



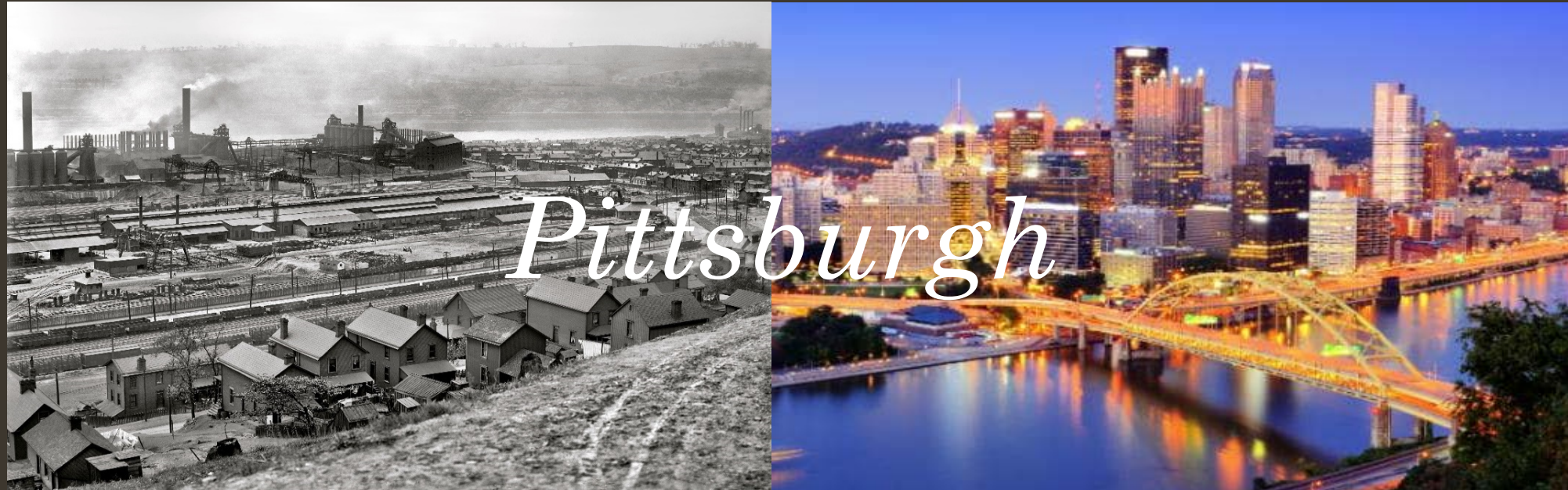
The Pittsburgh Technology Council's Creative Industries Network

Empowering the Creative Industries

How Creativity + Innovation are Changing the World

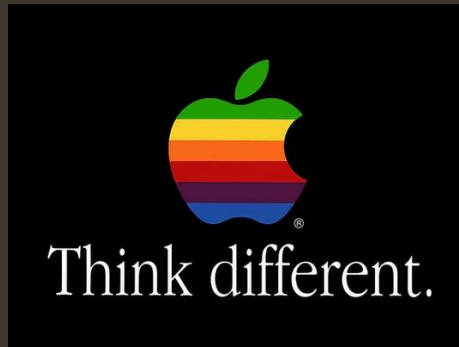
www.createpgh.org

Creativity Makes the World a Better Place.



*The Creative Industries transform the world
and fuel the economy.*

Why are the Creative Industries Essential?



- **Creativity is the fastest growing business in the world.**

[The Creative Economy, How People Make Money from Ideas]

- Our 21st century economy depends on **innovation**, and the socio-economic potential of a growing creative economy. Investment in the Creative Industries is crucial for the economic growth and cultural enrichment of our cities.
- Culture and creativity are a force not only of our hearts and souls, but of societies and nations. The creative economy is the heart of our cities, our nations, our human civilization.

An investment in creativity is an investment in ourselves.

What are the Creative Industries?

The seven sectors of the Creative Industries connect with virtually every aspect of the economy.

