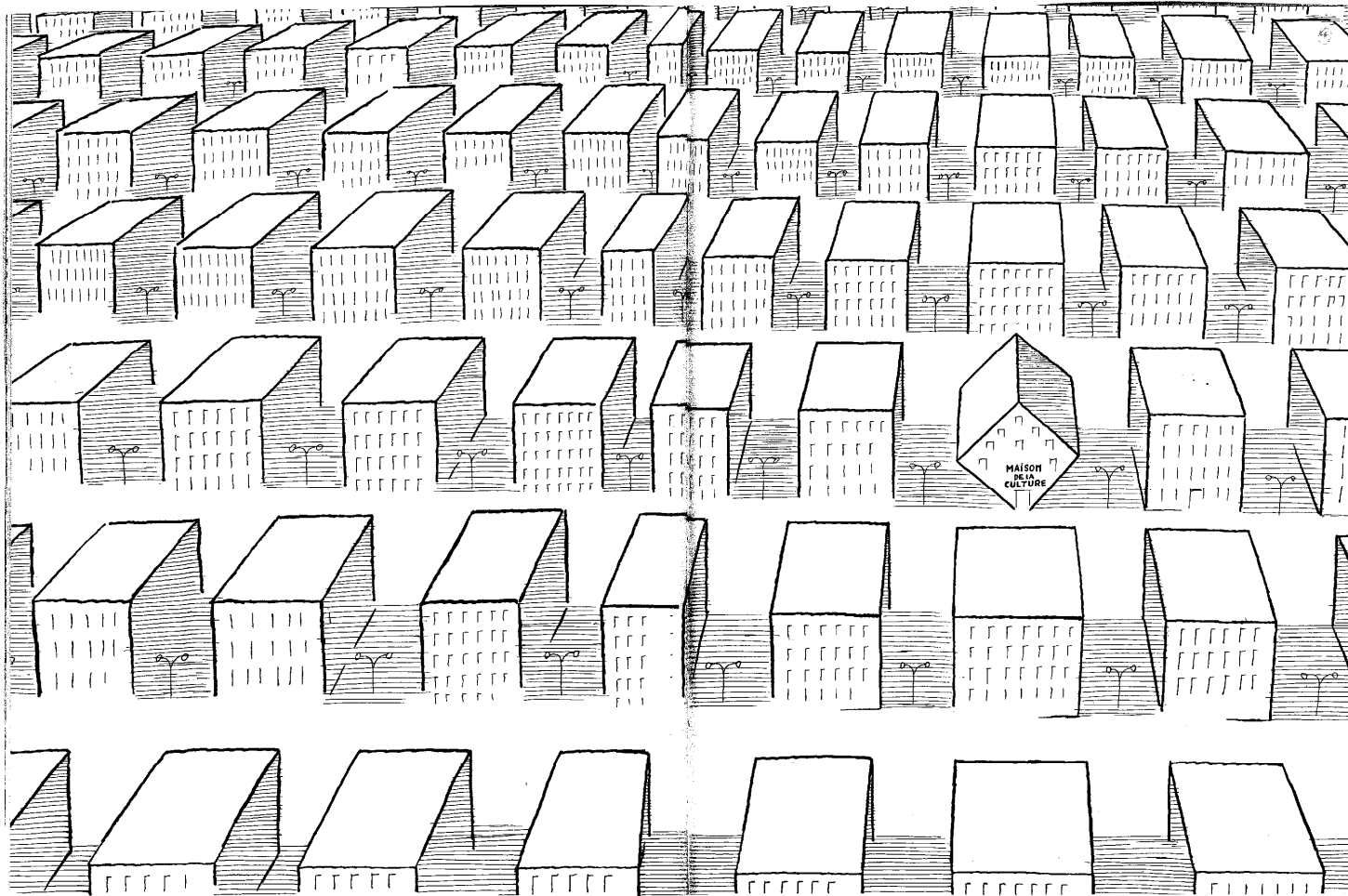


Towards a Creativity Index

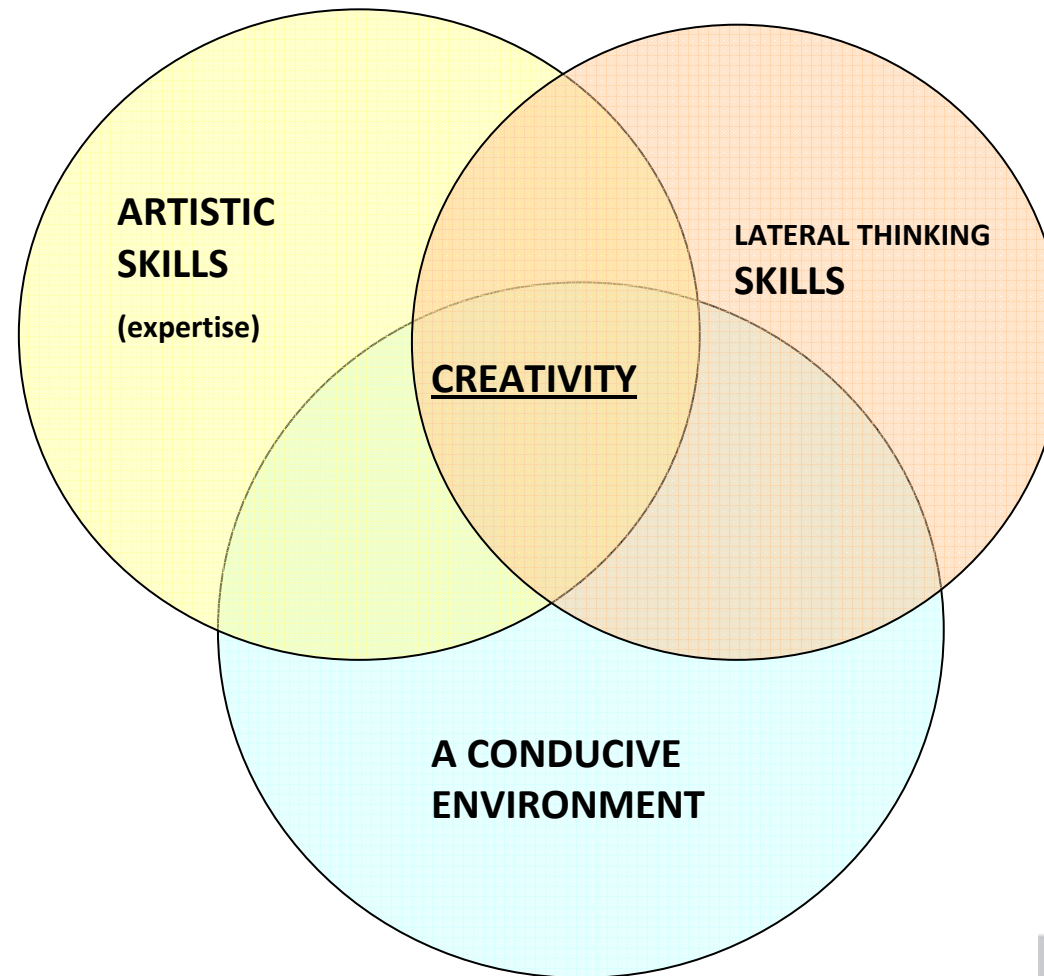
Conference « Can Creativity be Measured? »

Brussels 28 May 2009

What is Creativity ?



The Components of Culture-based Creativity



Culture-based Creativity leading to Innovation

The features of culture-based creativity leading to innovation:

Affect

Spontaneity

Intuition

Memories

Imagination

Aesthetic

Generate values:

New vision

Differentiation

Intangible

Disruption

Community
Values

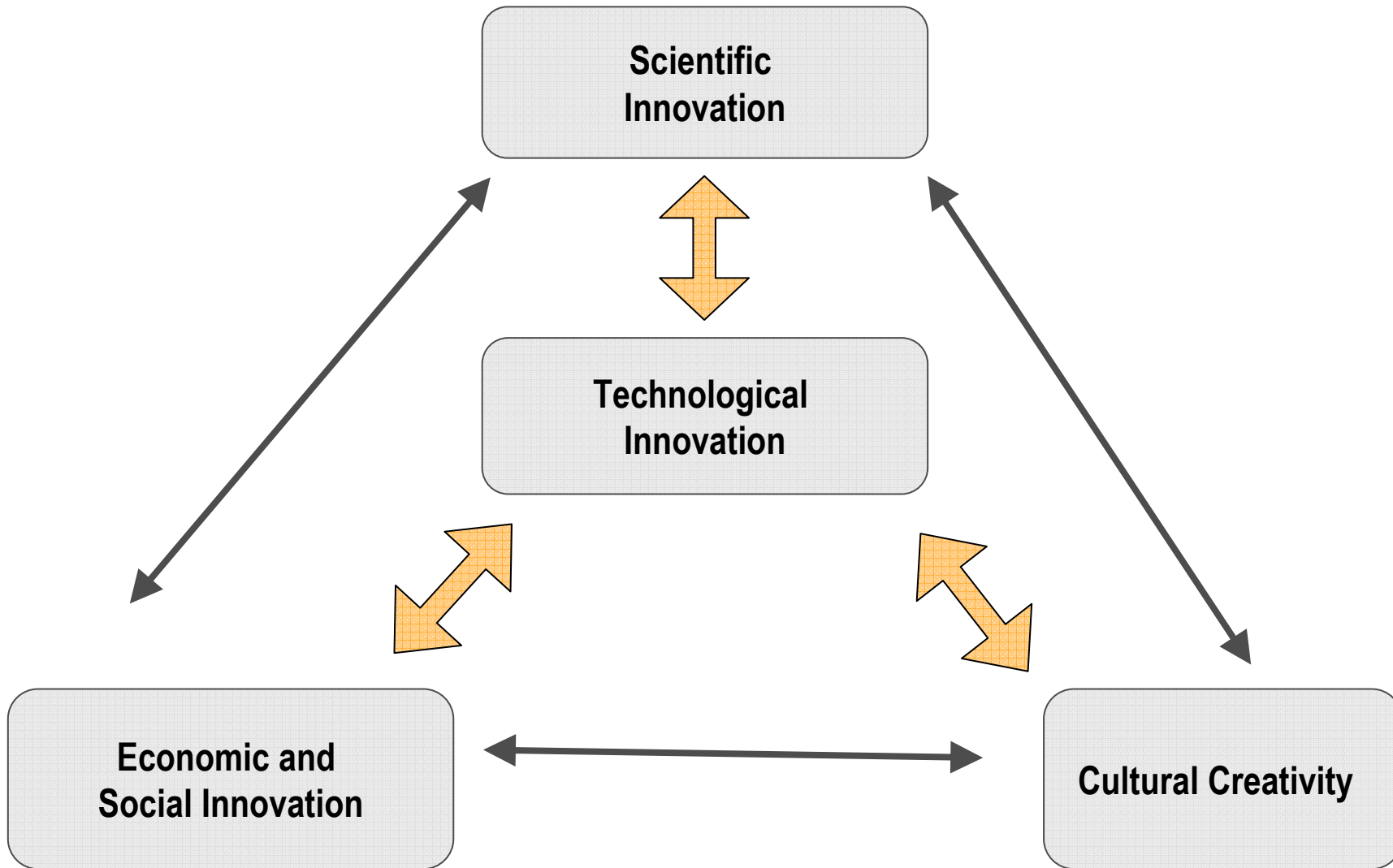
Culture-based Creativity & Innovation

Culture-based Creativity

- Intuitive / imagination / utterance of a vision
- More individualistic (especially in art)
- Often related to aesthetics and talent
- Mean of innovation/disruptive
- Difficult to measure (copyright is not subject to registration and design application results rarely in patenting)
- More spontaneous
- Expression of values and human spirit.

Innovation

- Rational, tech.experimentation
- More collective
- Useful with a finality (a tangible end result)
- Linked to invention
- Often associated with technology and science
- Measurable (patent application, published works)
- Assimilated to progress
- Methods, specification and processes, evaluation.



Measuring Culture-based Creativity

- The challenge of measuring individual creativity
- The Pillars of Creativity (review 6 indexes)
 - Human capital
 - Openness and diversity
 - Cultural Environment
 - Technology
 - Institutional and regulatory environment
 - Creative outputs

European Creativity Index

Human capital

- Number of hours dedicated to arts and culture in primary and secondary education
- Number of art schools per million population
- Tertiary students by field of education related to culture
- Cultural employment in total employment

European Creativity Index (2)

Openness and Diversity

Attitude in population

- % of population that express tolerant attitudes toward minorities
- Share of population interested in arts and culture in other European countries

Market data

- Market shares of non-national European films
- Level of Media Pluralism in European Member States
- Share of non-nationals in cultural employment

European Creativity Index (3)

Cultural Environment

Cultural Participation

- Percentage of persons participating in cultural activities at least one time in the 12 months
- Average annual cultural expenditure per household

Cultural offering

- Number of public theatres per capita
- Number of public museums per capita
- Number of public concert halls
- Number of cinema screens by countries

European Creativity Index (4)

Technology

- Broadband penetration rate
- Percentage of households who have personal computer and video game console at home

European Creativity Index (5)

Regulatory incentives to create

Financial support

- Tax break for artists or people who work in the creative sector
- VAT rates on books, press, sound recordings, video, film receipts, freelance authors, visual artists
- Tax incentives concerning donations and sponsoring
- Direct public expenditure on culture
- Level of state funding to cinema
- Level of state funding to public TV

Intellectual Property

- Amount of right collected by authors in music per capita

European Creativity Index (6)

Output Cultural Production

Economic contribution

- Values added of creative industries as % of GDP
- Turnover in music industries per capita
- Turnover in book industries per capita
- Turnover in cinema industries per capita

Other outcomes of cultural activities

- Number of feature films produced per year and per capita
- Number of recordings released per capita
- Number of books published per year and capita
- Number of design applications per million population

Conclusions

- Assessment of the creativity performance of EU Member States (to complement EIS)
- 32 indicators focusing on the cultural dimension of creativity (cultural participation or art education nurtures creativity)
- Constraints: Data collection and availability on a trans-national basis.

« Il faut apprendre à juger une société à ses bruits, à son art, et à ses fêtes plus qu'à ses statistiques ».

J.Attali

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