



MINISTRY OF ECONOMY AND TRANSPORT



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CREATIVE ECONOMY

**with creative industries,
creative workforce
and creative communities**



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“Human creativity is the ultimate economic resource.”

Richard Florida,
The Rise of the Creative Class



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"A thoughtful and provocative book." — *New York Times Magazine*
"A vivid picture of what it takes to make a great 21st-century city." — *Denver Post*
"Interesting, and smart." — *The Boston Globe*

NATIONAL BESTSELLER

THE RISE OF THE CREATIVE CLASS

...and how it's transforming work,
leisure, community, and
everyday life

RICHARD FLORIDA



Rise of The Creative Class

- Core Theory of the New Economic Geography:
Technology, Talent, Tolerance
- To attract Creative People, generate innovation, stimulate growth- must have all 3
- Creativity and Diversity work together to attract talent, generate high-tech industries and spur regional growth
- Analysis of regions based on creativity and diversity predict regional growth

www.creativeclass.org



Rise of The Creative Class

- Creative class = 31% of workers/ 48% wages/ 1.7 trillion dollars
- CI: Creative Class; Technology, Diversity, Innovation Index
- Creative Index: Top 3 - Mass, CA, NY
- Wage share: Boulder (63%), San Jose (63%), Washington DC (60%)
- *Quality of Place* that attracts and retains *Creative People*
- Knowledge workers want to be in *smart places*, cities with great universities and learning opportunities



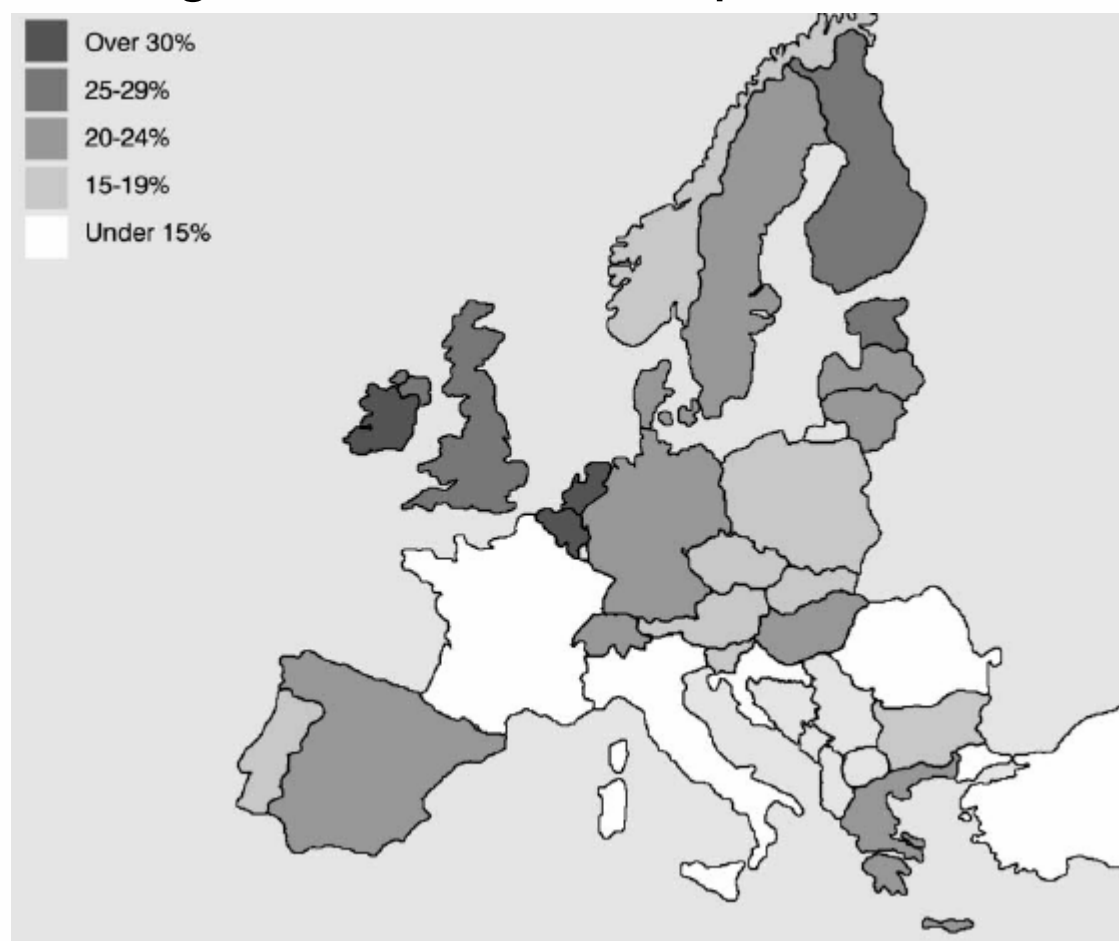
Creativity Index:

