AGENDA

Afternoons at the Foundation of Venice Workshop Series

Measuring Creative Occupations in OECD Regions

21 June 2018 • Venice, Italy
Afternoons at the Foundation of Venice Workshop Series

The Foundation of Venice (Fondazione di Venezia) prioritises culture, learning, and knowledge as drivers of local development. Through its connections with the Venetian Universities and a wide array of institutions, it operates in the fields of education, advanced training, research, culture and cultural heritage.

The OECD has recently opened a Venice-based office following a partnership with the Foundation to focus on the analysis of culture as a driver of local development. As part of this partnership, the Foundation and the OECD have designed a series of thematic monthly workshops. These will pave the way to the International Conference on Culture and Local Development to be held in Venice in cooperation with UNESCO and the European Commission on 6-7 December 2018.

The workshops aim to improve understanding of challenges and emerging trends in this area. They will provide a platform for experts, policy makers and business representatives to exchange ideas and identify solutions. They will serve as an opportunity to bring together local needs and the best ideas and practices emerging from academic analysis and research, as well as qualified international experiences.

WORKSHOPS CALENDAR

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Participation in the seminars is subject to registration, up to a maximum of 40 participants.
To register please contact: marta.dangelo@oecd.org.

Culture and Local Development

A growing number of cities and regions are leveraging their cultural assets and supporting the emergence of creative industries as levers of growth and inclusion. To achieve better results on the ground policy makers need:

- Evidence on how culture and creative sectors can help generate jobs and growth at the local level;
- Data on the performance of culture and creative sectors and their needs;
- Evidence on the effectiveness of policies and instruments in this domain;
- Stronger capacities at national and sub-national levels to design and implement effective culture-led strategies.

To address this need, the OECD is developing, in partnership with Foundation of Venice, a new policy research programme to provide evidence and guidance on the design and implementation of policies that leverage culture and cultural heritage to enhance local economic growth, job creation and social inclusion.
Measuring Creative Occupations in OECD Regions
Issues and Approaches

In co-operation with Veneto Lavoro (Public Employment Service of Veneto Region, Italy)

21 June 2018 | Fondazione di Venezia, Rio Novo – Dorsoduro 3488/U, Venice, Italy

Policy makers increasingly recognise the job creation and local economic development potential of cultural and creative industries (CCIs). However, measuring the performance of CCIs, especially at sub-national level, is not an easy task. Definitions of cultural and creative industries vary from country to country making international comparison challenging. Also the highly diverse nature of culture undertakings and occupations, and the greater predominance of small companies in the sector make it difficult to produce reliable measures. This is compounded by the significance of cultural activities that are considered as secondary to another activity. This is of particular concern when measuring employment where many individuals in culture occupations also work in non-culture occupations.

As part of the on-going project on the future of work and on measuring trends in employment and occupations at sub-national level across selected OECD regions, the OECD will seek to provide new data and analysis on cultural and creative industries and on creative occupations in other sectors. For this the OECD is partnering with the Veneto Region and its Employment Agency – Veneto Lavoro. The Veneto labour integrated information system (VLMIS) provides data allowing to capture the structural changes in the local labour market, observe current trends and forecast future developments. By matching VLMIS with complementary sources Veneto Lavoro can provide unique data and analysis of the features and dynamics of this varied sector.

AGENDA

15.00 - 15.15 Welcome, Mario Volpe, Università Ca’ Foscari, Venice - Foundation of Venice and Ekaterina Travkina, OECD Centre for Entrepreneurship, SMEs, Regions and Cities

15.15 - 15.30 Measuring CCI employment trends at the local level: the case of Veneto region, Tiziano Barone, Letizia Bertazzon and Sandra Rainero, Veneto Lavoro, Public Employment Service of Veneto Region, Italy

15.30 - 15.45 New approaches to mapping CCIs in cities: evidence from NESTA, John Davies, NESTA, UK

15.45 - 16.00 Discussant, Rafael Boix Domenech, University of Valencia, Spain

16.15 - 16.50 Facilitated discussion

16.50 - 17.00 Conclusions, Renzo Turatto, OECD Venice Office

Please confirm your participation by 15 June 2018 the latest.
To register please contact marta.dangelo@oecd.org
The Foundation of Venice (Fondazione di Venezia)

The Foundation of Venice is a saving banking foundation established in 1992 following the privatization of Cassa di Risparmio di Venezia. A non-profit organisation, the Foundation pursues social and public interest objectives and the promotion of the economic development of Venice and the surrounding area. Over the years, the Foundation has increasingly become the creator and promoter of social welfare and cultural development actions, disengaging itself from the original role of a purely funding entity. The Foundation allocates resources to three main sectors: education; scientific and technological research; art, cultural heritage and related activities. To date, the most ambitious project is the realisation of the M9 Museum and cultural centre in Mestre. More information: www.fondazionedivenezia.org

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities

The Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) provides comparative statistics, analysis and capacity building. It helps local and national actors work together to unleash the potential of entrepreneurs and small and medium-sized enterprises (SMEs), promote inclusive and sustainable regions and cities, boost local job creation, and implement sound tourism policies. Not all people, firms and places experience a level playing field in today’s global economy. Megatrends such as digitalisation, new forms of work, ageing, migration and environmental imperatives could further widen divides. The Centre is working to ensure that all people, and businesses of all sizes, can contribute to and benefit from inclusive growth, whether they are located in a capital city or in remote rural areas. More information: www.oecd.org/cfe

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