





# Culture and Local Development

## ■ What's the issue?

The past decades have seen the rapid emergence of a dynamic cultural and creative economy. Culture and creative sectors use and nurture talent for the development of high added value, they spur innovation and transform local economies in various ways:

- Generating economic growth, productivity, exports and employment;
- Diversifying the economy and contributing to urban regeneration;
- Promoting cities and rural regions as destinations to visit, live, work and invest in;
- Strengthening local cultural identity and diversity;
- Supporting social cohesion and integration of marginalised groups;
- Contributing to well-being.

To reap these benefits, national and local governments have been putting in place policy initiatives to support these sectors as drivers of sustainable economic growth and employment. However, in spite of this growing attention, there is still limited evidence and understanding of how culture and creativity can transform and foster development, what are the needs of these sectors and what are effective policy responses.

## ■ About the Conference

This conference will develop recommendations for economic and social policies that leverage culture and cultural heritage to enhance economic growth, job creation and social inclusion. It will highlight “what works” in policy governance arrangements and funding models.

The conference is organised by the OECD Centre for Entrepreneurship, SMEs, Regions and Cities and its Programme on Local Economic and Employment Development (LEED) whose mission is to contribute to **building more and better jobs**. Since 1982 the LEED Programme has advised OECD governments and communities and contributed to the G20, APEC and ASEAN on how to make the implementation of national policies more effective at the local level, while stimulating innovative practices on the ground.

## ■ Venue

**Scuola Grande San Giovanni Evangelista | San Polo, 2454, 30125 Venezia VE, Italy**

### Contact

**Questions?** Email us at [culture-conference@oecd.org](mailto:culture-conference@oecd.org)  
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Key Partners



Partners



## AGENDA AT A GLANCE

### ■ Pre-event - Wednesday, 5 December 2018

19.00 - Guided tour and dinner at the M9 Museum, Mestre (by invitation only)

### ■ Thursday, 6 December 2018

9.00-10.00	Opening Remarks		
10.00-11.15	PLENARY SESSION 1. Understanding the transformative power of culture and creativity for local development		
11.15-11.45	<i>Coffee break</i>		
11.45-13.00	PLENARY SESSION 2. Culture, technology and cities: The future is plural		
13.00-14.30	<i>Lunch</i>		
14.00-17.30	PARALLEL THEMATIC SESSIONS		
	A. Cultural heritage and local development: Maximising the impact	B. Cultural & creative industries (CCIs): Fulfilling the potential	C. Financing culture and creative industries
14.00-15.30	<b>A1.</b> Cultural heritage for economic development and urban regeneration	<b>B1.</b> Creating creative jobs	<b>C1.</b> Innovation in public investment and financing for arts and culture
15.30-16.00	<i>Coffee break</i>		
16.00-17.30	<b>A2.</b> Museums and local governments: partnering for education, well-being and inclusion	<b>B2.</b> CCIs and innovation: supporting cross feeds for local development	<b>C2.</b> Funding arts and culture: the role of the private sector
19.00-20.00	Guided tour of Doge's Palace		
20.00	Cocktail reception		

### ■ Friday, 7 December 2018

9.30 -11.00	PLENARY SESSION 3. Building local growth and well-being through culture: A new agenda for local governments	
11.00-11.30	<i>Coffee break</i>	
11.30-13.00	PLENARY SESSION 4. Cultural policies and beyond: Culture as a lever for inclusive growth	
13.00-14.00	<i>Refreshments</i>	
14.00-17.00	PARALLEL SPECIAL SESSIONS	
	D. Arts meet technology	E. Cultural heritage, tourism and rural development

## THURSDAY, 6 DECEMBER

08.45-09.00 *Registration & welcome coffee*

### 09.00-10.00 **Opening Remarks**

WELCOME **Welcome** by **Luigi Brugnaro**, Mayor of Venice

MODERATOR **Lamia Kamal Chaoui**, Director, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

PANELLISTS **Alberto Bonisoli**, Minister of Cultural Heritage, Italy (tbc)

**Angel Gurría**, Secretary-General, OECD

**Tibor Navracsics**, European Commissioner for Education, Youth, Sport and Culture

**Xing Qu**, Deputy Director-General of UNESCO

### 10.00-11.15 **PLENARY SESSION 1. Understanding the transformative power of culture and creativity for local development**

