

THE CREATIVE ECONOMY



PROJECT

Lying at the frontier of economics and culture, the creative economy has become a powerful means of enhancing economic development, attractiveness and social cohesion. Since 2001, the Regional Council has drawn up an ambitious cultural policy encompassing film-making, audio-visual activity, performing arts, contemporary music, book publishing, heritage and visual arts. Beyond analysing the cultural and creative industry sector, the project identifies and considers each component of the creative ecosystem, namely: creative assets, the cultural offering, diversity of practices, specialised training, support provided by public and private sector stakeholders, etc.

METHOD

After studying various systems for classifying the cultural and creative industries for statistical purposes, the Anglo-American approach was selected and adapted to the Paris metropolitan area. The project consisted of using and analysing data provided by the French Office for National Statistics (INSEE) to combine and cross-reference the activities, creative professions and basic cultural infrastructure of the French Ministry of Culture and Communication.

RESULTS

The study shows the importance of the interdependence between the stakeholders and sectors of the creative economy on the scale of the Paris Region. At a time when culture is becoming a means of enhancing international competitiveness and is at the heart of the public policies of global cities, this interdependence is a major challenge. A report has been published which has identified the main challenges facing the Paris metropolitan area. A debate between decision-makers and researchers was organised on the creative city.

PRODUCTS

The creative ecosystems in the Paris Region, May 2015, 62 p., A debate between decision-makers and researchers on the creative city.

MAIN POINTS

Beneficiaries
Regional Council

Donors
Regional Council

Implementation period
July 2014/April 2015

Duration of the study
10 months

Total cost of project
90,000 euros

IAU's share
90,000 euros

Partners
IAU
Greater London
Authority

Mobilisation of experts
4 person-days x month

Main experts

IAU
Carine Camors, economist
Odile Soulard, economist

Basic project data

The creative economy in the Paris region: 500,000 jobs (9% of the regional workforce), 125,000 businesses.
Dependent employment: + 20% between 1994 and 2010.
90% of jobs concentrated in Paris and the inner suburbs.