

**Acknowledgements and outlooks from the studies and taskforces
for the Forum d'Avignon 2010**

Culture and economic performance:

What strategies for sustainable employment and urban development planning?

Study Ineum Consulting / Kurt Salmon for the Forum d'Avignon 2010

Taskforce with patrons and partners of the Forum d'Avignon run by Marco Lopinto and Jean-Pascal Vendeville, Hervé Digne, Axel Ganz, Laure Kaltenbach and Alexandre Joux between March and October 2010

Main acknowledgements

The cultural sector **is generating direct and indirect jobs supporting the economic attractiveness of territories** (in the European Union, the cultural employment represents 3.1% of the workforce , 2.6% of the EU GDP and a turnover of 654 billion Euros). In the United States, the arts have a positive impact of \$ 166 billion, every public dollar invested having a multiplier effect of 5 on the overall economic activity.

Culture promotes the sustainable development of employment: the cities playing the card of cultural and academic development have seen their unemployment rates decline more sharply than other cities over the past decade and are characterized by a low unemployment rate.

Beyond touristic and economic benefits, culture (cultural activities, firms and heritage) fosters **social cohesion** (symbolic) as well as the **human and environmental capital**.

The entire study is available on the [website of the Forum d'Avignon](#).

Outlooks – Enhancing the cultural attractiveness of territories

➤ **Understanding and measuring :**

- Call for the **identification of territorial expenditure for culture and their economic benefits** to better measure the contribution of culture to economic performance

➤ **Developing strategies of specialization / « smart specialization » :**

- Establish an **inventory of strengths and weaknesses in the field of culture for the territories in order to develop a strategy of specialization by sector (one or two per territory), to include cultural investments in the local scientific, social and economic base.**
- **From “excellence” clusters developed locally, betting on diversification in other cultural sectors** (only megacities have overall development strategies of all cultural sectors).
- Promoting stronger a logic of development based on the promotion of heritage and local cultural specificities, **using digital technologies and major events as boosting assets**

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- **Promoting local employment through partnerships :**
 - Encouraging the creation of **clusters or « trans-sectoral »** networks, places to exchange and build projects gathering creative people, public, industrial or financial key players, on territories benefiting from a strong cultural appeal
 - Promoting the **opening up of education and training for the professional integration of young graduates by developing entrepreneurial skills** (curriculum coupling economics / art)
 - **Inspiring creativity in education and to partners from the professional world in a logic of open innovation** // Promoting creative jobs so that each university or training center can concretize a comprehensive and institutionalized partnership with one or several firms / administrations
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- **Promoting the sharing of skills, experiences, knowledge...:**
 - **Promoting the sharing of cultural skills in expanded territories to enhance their attractiveness** and allow cities with fewer than 500,000 residents not to be penalized by a threshold effect (cross-cultural clusters).
 - **Including cultural programs within European programs to promote an integrated approach of territories**, so as not to limit the role of culture to the periphery of projects of development.