The 3 T's

- Technology (HT Index/firms & \$\$\$, Innovation Index/patent growth)
- Talent (% with bachelors degrees+)
- Tolerance (Melting Pot Index/foreigners, Bohemian Index/artists et al., Gay Index/rel. #s)



- The percentage of creative occupations in Europe



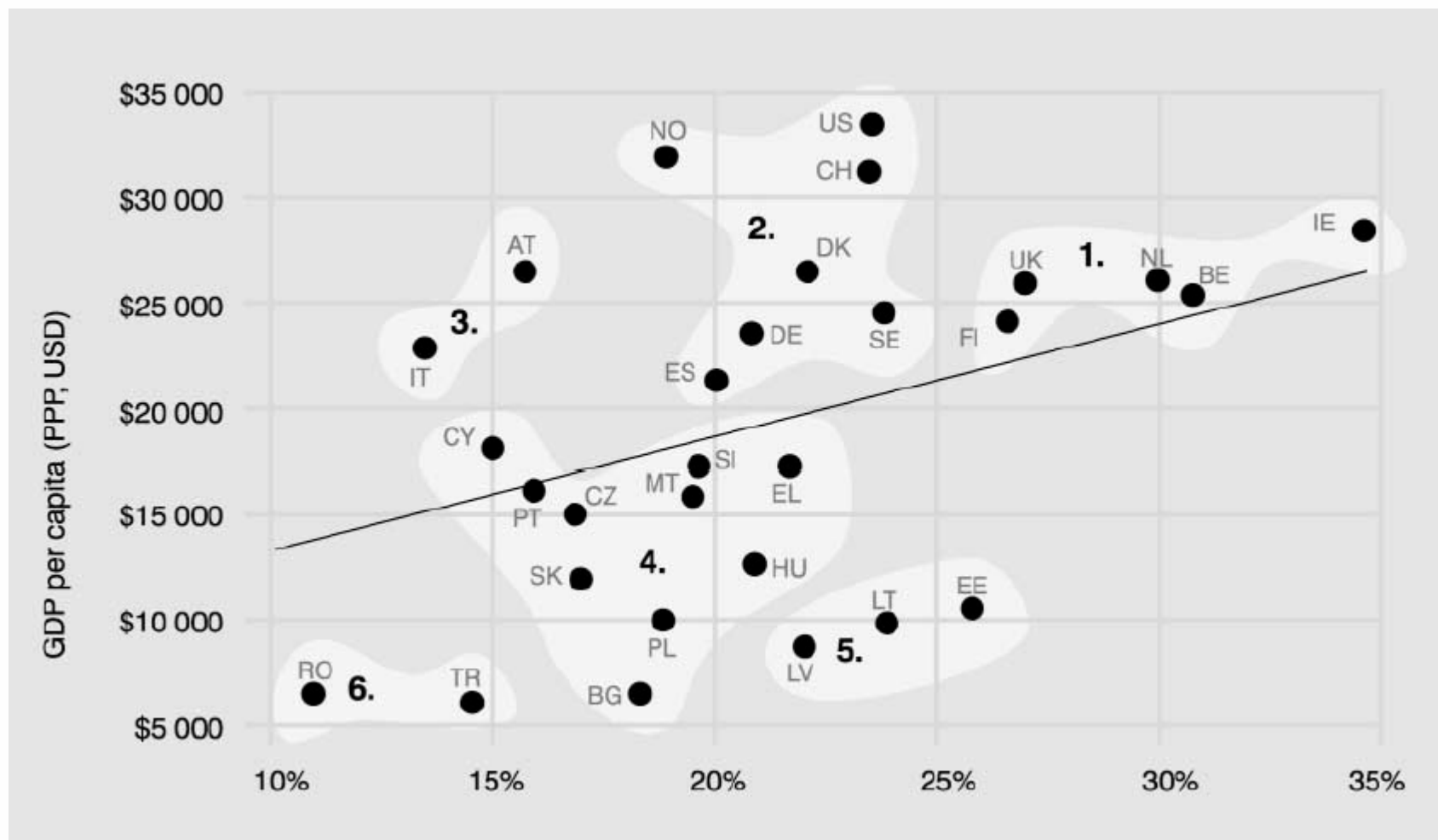


Double-letter abbreviations in the figures correspond to the following countries:

AT	Austria	IT	Italy
BE	Belgium	JP	Japan
BG	Bulgaria	LT	Lithuania
CH	Switzerland	LU	Luxemburg
CY	Cyprus	LV	Latvia
CZ	Czech Republic	MT	Malta
DE	Germany	NL	Netherlands
DK	Denmark	NO	Norway
EE	Estonia	PL	Poland
EL	Greece	PT	Portugal
ES	Spain	RO	Romania
FI	Finland	SE	Sweden
FR	France	SI	Slovenia
HU	Hungary	SK	Slovakia
IE	Ireland	TR	Turkey
IS	Iceland	UK	United Kingdom
		US	United States

