

# How does culture contribute to sustainable economic growth and job creation?

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**Creativity → Innovation → Technological change →  
Productivity improvement → Economic growth**

# Creative or cultural industries?

- *creative industries* are those industries in which creativity is an identifiable and significant input
- *cultural industries* are those industries providing specifically cultural goods and services

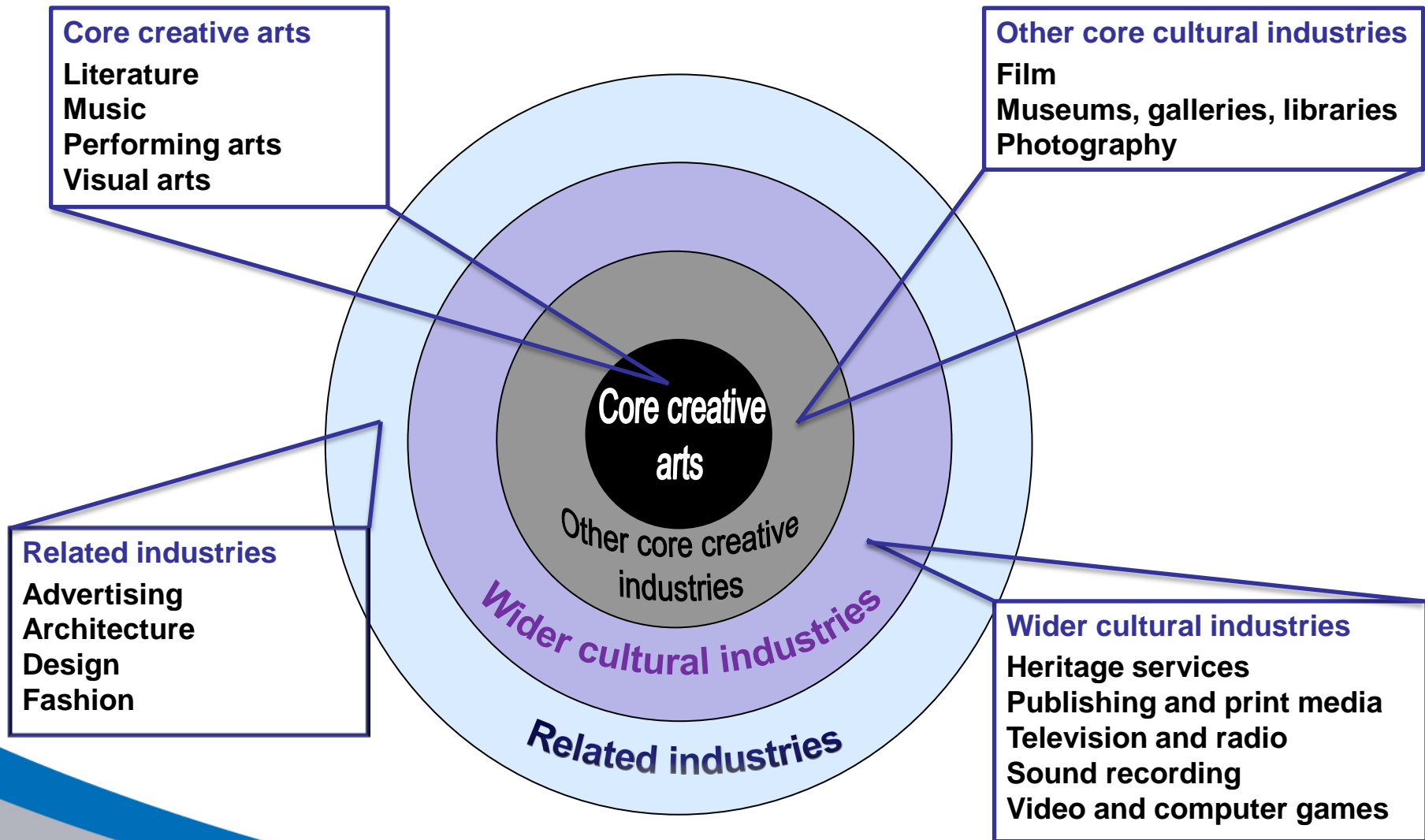
# Cultural goods and services

- they require creativity in their manufacture
- they convey some form of symbolic meaning or message through their cultural content
- they embody at least potentially some element of intellectual property

# Where do the creative arts fit in the economy of culture?

- imagine the creative industries as a series of concentric circles
- artists and arts organisations at the centre
- the circles represent increasingly commercial industries
- creative ideas, skills and talents originate in the core

# The concentric circles model of the cultural industries



# Cultural industries contribute to economic growth:

- through their own internal dynamism in producing cultural goods and services that add to GDP
- through their flow-on effects in raising productivity and fostering innovation in other industries in the economy

# Cultural industries contribute to employment:

- through their own labour-intensity
- through generating a supply of creative workers who find employment in other industries



# Evolution of understanding about culture's contribution to development

- Shift from narrow concepts of economic growth to wider concepts of human-centred development during 1970s and 1980s
- Raising the profile of culture in national and international affairs: *Our Creative Diversity* (1995), Stockholm Conference (1998), UNESCO *World Culture Reports* (1998, 2000)
- Creative industries as a force for development, 1990s to date
- Culture's role in sustainable development as an emerging paradigm in the current era

# ***Culturally sustainable development: an emerging paradigm***

- *Ecologically sustainable development* – now an established concept – entails the sustainable management of natural capital
- *Culturally sustainable development* entails the sustainable management of cultural capital, both tangible and intangible
- Culturally sustainable development applies to culture the same principles as apply to ecologically sustainable development

# Principles of culturally sustainable development imply:

- meeting the needs of the present generation in regard to the production and enjoyment of the benefits of the arts and culture, without compromising the capacity of future generations to meet their own artistic and cultural needs
- equity and non-discrimination in cultural access and participation
- observance of essential human rights
- maintenance of cultural diversity

# Conclusions

- we need to comprehend the potential for the creative economy to contribute to sustainable development
- we need to recognise both the economic and the cultural value of the cultural industries
- coordination is needed between economic and cultural policy
- the 2005 Cultural Diversity Convention provides a context at national and international levels