



WEBINAR

Coronavirus (COVID-19) and cultural and creative sectors: impact, policy responses and opportunities to rebound after the crisis

17 April 2020 | 15.00-16.30 CET

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Along with the tourism industry, cultural and creative sectors are among the most affected by the current coronavirus (Covid-19) crisis

The current crisis is particularly critical for cultural and creative sectors due to the sudden and massive loss of revenue opportunities, especially for the more fragile players. Some actors benefit from public support (e.g. public museums, libraries, theatres) but may experience significant budget shortfalls. The sector includes major multinational companies with sustainable revenues (e.g. Netflix), but many small companies and freelance professionals essential for the sector could face bankruptcy. This crisis creates a structural threat to the survival of many firms and workers in cultural and creative production.

Today, more than ever, the importance of culture and creativity for society is clear. The availability of cultural content contributes to mental health and well-being, and many cultural institutions have provided online and free content in recent weeks for that purpose. Sustainable business models during and after the initial crisis are imperative for the sector's survival. Leaving behind the more fragile part of the sector could cause irreparable economic and social damage. The current challenge is to design public supports that alleviate the negative impacts in the short term and help identify new opportunities in the medium term for different public, private and non-profit actors engaged in cultural and creative production.

This webinar will gather representatives of the cultural and creative sectors, local and national governments to review:

- The short and long-term impacts of the current crisis on CCS
- The innovative solutions put in place by CCS across countries
- The policy supports put in place by national and local governments to alleviate the short and long-term effects of the crisis on CCS. What is still needed?

SPEAKERS



Hasan BAKHSHI is the Executive Director, Creative Economy and Data Analytics at Nesta. He co-authored the Next Gen skills review, which led to wholesale reforms of the school ICT curriculum in England, and the Future of Skills: Employment in 2030, which maps out how the workforce skills mix is likely to change in the future. Prior to Nesta, Hasan was Executive Director at Lehman Brothers, Deputy Chief Economist at the Foreign and Commonwealth Office and an economist at the Bank of England.



Bernd FESEL studied Philosophy and Economics and started his career in art market as co-owner of the Gallery Karin Fesel, later serving also as Managing Director of the German Gallery Association. Since 2008 he was Advisor to the European Capital of Culture RUHR2010 and then the European Centre for Creative Economy in Dortmund. He also serves as Managing Director of the European Creative Business Network (ECBN) in Rotterdam.



Joana GOMES CARDOSO is President of EGEAC - Lisbon's municipal agency that manages theatres, museums, monuments and art galleries and organizes the city's street festivals. She was previously Director General of the Office of Planning, Strategy, Evaluation and International Relations of the Ministry of Culture and Vice-President of the National Council for Culture, (Lisbon, 2010-12).



Justyna JOCHYM is the CEO of Festivals Adelaide, the peak body for Adelaide's 11 major festivals, which advocates for Adelaide Festivals and promotes them as significant drivers of tourism and innovation, economic growth, community health and well-being. Prior to this role, she worked as the Head of International Cooperation and Development at the Krakow Festival Office (Poland), where she managed global partnerships and programs, among them the Krakow UNESCO City of Literature designation.



Philippe KERN is founder and managing director of KEA European Affairs, a research centre specialised in advising territories and organisations on culture policy since 1999. He has authored numerous studies for European and national institutions on culture, copyright, culture and creative industries as well as audiovisual policies notably *The Economy of Culture in Europe* and *The Impact of Culture on Creativity*. He is expert adviser to the European Union, the Council of Europe, WIPO, the European Investment fund (EIF), Eurocities as well as numerous public authorities.



Gian Paolo MANZELLA is the Undersecretary for Economic Development at the Italian Ministry for Economic Development since 16 September 2019.



Pier Luigi SACCO is the Head of the OECD Venice Office since February 2020. He was Special Advisor to the European Commissioner for Education, Youth and Culture and the Director of the Computational Human Behavior flagship project at Bruno Kessler Foundation, Trento. He is Professor of Cultural Economics, IULM University Milan, Senior Researcher at metaLAB at Harvard and visiting scholar at Harvard University.



Justine SIMONS OBE is Deputy Mayor for Culture and Creative Industries, London. She was Head of Culture for the Mayor of London for over a decade and has played a central role in the cultural revitalisation of London. Justine was awarded an OBE in the 2015 Queen's New Year honours list for Services to Culture in London. She believes culture is central to London's success as a global city and has the power to transform lives and places. Justine also founded and is Chair of the World Cities Culture Forum – a major global initiative on culture and the future of cities, involving 30 cities worldwide.



Barbara STACHER has been working for the European Commission for over 20 years in different areas. Currently, Barbara works at the European Commission's Directorate-General for Education and Culture (DG EAC), in the Cultural Policy Unit. Her field of work is the crossroads of cultural and creative sectors/ industries/spaces and how to contribute in terms of city and regional development, social inclusion, job creation, participation, linking up creative sectors and policy-makers, creative hubs and cultural and creative spaces.



Ekaterina TRAVKINA coordinates the work on culture, creative industries and local development within the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. She was previously Manager of the OECD Forum on Partnerships and Local Development - the OECD's network of practitioners in the fields of economic development, employment, skills and social inclusion.

PARTNERS

