



IBH-Schwerpunktprojekt «Kreativwirtschaft Bodensee»

A research initiative in cooperation with Zurich University of the Arts ZHdK and Konstanz University of Applied Sciences HTWG
Experimental Statistics: Creative Economy estimates based on the European Union Labour Force Survey (EU-LFS)

Creative Economy Approach & Terminology

Nesta London & DCMS gov.uk

This analysis approaches the cultural and creative industries in the Lake Constance region (Bodenseeregion) 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» (Bakhshi, Hargreaves and Mateos-Garcia, Nesta London, 2013) – that is, have unusually high proportions of their workforce employed in creative occupations («creative intensity»).

«Dynamic Mapping», a methodology developed by Nesta London, 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).

Employment in the Creative Economy Lake Constance is measured on the «Creative Trident» basis using data from the European Union Labour Force Survey (EU-LFS).

The Data was requested through the European Statistical Data Support (ESDS) at the Statistical Office Canton of Zürich and the Institutional Support at Eurostat. The requested data contained employed persons aged 15+, NUTS-2-level regions, ISCO-4-digit occupations and NACE-3-digit industries.

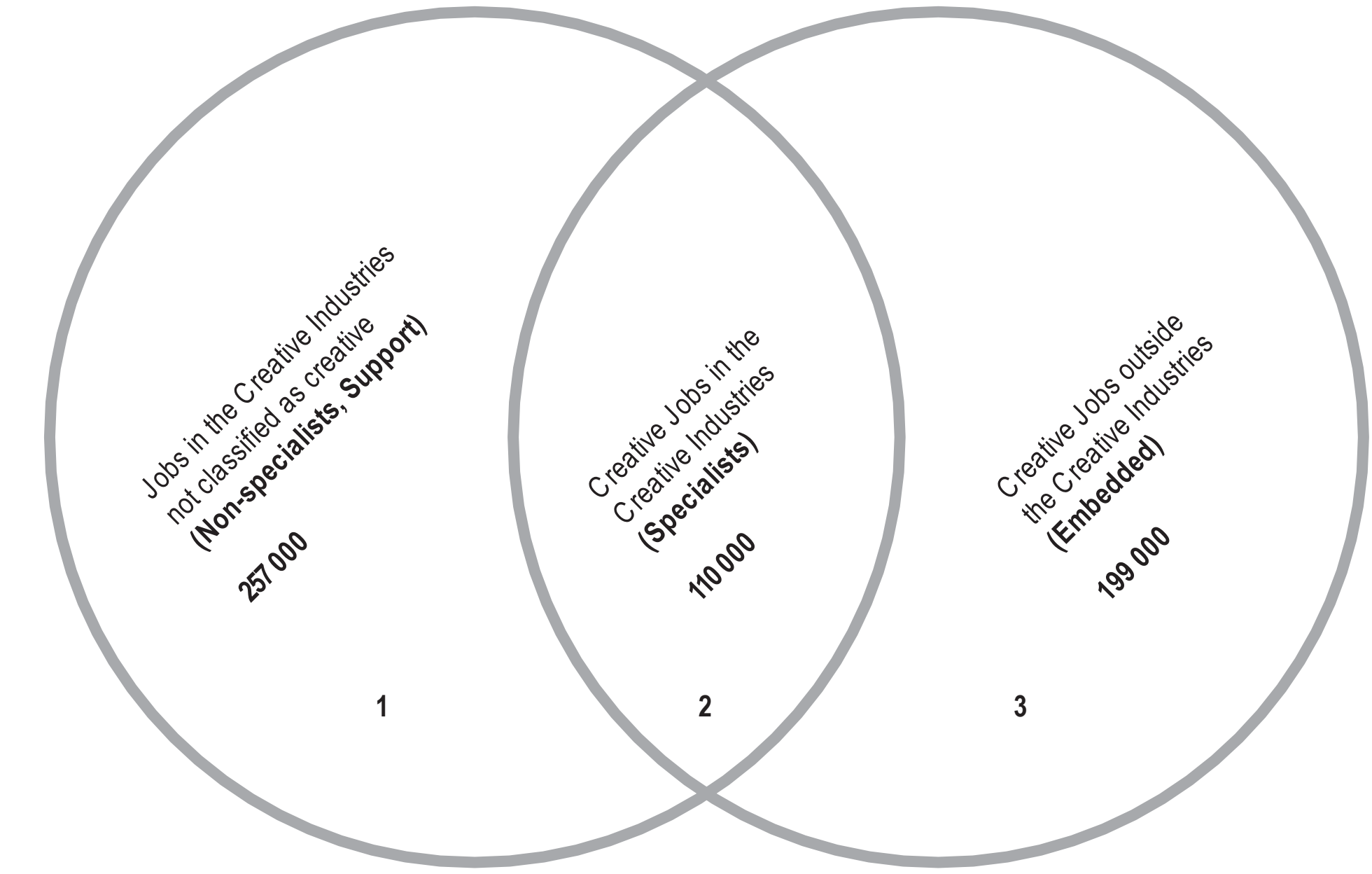
Thus, the Creative Economy consists of three types of employment:
1. Non-specialists (support): employed persons working in a creative industry, but who are not themselves employed in a creative occupation, for instance, an accountant at a publishing company.
2. Specialists: employed persons working 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.

