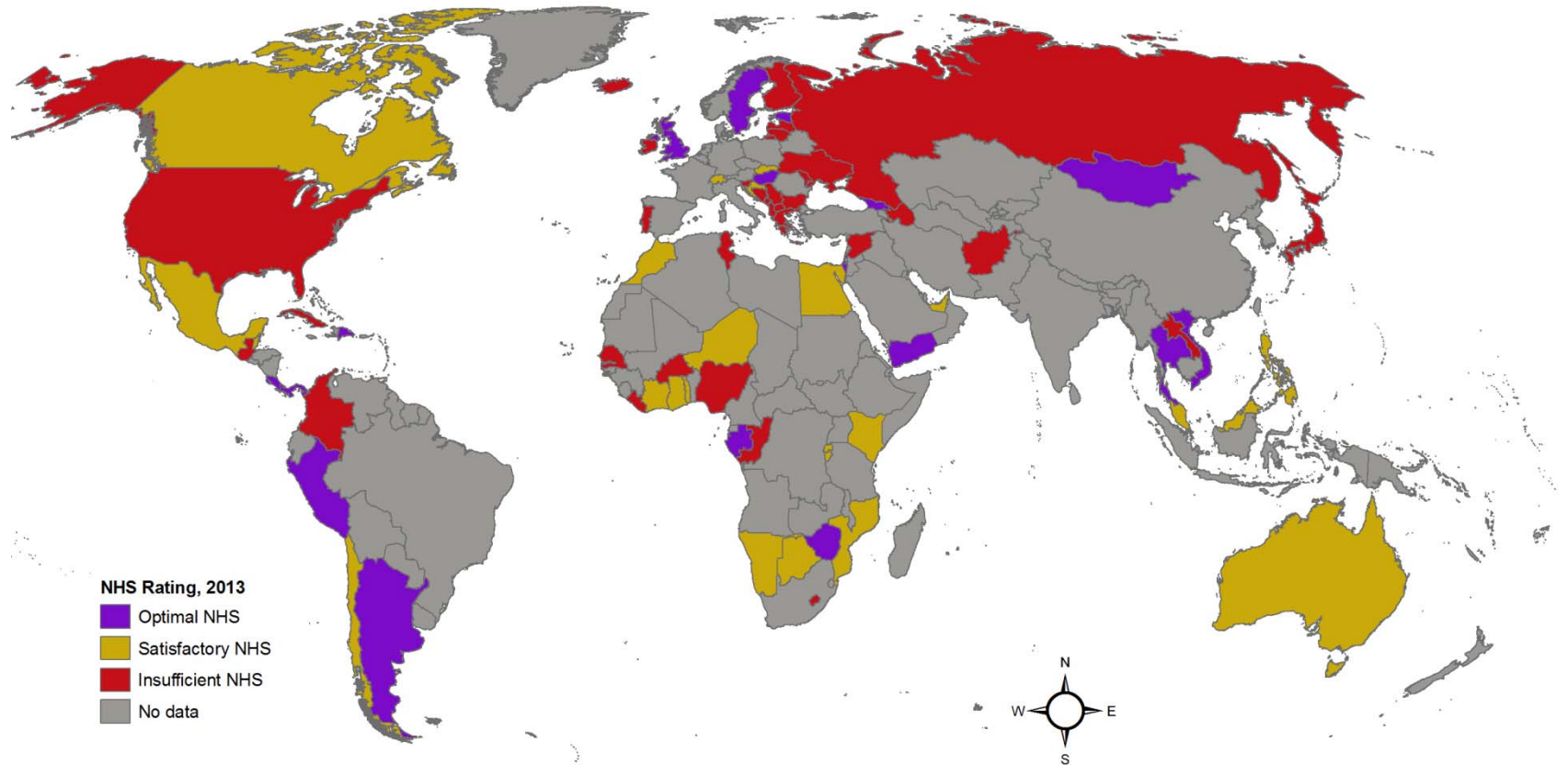
## Weaknesses

- Low frequency: in most cases once every 10 years
- Different methodologies and different sampling methods
- Different ways to approach employment side jobs and different ways of recording social variables such as education.

# Suitability of PHC as a potential source of Cultural Employment Data by Country



# Suitability of NHS as a potential source of Cultural Employment Data by Country

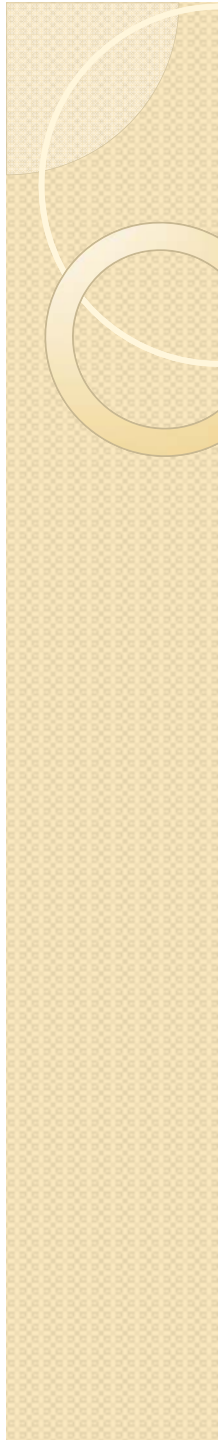






# Conclusion

- Cultural employment data can support policy decision making at multiple levels
  - Local
  - Regional
  - National
- UIS Project
  - Focus on national data
  - Raises great expectations
  - Counting on the continuous support of Member States



Thank You