

New opportunities for Culture & Creativity in the post covid-19 world

Cultural and creative sectors are important for ensuring the continued development of societies since they are at the heart of creative economy. Knowledge-intensive, and based on individual creativity and talent, they generate considerable economic wealth. More importantly, they are critical to a shared sense of European identity, culture and values. In economic terms, they show above-average growth and create jobs – particularly for young professionals while strengthening social cohesion.

Covid-19 crisis has played a critical role for cultural and creative sectors which have seen a sudden loss of revenue. Professionals working in the sector as freelancers as well as small and micro firms have been among those most affected.



Nevertheless, new interesting opportunities are also emerging for these sectors:

- Digital access is quickly developing and will be key part of the "new normal". Furthermore, this massive digitalization of the new cultural and creative economy could create new forms of experience and dissemination with market potential.
- On the other hand, the covid-19 crisis has revealed the crucial role of culture in promoting social cohesion and psychological wellbeing.
- Culture and creativity can be used to achieve the goals for the United Nations Agenda 2030 and contribute to the European Green Deal as sustainability and the wellbeing of citizens are put in the center of economic policies.



The Creative Europe supports cross-border cooperation and networking activities for all cultural and creative sectors and co-finances important platforms and networks. The proposal for Creative Europe 2021-2027 intends to remedy these shortcomings by including new specific sectorial support to areas such as music, architecture, books and publishing and cultural heritage.

In fact, today more than ever, the importance of culture and creativity for society is clear. Cultural aspects, including active participation in cultural life, the development of individual and collective cultural freedoms, the protection of tangible and intangible cultural heritage, and the protection and promotion of various cultural expressions are central components in human development and also can have positive effects in areas of sustainable development.



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<https://social-and-creative.interreg-med.eu/>
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