On average, about 567 000 people were employed in the creative economy in 2013-2015. About two thirds (368 000) were employed in the creative industries, while one third (199 000) pursued a creative occupation outside the creative industries («embedded»).

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

Employment in the Creative Economy 2013-15

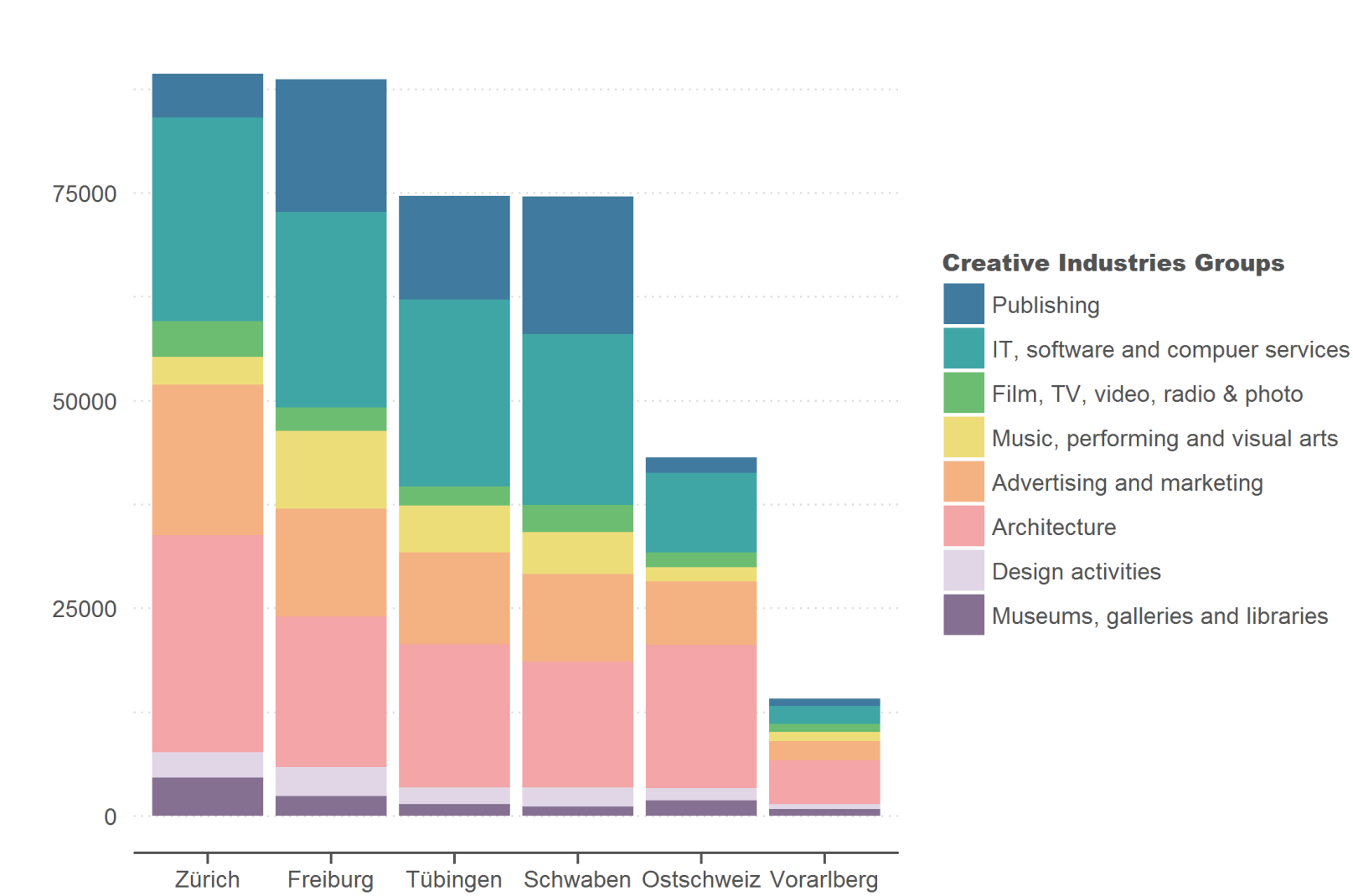
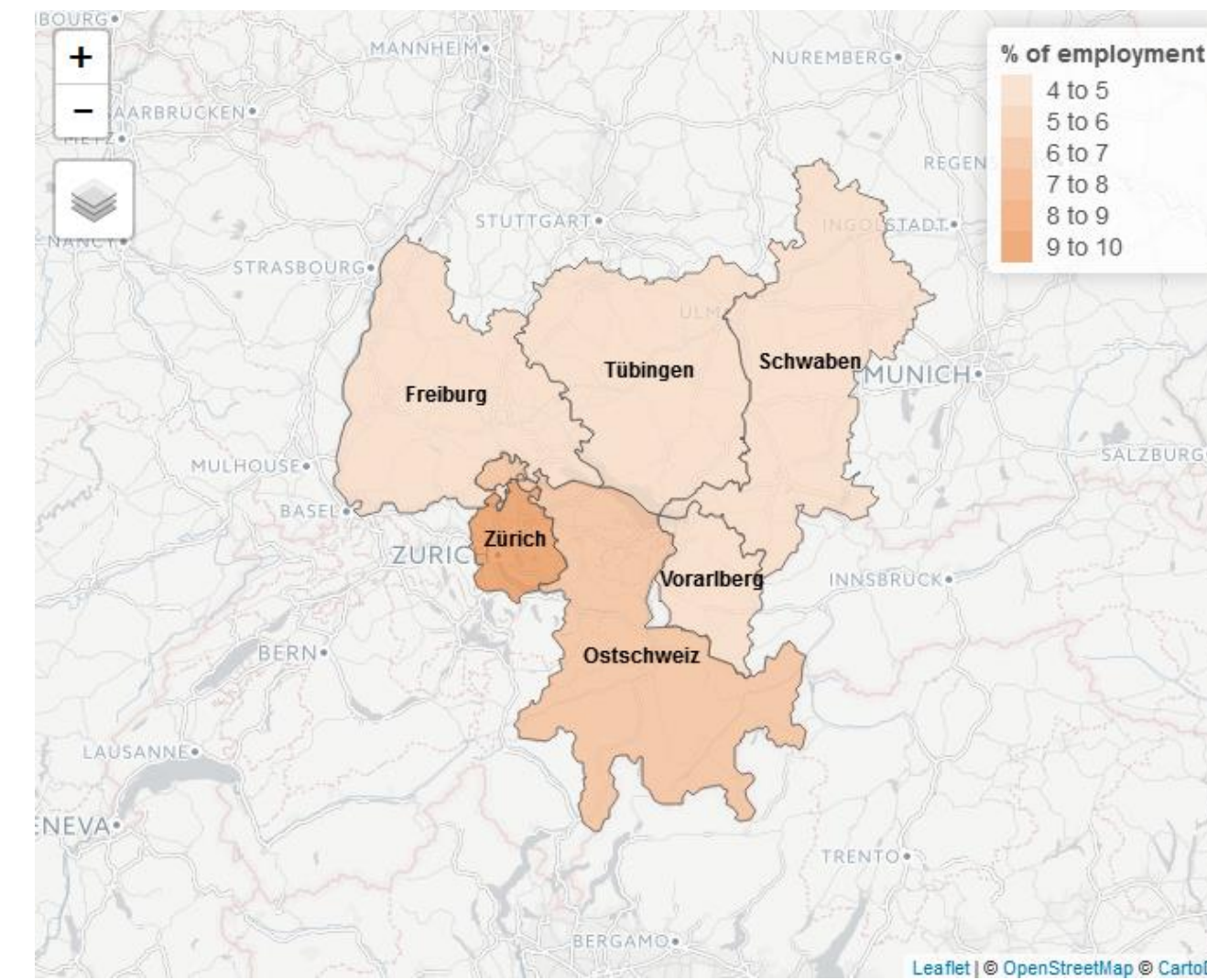
