



# Creative Economy Switzerland

A research initiative in cooperation with the Zurich University of the Arts ZHdK Analysis based on the Swiss Labour Force Survey (SLFS)

## Approach & Terminology by Nesta & DCMS

This analysis approaches the Swiss cultural and creative industries from the perspective of professional activities and occupations. It rests on the assumption that creative occupations also exist outside the cultural and creative industries: «This methodology is based on the theoretical and empirical argument that the creative industries are „those industries that specialise in the employment of creative talent for commercial purposes“ (Bakshi, Hargreaves and Mateos-Garcia, Nesta, 2013) – that is, have unusually high proportions of their workforce employed in creative occupations («creative intensity»).»

«Dynamic Mapping», a methodology developed by Nesta, involves several steps. First, a set of so-called creative occupations is determined. Second, the «creative intensity», the employment share of such creative occupations, is calculated for each economic industry. Third, those industries exhibiting a certain minimum proportion of creative occupations are classified as «creative», the rest as «non-creative». Fourth, creative industries and creative economy employment is calculated using the «Creative Trident» approach. Creative economy employment is given by the sum of creative industries employment and all creative jobs in other industries («embedded» jobs).

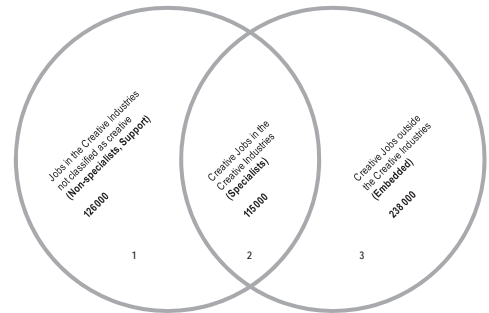
Following the UK Department for Culture, Media & Sport (DCMS), this concept is visualised as follows:

Thus, the Creative Economy consists of three types of employment: 1. Non-specialists (support): employed persons working in a creative industry, but who are not themselves employed in a creative occupation, for instance, an accountant at a publishing company. 2. Specialists: employed persons working in creative occupations in creative industries, for instance, a dancer in an ensemble or a journalist writing for a daily newspaper. 3. Embedded: employed persons working in creative occupations outside creative industries, for instance, a game designer working in financial services.

Employment in the Creative Economy Switzerland is measured on the «Creative Trident» basis using data from the Swiss Labour Force Survey (SLFS).

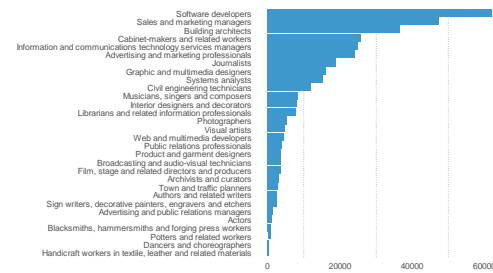
On average, about 479000 people were employed in the Swiss creative economy in 2013 – 2015. About only half (241 000) were employed in the creative industries, while the other half (238 000) pursued a creative occupation outside the creative industries («embedded»).

## Employment in the Creative Economy Employed persons, Switzerland, SLFS, average 2013-2015

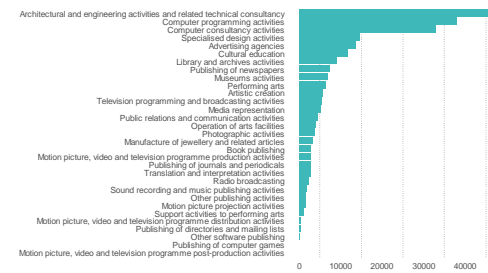


The sum of Jobs in Creative Industries (1 + 2) and the Jobs in Creative Occupations outside the Creative Industries (3) amounts to the so-called Creative Economy (1 + 2 + 3). Creative Economy: 1 + 2 + 3 Creative Industries: 1 + 2 Creative Occupations: 2 + 3

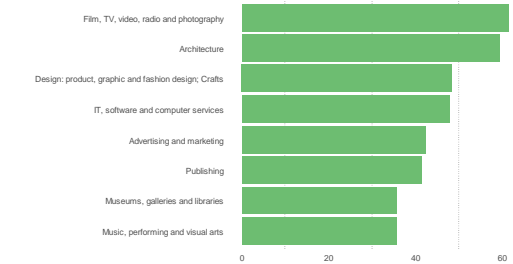
## Creative Occupations defined by Nesta & DCMS Employed persons, Switzerland, SLFS, average 2013-2015



## Creative Industries defined by Nesta & DCMS Employed persons, Switzerland, SLFS, average 2013-2015



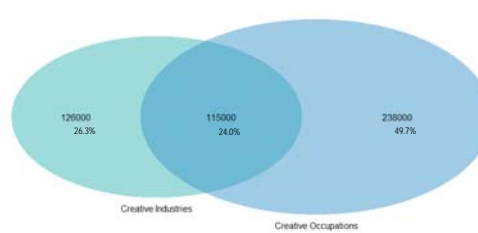
## Creative Intensity by industry group Intensity = Creatively occupied / Total employment in the industry, Percentage, Switzerland, SLFS, average 2013-2015



## Employment in the Creative Economy Switzerland Employed persons, SLFS, 2013-2015

Year	Specialist	Non-Specialist	Creative Industries	Embedded	Creative Occupations	Creative Economy
2013	109 000	121 000	230 000	235 000	344 000	465 000
2014	117 000	128 000	245 000	238 000	355 000	483 000
2015	119 000	129 000	248 000	242 000	361 000	490 000
Average 2013 – 2015	115 000	126 000	241 000	238 000	353 000	479 000
Share of workforce	2.5	2.8	5.3	5.3	7.8	10.6
Share of creative economy	24.0	26.3	50.3	49.7	73.7	100.0

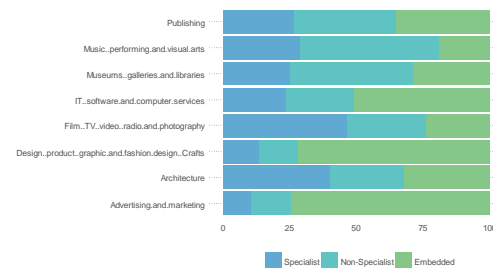
## Employment in the Creative Economy Switzerland Employed persons, SLFS, average 2013-2015



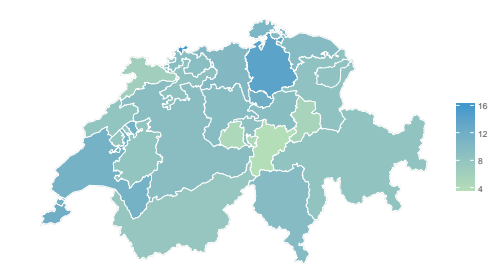
## Employment in the Creative Economy Switzerland Employed persons, SLFS, average 2013-2015

	Creative Industries	Non-Creative Industries	All Industries
Creative Occupations	Specialists 115 000	Embedded 238 000	Creatively-occupied jobs 353 000
Non-Creative Occupations	Non-Specialists 126 000	Non-Creative 4 052 000	Non-creatively-occupied jobs 4 178 000
All Occupations	Working in the Creative Industries 241 000	Working outside the Creative Industries 4 290 000	Workforce 4 531 000

## Employment in the Creative Economy and its composition by industry group Percentage, Switzerland, SLFS, average 2013-2015



## Proportion of jobs the Swiss Creative Economy by region Percentage, Switzerland, SLFS, average 2013-2015



## Employment in the Creative Economy and its composition by region Percentage, Switzerland, SLFS, average 2013-2015

