Why are culture and creativity important for cities?

72.5% of EU population lives in cities

68% of all GDP\(^*\) is generated in cities

4.4% of GDP is produced by cultural and creative sectors

Employment in these sectors was resilient to the crisis between 2008 and 2011

3.8% of total EU employment

Employment in the overall economy

Employment in cultural and creative sectors

Cultural and Creative Cities Monitor online: https://composite-indicators.jrc.ec.europa.eu/cultural-creative-cities-monitor

Sources: European Commission, Eurostat, and experimental data

(*) GDP= Gross Domestic Product
What is the Cultural and Creative Cities Monitor?

The Cultural and Creative Cities Monitor is a tool to benchmark and assess the performance of European cities.

The indicator framework of the Cultural and Creative Cities Monitor is made of:

1. **Index**
   - **Cultural Vibrancy**: It measures the cultural ‘pulse’ of a city in terms of:
   - Creative Economy**: It captures how the cultural and creative sectors contribute to:
   - Enabling Environment**: It identifies the assets that help attract creative talent and publics.

2. **Sub-indices**

3. **Dimensions**
   - Cultural Venues & Facilities
   - Cultural Participation & Attractiveness
   - Creative & Knowledge-based Jobs
   - Intellectual Property & Innovation
   - New Jobs in Creative Sectors
   - Human Capital & Education
   - Openness, Tolerance & Trust
   - Local & International Connections
   - Quality of Governance

What can it be used for?

The Cultural and Creative Cities Monitor can be used by anyone with an interest in cities in Europe and notably by local authorities to support them in defining and assessing their local policies. With the Monitor and its Online Tool you will be able to:

**ASSESS** how cultural and creative a city is

**BENCHMARK CITIES** within countries and across Europe

**EXPLORE POLICY** or research questions such as:

- In which cities do ‘Cultural Vibrancy’ and the ‘Creative Economy’ reinforce each other most?
- Which assets do best enable a city’s ‘Creative Economy’?
- Do culture and creativity contribute to jobs/wealth?

**LEARN** what peers are good at and look for opportunities for fruitful exchanges

**CREATE** your own Index by adapting weights and adding your data

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