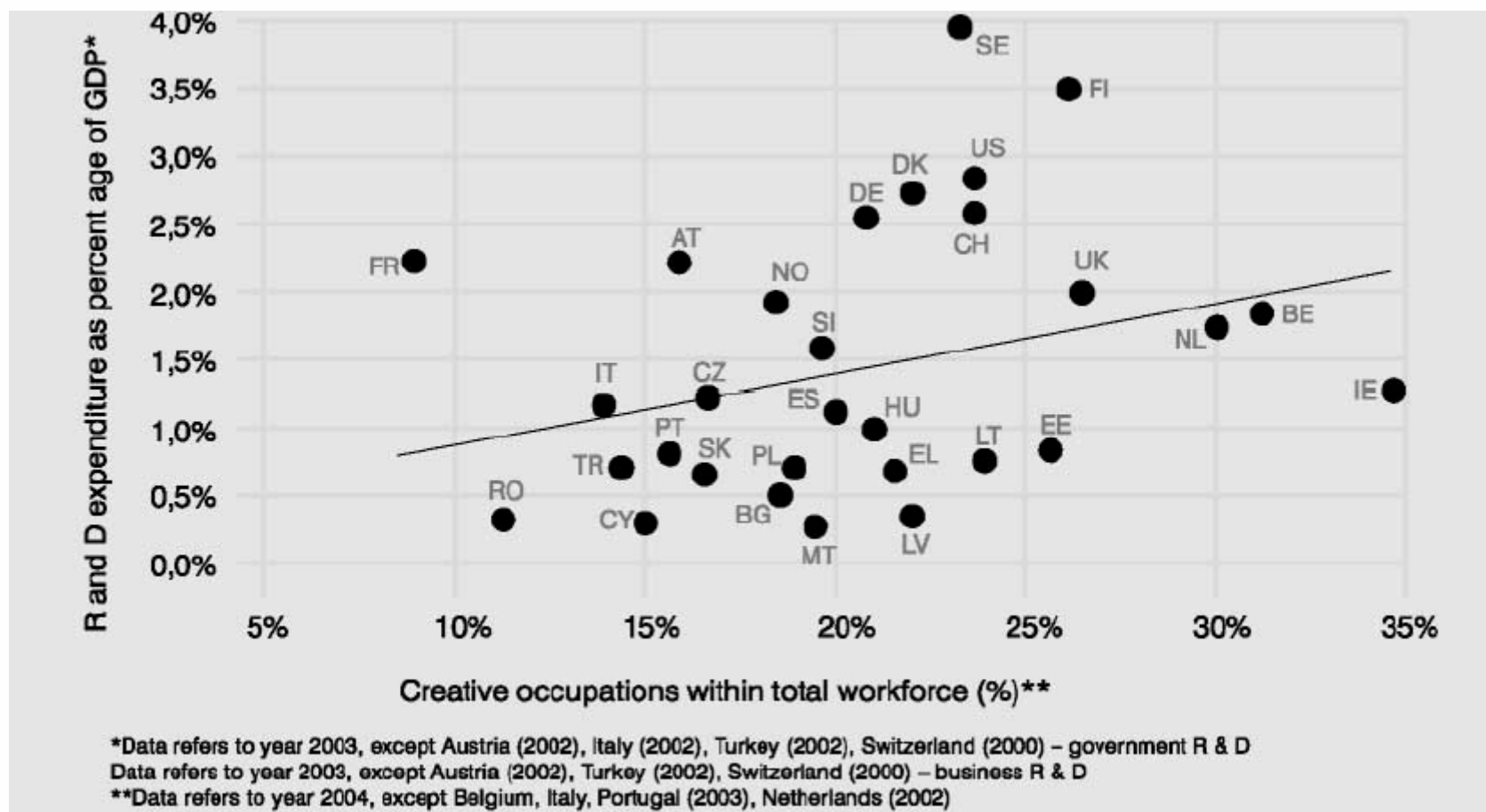


- Relationship of the creative occupations and GDP/capita