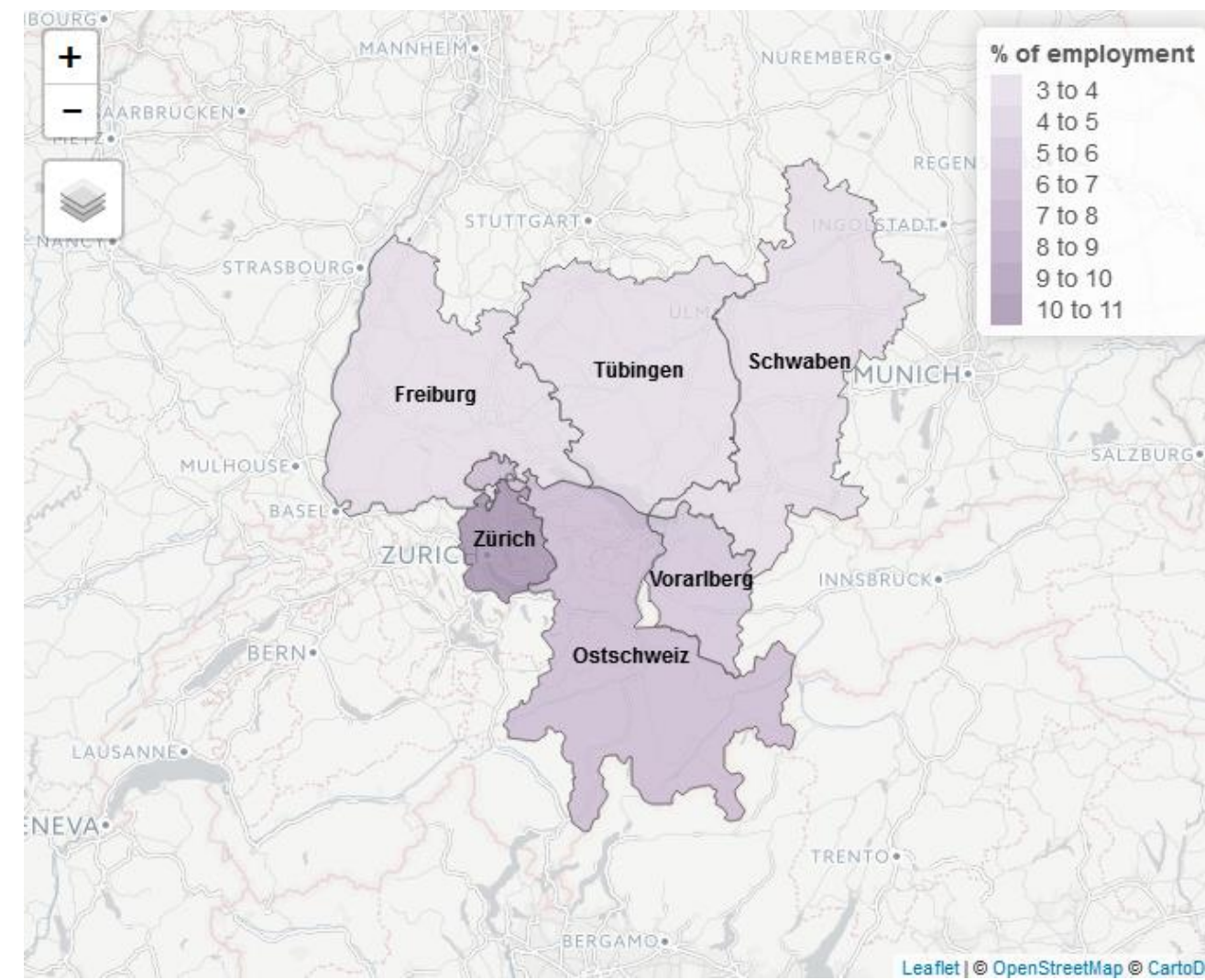
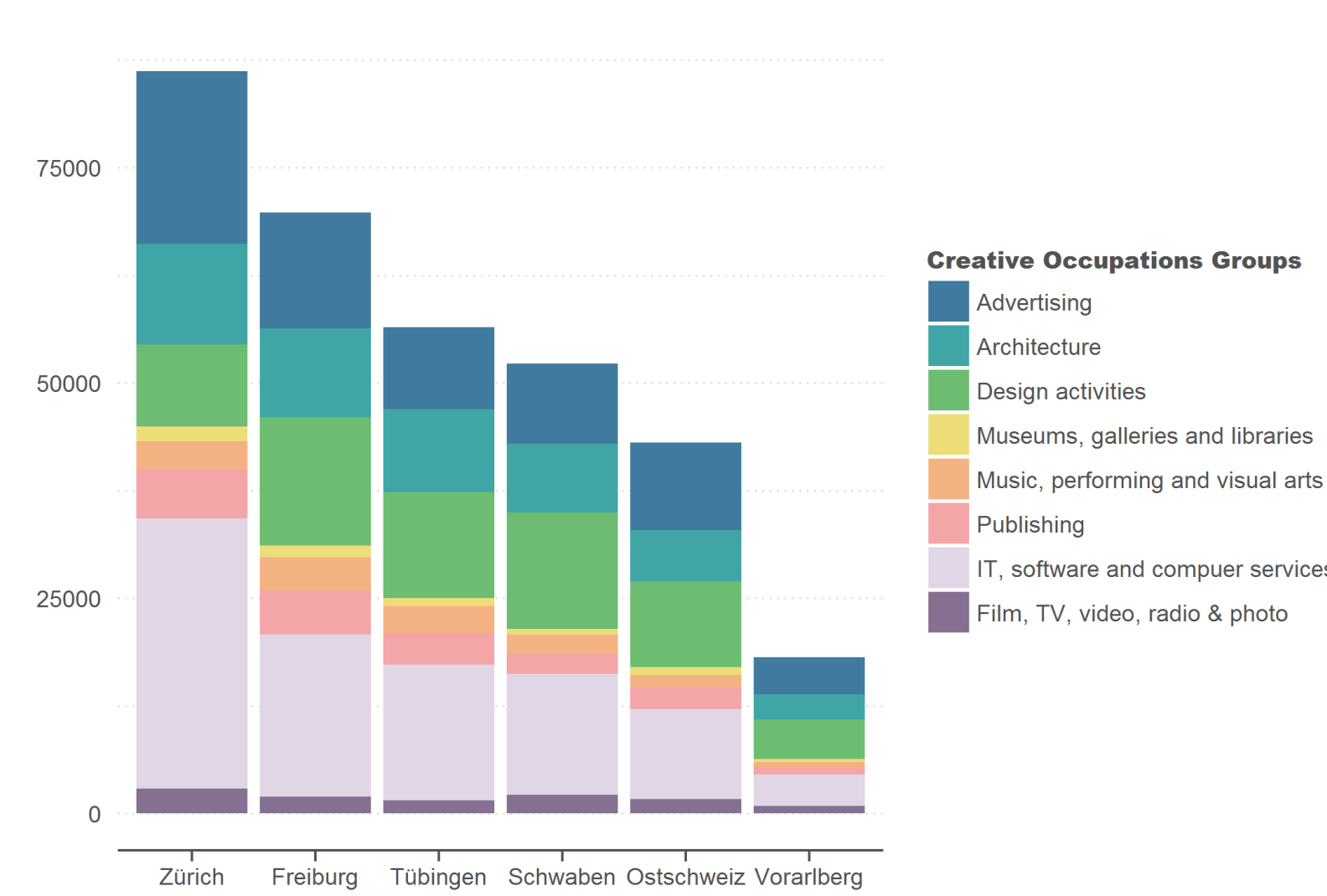
Employed persons aged 15+, Lake Constance Region, EU-LFS



