

CREATIVE INDUSTRIES, A GROWING SECTOR IN SPAIN

"Imagination is the beginning of creation. You imagine what you desire, you will what you imagine, and at last, you create what you will "George Bernard Shaw

Spain is the fifth European country with the highest production in Creative Industries after Germany, the United Kingdom, France and Italy. The contribution of Creative Industries (ICC) to Spanish production is 5.75 percent, somewhat lower than the European average, which represents 6.64%, according to data from the Ministry of Culture mentioned in Analysis of the Creative Industry Sector in Spain, carried out for the Erasmus + Creative Entrepreneurs for a Europe In Change project. This European initiative is led by the Agencia para el Empleo de Madrid together with companies such as Materahub from Italy and Amazing Photos and Powernet Consultancy, from Romania.

What are Creative Industries and why is it considered a booming and expanding sector?

Creativity has always been identified with areas such as arts, culture and thought, but almost never with Economy or Business. A company can implement creativity through techniques that respond to an approach adapted to the competitive improvement of its business activity.

Creative industries, therefore, consist of a series of economic sectors whose main starting point is human creativity. According to economic statistics, they are increasingly recognized worldwide for their enormous potential as engines of economic and social development. Not only do they contribute to higher rates of growth and job creation, but they are also channels of cultural identity that play a fundamental role in promoting cultural diversity. In this sense, CCIs can be defined as those economic sectors whose final product constitutes a product of human creativity, in comparison with others, whose product comes from repetition. CCIs include: advertising, architecture, arts, crafts, design, fashion, film music, performing arts, advertising, R&D, software, games and toys, TV and radio and videogames.¹

UNESCO defines Cultural and Creative Industries as "Those sectors of organized activity whose main purpose is the production or reproduction, promotion, dissemination and / or marketing of goods, services and activities of cultural, artistic or heritage content"²

As regards Spain, although production data are slightly below those of the European average, however, the metropolitan areas of Barcelona and Madrid are among the largest and most specialized in ICC. In Spain, unlike other countries in its environment, there is no integrated policy for CCIs. National policy strategies focus on the concept of "culture" although there are sectoral strategies as well as political initiatives at the regional and local levels. From the Central Government, support policies for the Creative Industry are being promoted through the General Subdirectorate of Cultural Industry and

¹ (2019) *Características de las industrias creativas en los 3 países y en los 28 países de la UE*, Amazing Photos from the Erasmus+ Project : Creative Entrepreneurs for a Europe in Change

² <https://bit.ly/2C7tnKr>

Patronage under the Ministry of Culture and Sports, which are specified in the measures included in the Plan for the Promotion of the Cultural and Creative Industries 2018 (<http://www.mecd.gob.es/dms/mecd/cultura-mecd/areas-cultura/industriasculturales/PlanFomento18/PlanFomento18.pdf>)

Also, since 2018, a VAT reduced to 10% has been introduced to the Cultural Industry, which represents a significant tax reduction compared to any other economic sector.

22% of the occupied Spanish population is part of the so-called "creative class". Specifically in the community of Madrid, it represents 30.77% of the total well ahead of Barcelona, with 18.79% and Valencia with 4.44%

Business proposals in ICC are concentrated in large urban areas such as Madrid, Barcelona or Valencia. The city of Madrid specifically represents 30 percent of the labor market in the field of Spanish CCIs. In this sense, the most prominent industries in Spain according to added value criteria are architecture and engineering, with 1.2%, publishing industry 1.15% and the audiovisual industry as a whole 0.87%. Industries such as design and photography, R&D, and software, video games and electronic publishing have been growing since before the crisis of 2008 and regardless of it have continued to grow.³

The importance in economic terms of creative industries in Spain are linked to EU membership and the new pattern of economic activity, one of the European objectives. In this regard, the European Commission considers the creative industries sector to be of utmost relevance due to its dynamic nature, its structural contribution, production and employment, as well as its growth potential in recent years.

With regard to Spain, the 2008 crisis and the consequent search for new markets to face it and overcome it, have made creative industries a clear reference in the context of the globalization of Spanish industrial sectors. "Competing in other markets means activating all the innovative talent of the Spanish business sector as well as reactivating internal policies within companies that clearly bet on the creation of innovative products." The business initiatives of the Creative Industry sector are linked very directly with the new technologies, so they are also included in the Digital Economy sector. Therefore, the professional profile demanded in the Creative Industry sector must have appropriate characteristics to meet the challenges and demands of the technology sector. This need for adaptive capacity is completed with training or management of multidisciplinary skills. In fact, the demand for this type of profiles has been increasing in recent years and the trend is on the rise, since it is estimated that the Creative Industry will incorporate professionals with the capacity to assume different functions, resolve conflicts more boldly and anticipate the changes effectively.

Finally, recent studies have shown that CCIs represent very innovative companies with high economic potential and are one of the most dynamic sectors in Europe, contributing 2.6% of EU GDP, with high growth potential and that offer quality employment to about 5 million people in the 28 EU countries.

Thus, we can say that it is an expanding sector with great resilience to the possible ups and downs of international economic cycles.

³ <https://www.redalyc.org/pdf/289/28923184009.pdf>