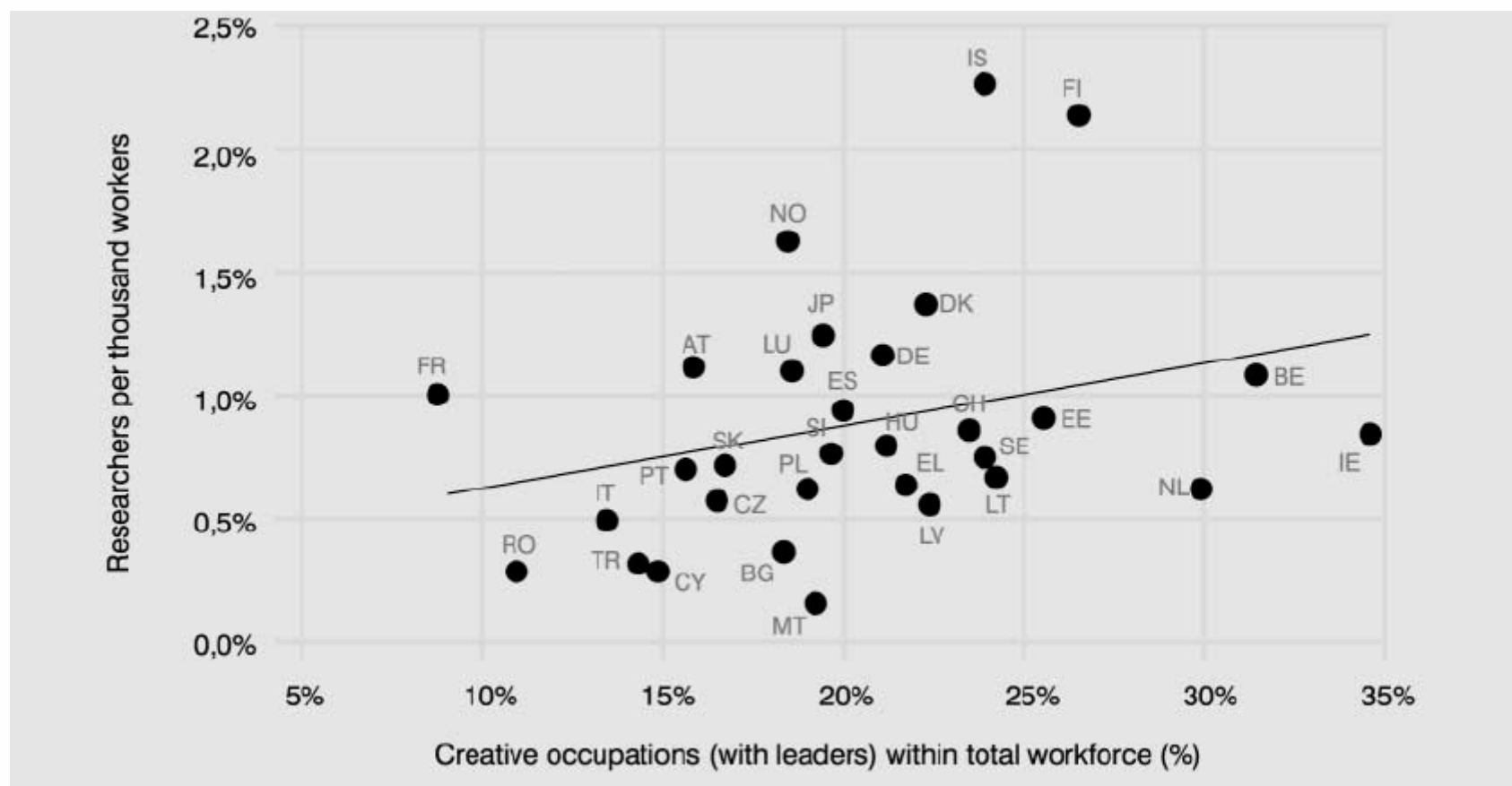


- Relationship of creative occupations and R&D spending



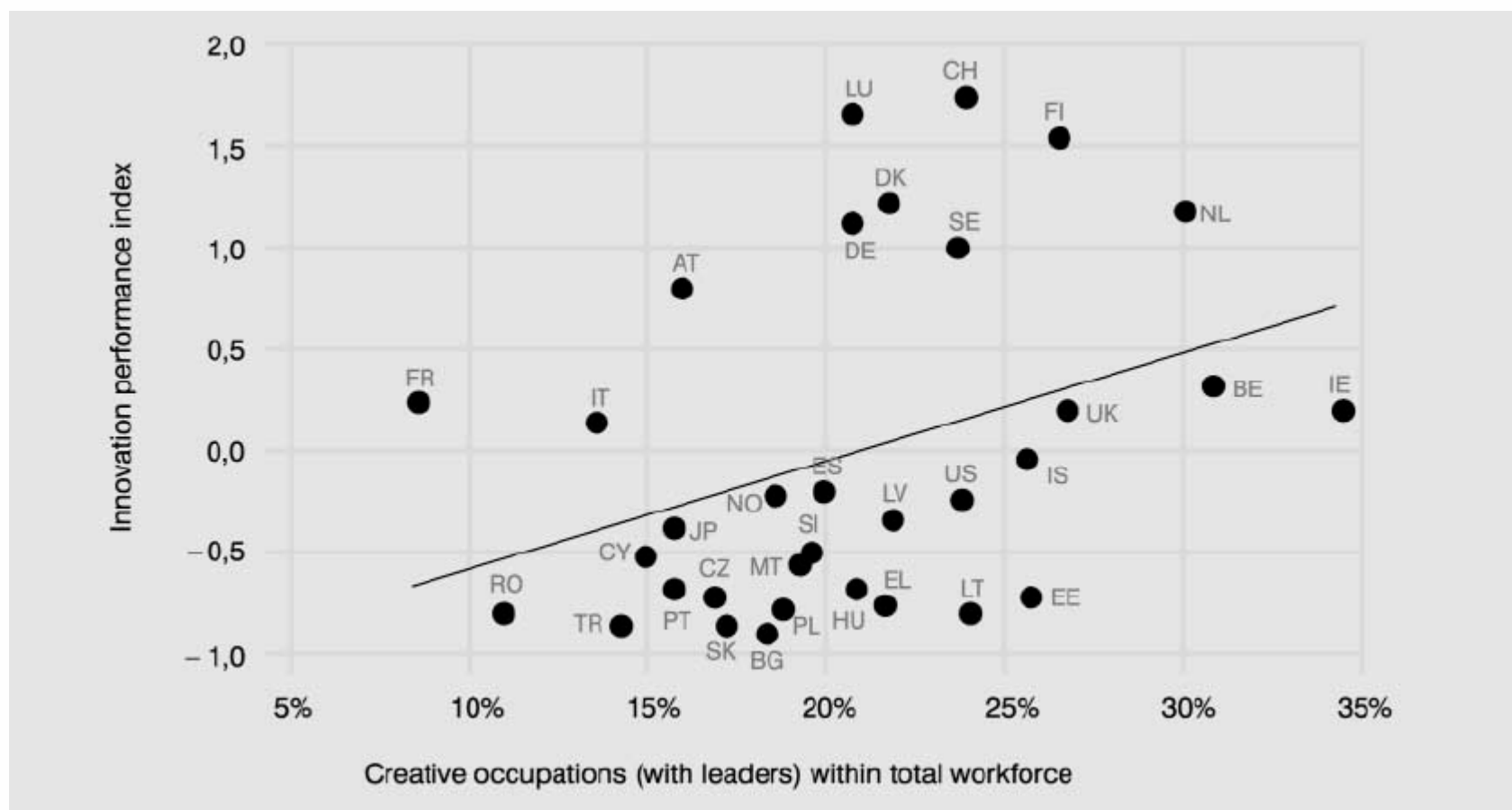


- Relationship of percentage of reasearch workers in total workforce and creative occupations