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 in the Lake Constance region

Employed persons aged 15+, NUTS-2 regions, EU-LFS 2013-15



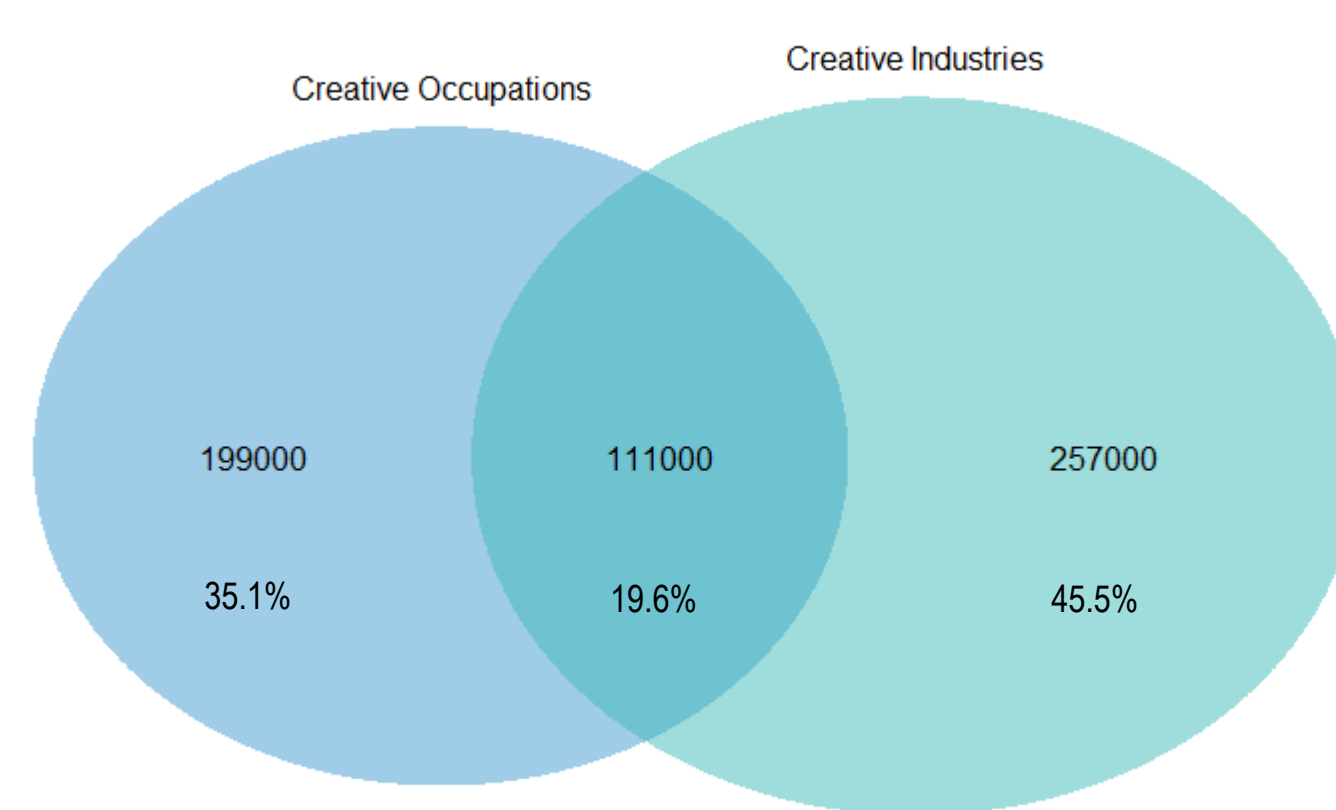
Employment in the Creative Economy

Employed persons, Lake Constance region, EU-LFS 2013-15

Year	Specialist	Non-Specialist	Creative Industries	Embedded	Creative Occupations	Creative Economy
Average 2013-2015	111 000	257 000	368 000	199 000	310 000	567 000
Share of workforce	1.6	3.8	5.4	2.9	4.6	8.4
Share of creative economy	19.6	45.3	64.9	35.1	54.7	100.0

