

Online Learning Programme

Supporting the Creative Economy



Supporting the Creative Economy is a free, four-week self-paced online learning programme featuring video lessons in English with Russian subtitles. It is designed for government officials and creative professionals working in or connected with the culture and creative industries in Central Asia. The programme has been developed by the British Council and delivered in partnership with Creative Industries Alliance of Qazakhstan (CIAQ). The course is available online and consists of two modules:

- Module 1: includes seven recorded lessons.
- Module 2: includes nine recorded lessons.

Additionally, participants will have the opportunity to attend three live online sessions with experts in the creative economy from Central Asia. This is Normal text style. This should be used for body copy.

Programme Overview

Module 1: Introduction to Cultural and Creative Industries and Their Impact	
<i>Live online session with experts from Central Asia</i>	
Module Objectives	<ul style="list-style-type: none"> • Understand the significance and impact of creative industries and the creative economy. • Identify the role of government in supporting the creative economy. • Learn key concepts and tools for defining creativity and creative industries. • Gain insight into how intellectual property protects and supports creative activities.
Video Lessons	<ol style="list-style-type: none"> 1. Overview of Creative Industries <ul style="list-style-type: none"> • Introduction to the development of cultural and creative industries, especially in developing countries. • Understanding the importance of evidence-based policymaking, what policymakers seek, and why creative industries are a key driver of global economic growth. • <i>Speaker: John Newbigin, Ambassador for Creative Industries, Mayor of London.</i> 2. How We Define the Value of Cultural and Creative Industries <ul style="list-style-type: none"> • Exploration of different approaches to valuing cultural and creative industries and their applications. • <i>Speaker: Alice Gambarin, Lead Economist, Oxford Economics.</i> 3. Challenges in Justifying the Value of Cultural and Creative Industries <ul style="list-style-type: none"> • Understanding the difficulties in assessing cultural and creative industries and ways to overcome them. • <i>Speaker: Eliza Easton, Head of Policy, Creative Industries Policy and Evidence Centre, Nesta.</i> 4. Economic and Social Value of Creative Industries <ul style="list-style-type: none"> • Examining the social and economic impact of cultural and creative industries.

	<ul style="list-style-type: none"> Understanding how these industries contribute to and sustain local uniqueness. <i>Speaker: Tom Fleming, Owner, Tom Fleming Creative Consultancy.</i> <p>5. Protecting Creativity Through Intellectual Property</p> <ul style="list-style-type: none"> Understanding why intellectual property is fundamental to cultural and creative industries. Learning how copyright protection works. <i>Speaker: Naomi Korn, CEO, Naomi Korn Associates.</i> <p>6. Creative Industries and the Local Economy</p> <ul style="list-style-type: none"> Exploring the importance of ecosystems in supporting creative industries and how to gain government support. <i>Speaker: Phil Jones, Executive Director, Wired Sussex.</i> <p>7. Classification of Creative Industries</p> <ul style="list-style-type: none"> Learning key concepts and tools for defining creativity and creative industries. <i>Speaker: Mark Spilsbury, Research Economist, Spilsbury Research.</i>
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Module 2: Supporting the Development of Creative Industries	
<i>Live online session with experts from Central Asia</i>	
Module Objectives	<ul style="list-style-type: none"> Expand knowledge on building arguments for increased investment in creative and cultural industries (CCIs). Develop an understanding of the role government can play in CCIs. Learn about the potential of creative hubs and how they can attract investment. Understand the role of technology, innovation, branding, and design in supporting CCIs.
Video Lessons	<p>1. Introduction to Investment Models in the Creative Industry</p> <ul style="list-style-type: none"> Understanding impact investing and its potential for financing cultural and creative industries. <i>Speaker: Laura Callanan, Founding Partner, Upstart Co-Lab.</i>

2. How Industry and Governments Can Collaborate to Support Cultural and Creative Industries

- Learning how creative industries can work together to secure government support.
- Understanding an industry-led approach to skill development.
- *Speaker: Alex Hope, CEO, beloFX.*

3. How Industry Bodies Can Foster a Positive Regulatory Environment for CCIs

- Exploring the importance of the gaming industry as part of cultural and creative industries.
- Understanding the role of quality data and industry collaboration in shaping CCI policies.
- *Speaker: Jo Twist, CEO, Ukie.*

4. Business Models for Creative Enterprises

- Understanding the concept of creative entrepreneurs.
- Learning how creativity and technology can be combined to generate value.
- *Speaker: Phil Jones, Managing Director, Wired Sussex.*

5. The Role of Creative Hubs Today

- Understanding the nature of creative enterprises and how creative hubs support them.
- Identifying factors that contribute to successful creative clusters and hubs.
- *Speaker: Gail Keig, Policy Strategy Advisor, Creative Industries Council.*

6. The Importance of Innovation and How to Build a Successful Creative Hub

- Learning why innovation is crucial for a country's economy.
- Exploring how creative hubs drive innovation and the importance of a people-centered approach in a successful hub.
- *Speaker: Daniyar Amanaliev, Co-founder and Business Director, ololo Group (Kyrgyzstan).*

7. How Creative Hubs Are Financed and Managed

- Understanding different methods of mapping creative hubs.
- Learning how local governments have financed creative hubs.

- Recognizing that creative hubs operate with diverse business models but require multiple funding sources.

- *Speaker: Lindsay Smith, International Programme Manager, British Council UK.*

8. The Importance of Branding and Design for Cultural and Creative Industries

- Understanding the significance of branding, identity, and design in the creative sector.

- *Speaker: Thomas Sharp, Creative Director, Poet, and Founder of The Poetry Of It All.*

9. Connections Between the Creative Economy and Tourism

- Exploring how cultural and creative industries are effectively used in national, city, and regional marketing.
- Understanding how festivals bring together creative professionals to promote the sector and city, attract specialists, support local identity, and create business connections within the creative economy.

- *Speaker: Luke Tong, Co-Director, Birmingham Design Festival.*