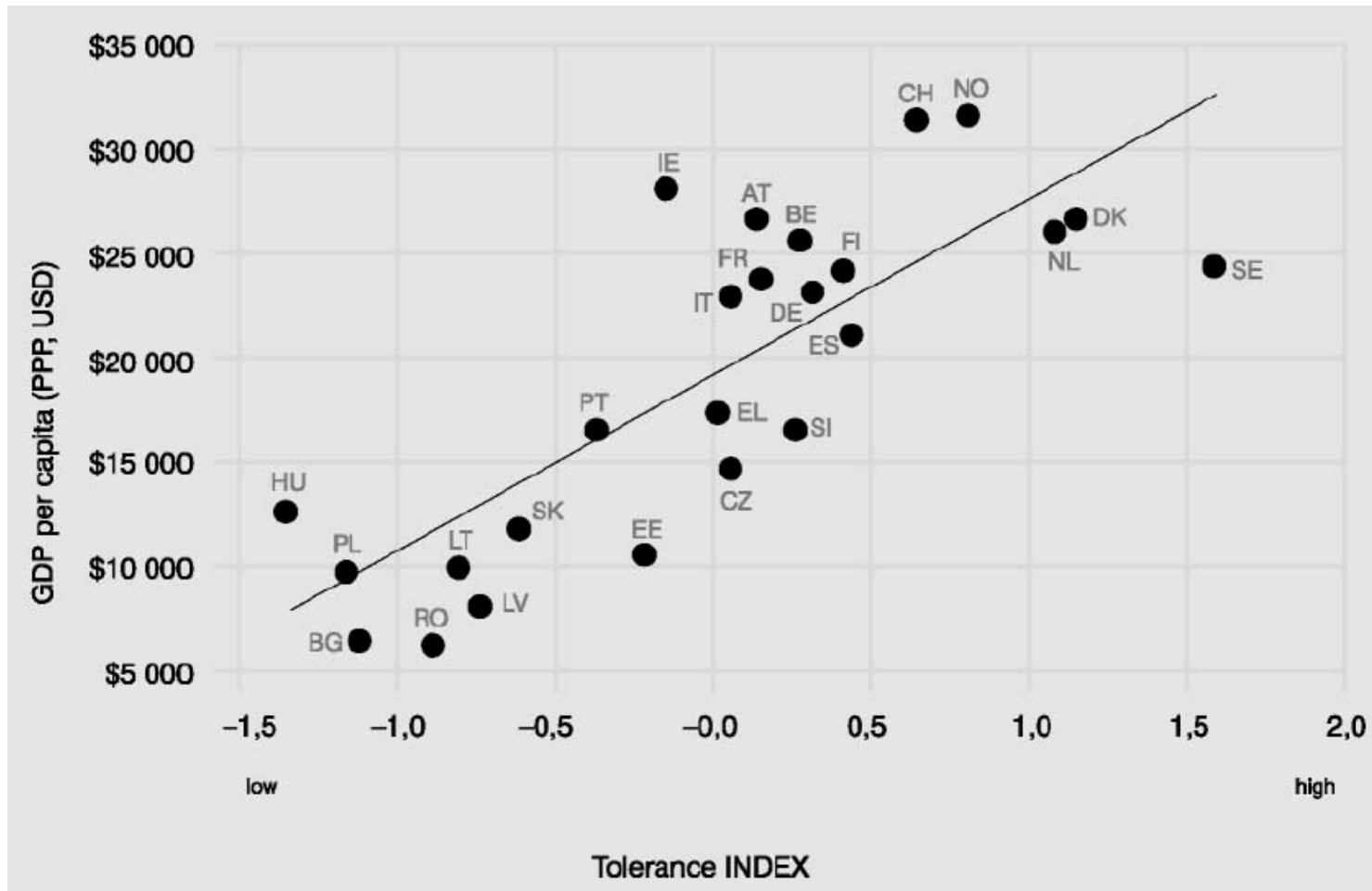


- Relationship of innovation achievement and the percentage of creative occupations