Culture is playing an increasingly important role on the political agendas of cities and regions, both on its own and as part of wider economic growth and well-being. Broadly defined, cultural and creative sectors constitute a vibrant economic activity and are thus a **source of jobs, enterprise turnover and tax revenues**. However, the role of culture for local development is more than the direct outputs of the individual sectors involved. Culture and creative sectors can transform local economies in various ways. They increase the **attractiveness of places** as destinations to live, visit and invest in. Smartly managed culture-led **urban regeneration** can breathe new life into the decaying areas while also **creating new and more effective governance frameworks** that overpass traditional administrative and sectoral boundaries. Cultural and creative industries contribute to increasing levels of **regional innovation and productivity**: the cultural sector is itself a generator of innovation, through new production techniques, new business models, innovative ways of reaching audiences and emerging forms of co-production. Spill-overs and cross-sectoral contamination can disseminate innovation into the wider economy. Increased levels of cultural engagement also have **positive effects on well-being and health** and **encourage social cohesion** by supporting integration and inclusion of the marginalised groups.

This scene setting plenary session will focus on:

- How do culture and creativity foster economic growth in cities and regions?
- How do they transform and regenerate local economies?
- In what ways can cultural and creative engagement lead to well-being and encourage social cohesion?

11.15-11.45 *Coffee break*

### 11.45-13.00 **PLENARY SESSION 2. Culture, technology and cities: The future is plural**

The emergence of **new information and communication technologies** have **profound effects on how culture interacts with cities**. Netflix and Spotify and other emerging media distributors as well as open platforms (e.g. collaborative platforms (Wikipedia), blogs, content communities (YouTube, Instagram), social networks...) have made it possible to **access and share many cultural goods at any time and from any location**, almost without any mediators. These new technologies enable **innovative forms of artistic creation**. They also offer **new ways of audience engagement** and are **blurring the distinction between audience, participants and producers**, enabling more people to be involved in creation and sharing through co-production of content.

Technology and creativity are also **enhancing the cross-feeds between culture and other sectors**. New products and services emerge from cross-disciplinary collaborations and are co-created by players from different sectors, as illustrated by new products developed through the gamification of healthcare or education services. In turn, **digital humanities** offer new ways to valorize and explore the cultural heritage. It has enabled the transformation of city archives and museum's collections into digital information systems. These Big Data of the past are expected to offer common resources for the future of cities.

This session will unpack current and reflect on future trends focusing on:

- How do new technologies affect cultural production and consumption?
- How is the interplay between culture and technology going to impact cultural accessibility and participation?
- What does this mean for cities and regions?
- And what are the possible scenarios for the future?

13.00-14.00

Lunch

14.00-17.30

## PARALLEL THEMATIC SESSIONS

**A. Cultural heritage and local development: Maximising the impact**

**B. Cultural & creative industries (CCIs): Fulfilling the potential**

**C. Financing culture and creative industries**

PARALLEL  
THEMATIC  
SESSION

### A. Cultural heritage and local development: Maximising the impact

*In co-operation with the International Council of Museums (ICOM)*

Museums and cultural heritage are powerful assets for local development. They can help attract tourists, promote inclusion, boost cultural diversity and reinvent territorial identity. For several decades now, cities and regions have been drawing on these assets to put in place heritage-led regeneration plans as part of their wider economic development strategies. At the same time, museums are increasingly recognising the instrumental benefits of the arts and sciences and are experimenting with the new roles that they can play as agents of economic and social change while continuing to enrich their traditional heritage conservation, restoration, scientific, and education functions.

Several converging factors lead to the emergence of new partnerships between the museums and local authorities. In many countries decentralisation entrusts local authorities with greater responsibilities, notably in the cultural sphere. At the same time the financial and economic crisis has caused many national and local governments to reduce contribution to museums and galleries, which must then reinforce their partnerships with local authorities.

Leadership and new governance arrangements are required for both local governments and museums to maximize the impact of heritage on local development. Museums need to adapt their management frameworks and build organisational capacities including financial resources, workforce and incentives. This will make them more empowered, proactive and accountable. As a consequence museums can play the role they were created for, legitimize the grant of the subsidies they receive and contribute towards local development. At the same, time local governments need to recognise museums as partners and enable them to act as catalysts of local development.