Employment in the Creative Economy

Employed persons, Lake Constance region, EU-LFS 2013-15



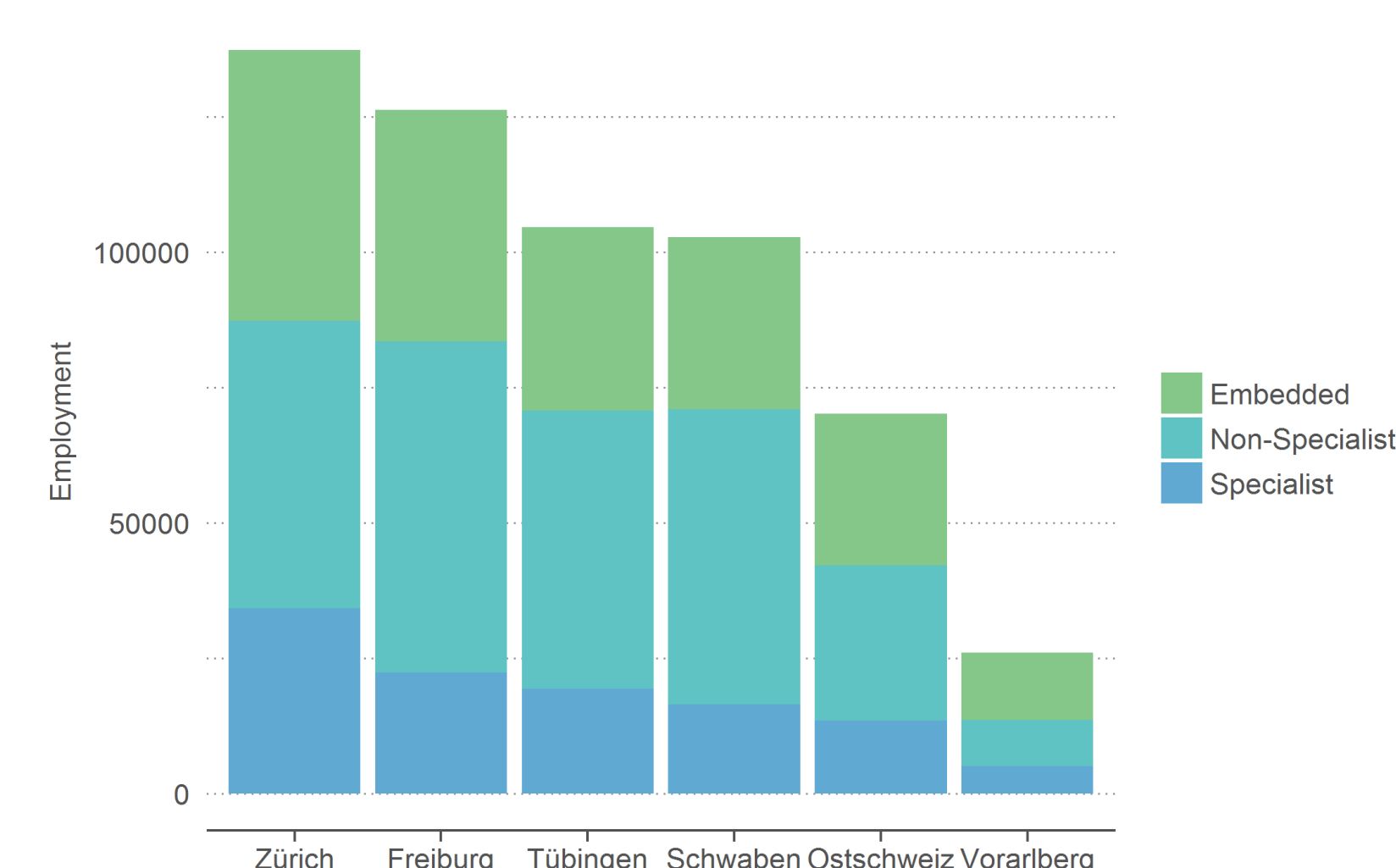
Employment in the Creative Economy

Employed persons, Lake Constance region, EU-LFS 2013-15

	Creative Industries	Non-Creative Industries	All Industries
Creative Occupations	Specialists 111 000	Embedded 199 000	Creatively-occupied jobs 310 000
Non-Creative Occupations	Non-Specialists 257 000	Non-Creative 6 199 000	Non creatively-occupied jobs 6 456 000
All Occupations	Working in the Creative Industries 368 000	Working outside the Creative Industries 6 398 000	Workforce 6 766 000

Creative Economy and its composition by region

Employed persons, Lake Constance region, NUTS-2, EU-LFS 2013-15



Data Availability

Eurostat

Following Nesta London methodology, we use aggregates from the large, cross-country EU-LFS dataset compiled by Eurostat (Nathan, Pratt and Rincon-Aznar, Nesta London, 2015).

We face the same practical considerations. First, we want to compare the creative industries and economy within EU member states and regions. Second, we want the flexibility to vary the set of region comparators. Third, we work within the parameters of available pan-EU data: the richest labour force survey data is held by individual national and regional statistical agencies, and it would be a major undertaking to collate these, and in a way that is consistent across countries.

The EU-LFS has many features that make it ideal for the questions we want to answer, but there are also some limitations in using the EU-LFS data: First, the EU-LFS contains no information on second jobs. Second, the NACE industry codes are only made available at the 3-digit level. Third, the regional data is only available on a NUTS-2 level. We interpret our results accordingly. For these reasons and others, the estimates we report here are not identical to the previously published creative economy estimates.

Creative Economy and its composition by region

% of workforce, Lake Constance region, NUTS-2, EU-LFS 2013-15

