



## International Forum on the Creative Economy

Ottawa/Gatineau, Canada

March 17—18, 2008

### Call for Papers

The Conference Board of Canada and The Department of Canadian Heritage, Government of Canada, are pleased to announce a Call for Papers for the International Forum on the Creative Economy. Papers are welcome in either of Canada's official languages, French or English.

This International Forum will include keynote speakers, presentations, lectures, and other activities aimed at examining recent evidence on the arts and cultural sector as an important engine of economic growth.

Papers must address *one or more* of the four Forum themes listed below. Descriptions and examples of these themes are attached.

1. Creative Economy in Transition: Arts and Culture in Domestic and Global Markets
2. Measuring Arts and Culture as an Economic and Social Engine of a Country's Wealth
3. Consumption Dynamics: Consumers Driving Change
4. Innovation and Research: Mobilizing New Practices

All abstract submissions should be provided by email to Barbara Fennessy at [fennessy@conferenceboard.ca](mailto:fennessy@conferenceboard.ca) by *December 7, 2007*.

Abstract submissions should include:

- Author Name(s)
- Email Address
- Affiliation and Position
- Theme (1 – 4)
- Title of Paper
- Abstract of up to 250 words (as .doc or PDF). Abstracts should be in the language the author will use to present the paper (French or English)

Authors will be notified of the acceptance of their papers by *December 17, 2007*. Accepted papers must be submitted electronically in Microsoft Word by *February 8, 2008*. Papers should be a maximum of 10 pages, 12-point font. Papers may include theoretical or critical discussions relating to one of the conference themes; presentations of new models and methodologies; or syntheses of research findings of relevant studies. Submissions by academics, think tanks, research agencies, and not-for-profit and business professionals are invited. Working papers and new research that is underway by graduate students are welcome.

A compendium of papers will be produced and widely disseminated after the Forum. Authors will receive a printed copy of the compendium report, which will also be available in PDF format on The Conference Board of Canada's web site ([www.conferenceboard.ca](http://www.conferenceboard.ca)).

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### Description of Forum Themes

Statistics Canada's *Canadian Framework for Culture Statistics* defines culture as a "creative artistic activity and the goods and services produced by it."

For the purpose of this Forum, the arts and cultural industries include the following: book, periodical, and newspaper publishing; sound recording; radio and television broadcasting; interactive media (video games, online museums, e-learning with cultural content); film and video, as well as the arts (performing arts, visual arts, and festivals).

Papers must address *one or more* of the four conference themes outlined below. Examples of research topics are provided. They are not intended to limit the topics to be proposed.

#### 1. **Creative Economy in Transition: Arts and Culture in Domestic and Global Markets**

This theme invites research that focuses on the transitions taking place in the arts and cultural sector domestically and globally.

Both at home and abroad, the arts and cultural sector contributes significantly to economic wealth. In Canada, this sector accounts for 3.8 percent of GDP and provides employment to nearly 600,000 workers. Arts and cultural industries are important drivers of creativity, innovation and job creation. It is predicted that the creative economy will continue to grow rapidly due to the lower costs in accessing technologies that are used to create and disseminate cultural products and experiences.

Relevant themes and topics include (but are not limited to):

- Theoretical understanding and frameworks related to the creative economy
- Entrepreneurship: the rise of new business models from creators to major players
- The role of foreign investment in the health of domestic and global economies
- The role of emerging economies in the production of cultural products
- Economic implications of regional "digital deficits"
- The changing arts and culture value chains/networks
- The economic advantage of diversity in the arts and culture workforce
- Rise of new knowledge/competencies to sustain the creative economy
- Creative clusters: their evolution and where are they heading
- The arts and culture creative class
- The role of culture in attracting foreign direct investment and making Canada more competitive
- The role of exports in cultural economics



- The impact of a country's image worldwide in attracting foreign investment
- Tax credits and other incentives
- Borderless investment models
- Characteristics of competitiveness in the arts and cultural industries
- Competitiveness and scarcity of skills
- Competitiveness and scarcity of financing
- The role of digital content as a driver for the Canadian economy
- Approaches to funding: crowd funding, venture capitalists, angels and philanthropy
- Branding, promotion and marketing

## **2. Measuring Arts and Culture as an Economic and Social Engine of a Country's Wealth**

This theme invites research that addresses measurement of the contribution of the arts and cultural sector to a country's economy. A need exists for emerging economic models and tools to measure the contribution of the arts and cultural sector to the economy, at national and international levels.

Relevant themes and topics include (but are not limited to):

- The economic contribution of arts and cultural industries at a local, national and/or global level
- Statistical frameworks and models, as well as results of measuring and comparing international cultural activity
- Measuring spin-off benefits of the creative economy to other sectors
- Parity and prosperity: measuring the impact of the rising Canadian dollar on the trade of cultural products
- The economic impact of creative hubs
- Measuring the impact of arts and cultural activities, such as festivals, on local economic activity
- Assessing the contributions of culture to other areas of production
- Measuring the benefits of culture as an engine of tourism growth
- Assessing the impact of technology on the economic performance of specific cultural industries
- Comparative analyses of the economic impact of information and communications technology adoption rates on productivity in the culture workforce in countries around the world

## **3. Consumption Dynamics: Consumers Driving Change**

This theme invites research that focuses on the profile of Canadian and international consumers of arts and culture goods and services, as well as trends in consumption. This theme includes new roles for consumers in artistic and cultural activities.

Relevant themes and topics include (but are not limited to):

- Trends in consumer spending on arts and culture goods and services; from passive consumption to active participation (consumer to prosumer)
- Demographics and niche markets
- Breaking down barriers: active consumers creating their own content
- Technologies push/pull in driving consumption trends
- The consumer's new role as aggregator and tastemaker
- From demand to supply: the curious economics of user-generated content
- Current profile of Canadian consumers of arts and culture



- Comparisons of consumer demand trends by specific segments of the population (e.g. aboriginals, francophones, youth)
- The impact of immigration on the development of niche markets in arts and cultural industries
- New forms of consumption: increasing engagement

#### 4. Innovation and Research: Mobilizing New Practices

This theme invites research that focuses on new and innovative developments in the sector. For example, innovations in information and communications technology have profoundly impacted the development of arts and culture goods and services and the globalization of markets.

Relevant themes and topics include (but are not limited to):

- The economic impact of new digital technologies (e.g. Web 2.0, HDTV, mobile platforms) on the arts and cultural industries
- Incubator models for arts and cultural enterprises
- Characteristics of innovation in production/consumption of arts and culture
- Risk strategies and innovative funding models
- Open access: breaking down barriers to enter the marketplace
- Digital rights management issues
- Whose intellectual property? Implications of integrating users into the process of producing arts and culture
- Demand for cultural content/experience as an innovation driver across sectors (e.g. the device market and software applications)
- Establishing conditions for innovation in the arts and cultural industries
- The use of animation in advertising

Further details regarding the **International Forum on the Creative Economy** will be posted on The Conference Board of Canada web site ([www.conferenceboard.ca](http://www.conferenceboard.ca)) and Canadian Heritage web site ([www.pch.gc.ca](http://www.pch.gc.ca)).