To support this process, the OECD together with the International Council of Museums (ICOM), have designed a **Guide for Cities and Museums on Culture and Local Development: Maximising the Impact**. The **Guide** provides assessment frameworks for national, city and regional governments, the museum community, private foundations and other stakeholders interested in:

- **New ways to measure the social and economic impact** of culture and museums on local development.
- **Examples of 'what works'** in maximising the impacts and creating linkages between the cultural heritage and the local economy and social fabric.

The **Guide** will be launched at these sessions jointly with ICOM, partner museums and local governments.

14.00-15.30

## A1. Cultural heritage for economic development and urban regeneration

Museums and other cultural sites can boost city attractiveness for talents, businesses and visitors. Construction or renovation of a museum can stimulate urban regeneration and bring new life to areas losing traditional economic base. Museums are places where people and communities can build social capital, whereas many traditional meeting places are disappearing. Museums contribute to the dissemination of new techniques, the creation of new products and the support for creativity. They also foster innovation through the research and scientific work related to conservation and restoration of art collections, as well as the development of new materials, skills and processes and cross-fertilization with other sectors.

This session will review:

- What works and what does not in culture-led urban regeneration strategies?
- How can local governments and museums better work together to maximize the impact on local economic development?

15.30-16.00

*Coffee break*

16.00-17.30

## A2. Museums and local governments: partnering for education, well-being and inclusion

Museums have been mainly created to increase the cultural and educational level of the population. With time, this objective has become more complex: now it is not only education but also training; not only knowledge but also creativity; not only the native population but immigrants and marginalised communities.

Traditionally local government does not consider museums as a direct actor of social development, beyond their educational role. However, museums contribute more and more to improve individual and collective well-being. Many initiatives appear significant in the domain of health, and in particular ageing. Other initiatives relating to rehabilitation and the boosting of self-confidence are also significant, but are sometimes neglected since their effects are only evident in the long run.

Whatever their administrative relationship with museums, local governments should recognise the new roles of museums by supporting partnerships between education, health and social inclusion institutions with heritage institutions.

This session will focus on:

- Effective local strategies and partnerships to maximize the impact of cultural heritage on education, health and well-being.

**PARALLEL  
THEMATIC  
SESSION**

## B. Cultural and Creative Industries : Fulfilling the potential

*In co-operation with NESTA and the European Creative Business Network (ECBN)*

Cultural and creative industries (CCIs) comprise a broad range of activities, including cultural heritage, architecture, music, live performance, publishing, the art market, music, arts and crafts professions, television and radio, film and video, advertising, design, fashion, video games, and software and, in some cases, IT services.

CCIs play a distinctive role in redefining the relations between place, economy, culture and creativity, especially considering the global and digital character of the new economy. In many countries, CCIs constitute a dynamic and resilient sector which has grown faster than the rest of the economy, making them attractive to policy makers as drivers of sustainable economic growth and employment.

However, due to the rapid evolution of CCIs, the difficulties to define their needs, and the fragmentation of the policy frameworks, national and local policy makers tend to undervalue the considerable potential of the sector and consequently deploy insufficient means to support it.

These sessions will address this need by:

- Reviewing new evidence on the performance and needs of the sectors.
- Developing recommendations for local policies to support CCI including new policy governance arrangements and funding models.

14.00-15.30

## B1. Creating creative jobs

The creative economy relies on creative talent as the primary source of value and the demand for skilled creative workers is strong and rapidly evolving, both in cultural and creative industries and also the wider economy. However, creative employers report problems in recruiting new talent and addressing the lack of skills of their employees even in regions with strong educational endowment including art and design schools, university computing departments, and a vocational training in key craft areas. The creative work is largely secondary in nature or is taken up as a part time job. Several nations also face the issue of great degree of informality of the creative jobs. This session will focus on:

- How to improve our understanding of the skills needs of cultural and creative industries?
- Which local strategies can help address the mismatch between skills supply and demand?
- How can an integrated approach involving public and private stakeholders tackle the informal nature of creative jobs?