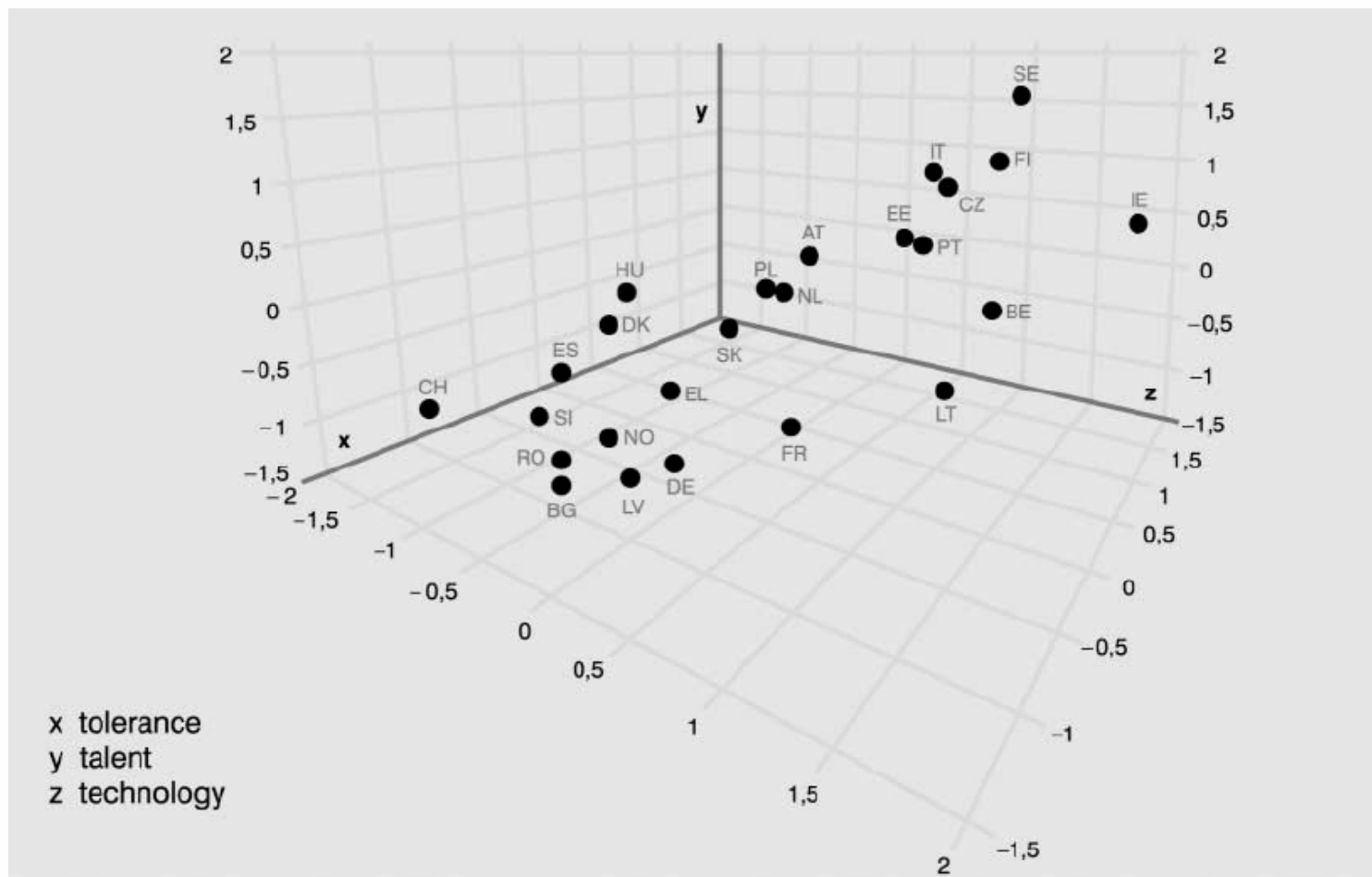
- The connection between economic development and the Tolerance-index



Source: B. Ságvári – T. Dessewffy: On Creative Economy - Europe and Hungary in the Creative Age



- The spatial position of each country along the dimensions of the indexes of talent, technology and tolerance





Power of Creativity

- We all have creativity, but may not recognize it (or know how to harness that!)
- Creativity is multidimensional and enriched by diverse perspectives and experiences
- Creativity can be challenging because it disrupts existing norms
- Creativity involves the ability to synthesize new and useful combinations of ideas



Regions Become “Creative Communities” for Many Reasons

- Highly educated professionals (talent)
- Social support and infrastructure
- Tolerance for alternative lifestyles
- Universities and research organizations
- Music, dance, and other creative outlets
- Significant ethnic and cultural diversity
- Abundant recreational opportunities



Ways to Improve Functioning as a Truly Creative Community

- Encourage creative expression for all people
- Facilitate communication and collaboration among organizations
- Engage universities and stakeholders as creative consultants
- Conduct research on creativity and then provide training and advice
- Enhance regional tolerance for lifestyle and political diversity



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***„ It is not enough to have ideas -
they have to be brought to reality.”***

Peter Guss
Max Planck Society



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Thank you for your kind attention!

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