

Programme

Supporting the Creative Economy: a programme for policymakers

7 March – 15 May 2022

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Supporting the Creative Economy; a programme for policymakers is an immersive self-taught online course for policymakers in Wider Europe who work in local, regional, and central government. It will give civil servants the practical skills and knowledge to embed the creative and cultural industries into their areas of work as well as clear guidance on how to formulate and implement policy.

Module	Lessons	Case Studies	Takeaways
1. Introduction to policymaking for the creative economy	<ul style="list-style-type: none"> • Overview of the creative industries and the wider creative economy • Protecting creativity through Intellectual Property • Measuring / Classifying the creative industries 	<ul style="list-style-type: none"> • The UK's Creative Industries • Naomi Korn Associates 	<ul style="list-style-type: none"> • Understand the importance and impact of the creative industries and the creative economy • Appreciate the vital role policymakers can play in supporting the creative economy • Discover key concepts and tools to define creativity and the creative industries. • Have an overview of how IP protects and supports creative work

<p>LIVE SESSION 1 Tuesday 15 March, 11.30 (CET)</p>	<ul style="list-style-type: none"> • Why this programme has been created by the British Council and what it hopes to achieve? • What you will need to do / access the materials / time commitments • Programme structure and module outline • Creating your learning log / action plan – a digital record of reflections from each module. • Presentation from John Newbigin, UK Ambassador for the Creative Industries, Mayor of London 		
<p>2. <i>Social and economic innovation; impact in the cultural and creative industries</i></p>	<ul style="list-style-type: none"> • Overview of the economic and social value of the creative industries • Synergies with other sectors and the value of the cultural and creative industries • Creative industries and local development • Introduction to creative industry investment models 	<ul style="list-style-type: none"> • Oxford Economics • Screen Yorkshire 	<ul style="list-style-type: none"> • Understand how to advocate for the social and economic value of the creative industries • Discover the potential of the creative sector synergies with other sectors and what policymakers can gain from engaging with the cultural and creative industries • Understand the social and economic impact of the cultural and creative industries • Recognise the role of creative industries in development.
<p>3. <i>Supporting enterprise development in the creative industries</i></p>	<ul style="list-style-type: none"> • Making the case for entrepreneurship • Enabling an environment for creative enterprise to flourish • How to best support entrepreneurial skills development • Role of Higher Education in research and development 	<ul style="list-style-type: none"> • University College London and Kent University • London Creative Enterprise Zones 	<ul style="list-style-type: none"> • Understand a variety of business models used by creative entrepreneurs • Recognise the skills needed for creative enterprises to thrive • Discover how to demonstrate the impact of the cultural and creative industries and make the case for greater investment.

<p>LIVE SESSION 2 Monday 4 April, 11.30 (CET)</p>	<ul style="list-style-type: none"> • Policymaking – supporting thriving creative economies • What have you found to be the most insightful piece of learning from the programme so far and why? • How has it made you think differently? • Presentations from speakers from Creative Hubs in the UK and the UK Creative Industries Council. 		
<p>4. <i>Connecting networks, hubs and eco-systems</i></p>	<ul style="list-style-type: none"> • What is the role of creative hubs in cities today? • How can they demonstrate impact to policy makers? • Different models of networking and how they are funded and managed 	<ul style="list-style-type: none"> • Baltic Creative Liverpool • Creative Industries Council 	<ul style="list-style-type: none"> • Gain an understanding of the strategic role of creative hubs and partnerships in cities • Understand the impact of hubs in city-wide policy decision making and how you would map creative hubs • Learn about examples of policy decisions and considerations to support creative hubs and creative networking more generally.
<p>5. <i>Digital and the creative industries</i></p>	<ul style="list-style-type: none"> • What digital capabilities are emerging as necessary in the cultural and creative industries? • The value of digital R&D funding in the cultural and creative industries • The role of policymakers and possible government strategies at the intersection between culture, technology, and entrepreneurship 	<ul style="list-style-type: none"> • Smartify • Arts Council England and UK Interactive Entertainment 	<ul style="list-style-type: none"> • Gain an understanding of the uses of technology in the cultural and creative industries when looking at successful digital initiatives • Learn how to encourage the development of digital skills in the cultural and creative industries • Find out how evaluation can be used to advocate for supporting digital initiatives • Understand and be able to make the case for why digital activity in the cultural and creative industries and adjacent sectors is important both economically and socially.

<p>6. Design, promotion and brand</p>	<ul style="list-style-type: none"> • How are the creative industries being used successfully in national, city, regional marketing? • The importance of brand and design to the CCIs • Creativity in marketing across film, design, and cultural heritage • Links between the creative economy and tourism 	<ul style="list-style-type: none"> • London Borough of Culture • Birmingham Design Festival 	<ul style="list-style-type: none"> • Learn about examples of the creative industries being used successfully in national/city/regional level branding and marketing • Understand the links between the creative economy and tourism • Recognise the use of promotion in cultural diplomacy and soft power • Discover the importance of brand, brand identity and design.
<p>LIVE SESSION 3 Thursday 12 May, 11.30 (CET)</p>	<ul style="list-style-type: none"> • Delving deeper into innovation, enterprise, digital. • Programme closure. • What policy changes do you feel you need to make and why? • When and how will you do this? • Presentations from a former UK Culture Minister and senior representative from Arts Council England. 		