15.30-16.00

Coffee break

16.00-17.30

## B2. CCIs and innovation: Supporting cross feeds for local development

*'It is conventional to represent the arts and creative industries broadly as suppliers of cultural goods and services. Yet this may be systematically underestimating their contribution to "the economy." Why? Because the creative industries produce another class of outputs, namely innovations.'* However, to fulfil this potential highlighted by the economist Jason Potts, it is important to support cross sectoral collaborations, invest in a more innovative workforce by introducing arts and creativity in education and recognise and build on innovation within the cultural sector itself.

PARALLEL  
THEMATIC  
SESSION

## C. Financing and investment frameworks for cultural and creative sectors

*In co-operation with the European Foundation Centre (TBC) and European Cultural and Creative Sector Guarantee Facility (TBC)*

The activities of the culture and creative sectors are financed through various sources, from the public, private and non-profit sectors. At the local level, public direct and indirect financing is often combined with funding provided by non-profit and business organisations, and individual donations. Capacities to effectively manage investments and respond to the needs of the sectors are often uneven across the levels of government. This session will review emerging models and evidence from selected OECD countries and provide recommendations for national and local policy makers on:

- How to make public investment more effective to reach the best results at the local level.
- Effective ways to mix different sources of funding (national, regional, local, public, non-profit and private).

14.00-15.30

## C1. Innovation in public investment for arts and culture

With reductions in budgetary allocations in many countries, central and local governments are reconsidering the forms of public support to the sector and the extent to which this sector should be subsidized and should this support be direct (like lottery funds) or indirect (like tax benefits). This session seeks to answer the following questions:

- What are the innovative approaches in supporting cultural infrastructure in cities (museums, galleries, theatres)?
- What alternative public finance instruments can be devised to support the creative industries?
- Is an ecosystem approach the right one?

15.30-16.00

Coffee break

**16.00-17.30**

**C2. Funding arts and culture: The role of the private sector**

Private sector players have played a crucial role in supporting the development of various forms of arts and culture across the world. This includes investing in, giving to or spending on different ventures related to the arts and culture undertaken by individuals, businesses, private or public foundations and other non-public organisations. This session will dwell on:

- Frameworks for public-private synergies for combined financing of the arts and culture.
- Devising sound incentive structures to encourage private contributions and individual giving.
- Exploring emerging forms of venture philanthropy.

**19.00-20.00**

**Guided tour of Doge's Palace**

**20.00**

**Cocktail reception**

## FRIDAY, 7 DECEMBER

09.00-09.30

*Welcome coffee*

09.30-11.00

### PLENARY SESSION 3. Building local growth and well-being through culture: A new agenda for local governments

Culture, the arts, creativity and creative industries are interdependent. Separating them into neatly defined sectors can miss the relationships between them, and the ways in which the commercial sector is connected to other activities within a complex ecosystem. Combining knowledge and skills specific to cultural and creative sectors with those of other sectors spurs innovation, including in manufacturing, services, tourism, health and the public sector. To unleash this transformative power, cities and regions need to create **supportive environments for culture-led development** by **promoting the skills and business support infrastructure** for cultural and creative sectors. Favorable ecosystems need to **support cultural contamination and crossovers** between different cultural and creative fields and other economic sectors, while at the same time **pursuing strong levels of cultural participation** and cultural capability building.

At the same time, in the context of greater accountability for public spending, **new ways are needed to measure the social and economic impact of culture** on local development to effectively channel public and private funding.

Drawing on the results of the thematic sessions, this session will focus on:

- Lessons from the past– what works and what does not in culture-led local development strategies?
- How can cities promote the skills and business support infrastructure for cultural and creative sectors?
- What are the instruments that work to support crossovers between different cultural and creative fields and other economic sectors?
- What are the innovative approaches to increase the levels of cultural participation?
- How to measure the impact of public investment in arts, culture, creativity and creative industries?

11.00-11.30

*Coffee break*

11.30-13.00

### PLENARY SESSION 4. Cultural policies and beyond: Culture as a lever for inclusive growth

This session will distil policy recommendations for a range of policy areas including tourism, economic development, regional development, employment and skills, social inclusion, and innovation, in order to unleash the transformative power of culture and creativity for local growth and well-being.

13.00

### Closure of the conference

13.00-14.00

*Refreshments*

14.00-17.00

### PARALLEL SPECIAL SESSIONS

**D. Arts meet technology**

**E. Cultural heritage, tourism and rural development**



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