Investing in creativity, the future is now

From human development, to inclusive growth and sustainable societies

Since 2008, creative sectors are among the fastest-growing worldwide. Copyright industries contribute to GDP an average 5.2%, sometimes exceeding 10%. Similar trends are observed for CCIs contribution to national employment; an average 5.36% worldwide. Culture's social impacts enhance also important indirect economic impacts. Investments in cultural participation empower
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Citizens and communities, develop connectedness, well-being, identity formation, social cohesion, value and behaviour change. The digital evolution opens up new opportunities for business development, including in remote areas. Speakers will raise awareness about the contribution of creativity to sustainable growth and employment, notably for youth. Also on the agenda are local development, cultural tourism, and trade of cultural goods and services.

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