



FULFILLING THE POTENTIAL FOR CULTURAL AND CREATIVE INDUSTRIES (CCIs)

Mapping the sector and identifying policy tools to support it

Background

The past decades have seen a rapid emergence of the culture and creative economy. Culture and creative industries (CCIs) include a broad range of activities, including cultural heritage, architecture, music, live performance, publishing, the art and antiques market, music, arts and crafts professions, television and radio, film and video, advertising, design, fashion, video games, and software and IT services.

Culture is an integral part of local development. It is linked to job creation, exports and revenues. Whether in cities, or regions, culture is an essential component of the quality of life, and a “creativity lever” for new goods and services. Culture and creative industries can bridge communities and provide disadvantaged individuals with opportunities for empowerment, self-reliance and integration into employment and productive activities.

However, due to the rapid evolution of CCIs, the difficulties to define its frontiers and its needs, the often intangible impacts of culture-led projects, the need to catch up with the new trends in cultural and creative tourism, and the fragmentation of the policy frameworks, **local policy makers often do not grasp the full extent of the sector**, and deploy insufficient efforts to support it.

There is overall a lack of capacities to design integrated strategies and in leveraging the appropriate policies that would be necessary to realise the potential of the sector in creating jobs and generating well-being.

Recent EC research¹ recognises that despite their considerable potential, the CCIs, estimated to be responsible for over 3% of the EU's gross domestic product and jobs, remain undervalued and unrecognised.

They continue to face difficulties in accessing start-up capital and financing but also finding workers with the right skills. The challenges facing CCIs are compounded by a lack of clear evidence and information on the sector.

The objective of the project and key deliverables

The OECD has already developed a methodology for mapping culture and creative industries at the sub-national level in Italy and compiled business statistics. The mapping exercise covered the [South of Italy](#) and is currently being expanded to cover the North East.

Extending this work to other countries will provide valuable information on the needs of the sector and support evidence-based policy making. In addition, this work will focus on:

- **Quantitative analysis:**
 - Identify the relative specialisation of territories and the geographic concentration of CCIs; identify the cross-

feeds with other sectors, particularly with tourism and manufacturing activities (e.g. traditional crafts);

- Identify existing or potential clusters, which could benefit from tailor-made policies;
- **Understanding policy needs and identifying policy responses:**
 - Assess the needs of the sector as well as the effectiveness of current policies and programmes implemented at the local level;
 - Provide national and sub-national policy makers with an assortment of innovative instruments to support the development of CCIs.

How to participate

Interested countries, regions and local authorities may participate by:

- **Participating in case study country or regional reviews** of CCIs development system, aimed at reviewing the national or local support system against the framework of analysis developed.
- **Hosting a round-table**, identifying good practice initiatives and helping to fund case studies on specific themes;
- **Providing active assistance** in developing international learning models;
- **Identifying relevant networks** and providing data; and also experts to participate in the round-tables.



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www.oecd.org/cfe/leed/trento-centre-culture.htm



¹ Towards More Efficient Financial Ecosystems, European Commission, 2016