



(Re)positioning the arts, culture and creative industries at the core of the economy fabric

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Economic impact



- % of GDP
- Annual market value
- Employment
- Economic growth
- Innovation
- Infrastructure
- Exports
- Tourism

Economic impact: Cautions

- Unfair competition
- Prevailing financial arguments
- Imposition of **standard** economic rationales
- Statistics



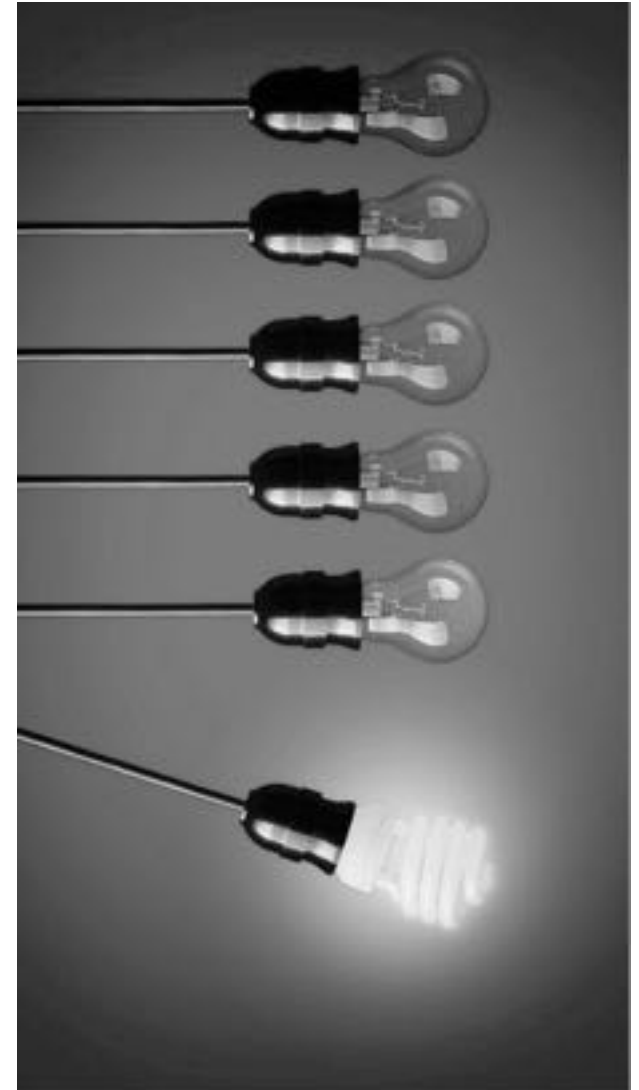
Before & beyond the economic impact



- The intrinsic value of the arts
- Skills
- Wellbeing
- Entrepreneurship
- Resilience
- Wider innovation
- Local regeneration
- Social cohesion and integration
- Sustainability
- Cultural diplomacy
- ...

Challenges

- Evidence
- Internal competition
- Self-referentialism
- By the CCIs actors only
- “Gettoisation” of the CCIs



Strategies



- Diversity
- Integrated policies
- Top-down **and** bottom-up
- Matched sectors
- Financing
- National and international **sharing** and collaborations
- Integration of CCI design, practice and research



Thank you!

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Q&A