“Pittsburgh’s Creative Clusters: Inclusion, Innovation & Design, 2014, Pittsburgh Technology Council & University of Toronto Rotman School



Communications

Advertising
Audio Services
Graphic Design
Marketing
Print Production
Public Relations
Publishing
Social Media
Video Production



Design

Architecture
Engineering
Industrial Design
Making
Manufacturing
Textiles
Urban Systems



Entertainment

Animation
Education IT
Film & Digital Media
Gaming
Post-Production
Theme Parks + Recreation
Toys



Fine Arts

Arts Organizations
Arts Venues
Interactive Arts
Museums, Galleries
Music
Performing Arts
Visual Arts



Software & Hardware

Augmented Reality
Education Technology
Health IT/ Medical Devices
Mobile Applications
Responsive Environments
Robotics
Software Development



DATA Science

Big Data
Big Sensor
Embedded Computing
Parallel Computing
Pervasive Computing
Telecommunications



Creative Industry Support Services

Consulting
Corporate R&D
Co-Working Spaces
Government R&D
Incubator/Accelerators
Post Secondary Education
Professional Societies
Selected Business Services
Trade Associations
University R&D
Venture & Seed Capital



The Creative Clash: *The Facts*

- Since 2013, the Creative Industries have been generating world-wide revenues of over 2,250 billion US dollars (3% of the world's GDP).
[World Creative Organization, Cultural Times, 2015]
- Comprising nearly 30 million jobs worldwide, the Creative Industries are a major economic driver, and are one of the most rapidly growing sectors on the planet.
[World Creative Organization, Cultural Times, 2015]
- In the United States, the production of arts and cultural goods added more than \$698 billion to the US Economy (4.32% of GDP) and 4.7 million jobs.
[National Endowment of the Arts, 2015]
- In a small city like Pittsburgh, over 175,000 creative jobs have earnings of nearly \$20 billion (20% of the overall workforce).
[Pittsburgh Technology Council, Pittsburgh Creative Clusters: Inclusion, Innovation & Design 2014]



The Creative Clash: *The Conclusions*

- **The Creative Industries are one of the fastest growing, most impactful areas of socio-economic activity in the US and around the World.**
[IBISWorld, Forbes (via Carnegie Mellon University)]
- Cities with high levels of activity in creative sectors are strongly associated with overall levels of economic development...The Global Creative Index is even more closely associated with levels of global competitiveness, entrepreneurship, and human development. *[Richard Florida, CityLab 2015]*
- Not only does a flourishing creative sector create jobs and influence income-generation, it is **IMPLICIT** in cultural cities. A thriving creative infrastructure is a catalyst for urban development, for attracting talent, diversity, innovation and reinvention.

Creatives are gaining economic and social power.

Creative Entrepreneurs are an New Economic Force



- **Creatives are the largest entrepreneurial community in the United States, being 3.5x more likely to be self-employed than US workers overall.** *[World Creative Organization, Cultural Times 2015]*
- **The Freelance Nation:** The independence, flexibility and professional challenge associated with evolution out of tradition job modalities is creating a new norm in the workforce. *[Financial Times: New 'gig' economy spells end to lifetime careers, 2015]*
- **Creatives are foundational components of the Gig Economy.** *[Goodbye Jobs, Hello 'Gigs': How One Word Sums Up A New Economic Reality]*

The New World of Work



The Creative Industries Network

We help Creative Industries companies succeed.

National Network to Connect and Empower Creative Business

- Benchmarking with creative economy city partners: San Jose, Detroit, Brooklyn, San Francisco, LA, Santa Fe
- Programming of 25+ educational and networking events annually



National Festival Celebrating Excellence in the Creative Industries

- IDEAFest: Festival of Ideas
- Innovation Salon: Interactive Art + Tech Exhibit, and Creative Marketplace
- Annual Awards: Honoring over 70 Creative Industry Projects + Entrepreneurs





The Creative Industries Network

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Asset Mapping & Creative Industries Connectivity Resource

- www.createpittsburgh.org
- Based on 2016 CI/Freelancer work/live study
- Showcases/connects creative businesses with the community



A Business Acceleration Program for Creative Entrepreneurs

- Co-CREATE Business Ignition Program
- Annual accelerator for 6 early-stage creative businesses from all sectors
- Growth through collaboration



What can we all do to support the Creative Industries?



- Acceleration and Entrepreneurial Programs
- Business Training + Mentorship
- Cross-Sector Collaborative Connections
- Create a Culture of Diversity
- Foster Creative Corridors & Creative Placemaking
- Affordable Live/Work Space: Solve Gentrification
- **Creatives Must Get Paid**

Creativity = Innovation

What's ahead?



- New Collisions: Music, Food, Aging, Manufacturing, Healthcare
- Education: New Academic Curriculum, Interdisciplinary Degrees
- Policy & Economic Investment
- Connectivity: National and International Network Building

“Creativity gives us the power to change the world with passion, new ideas and our humanity.”



www.kimchestney.com

The Pittsburgh Technology Council's
Creative Industries Network www.createpgh.org

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