



United Nations
Educational, Scientific and
Cultural Organization
联合国教科文组织

International Center for Creativity
and Sustainable Development
under the auspices of UNESCO
国际创意与可持续发展中心

CREATIVITY 2030 SEMINAR

How the Digital Economy Advances Creative Industries

The term “digital economy” refers to an economy that is based on digital computing technologies. It implies that business and transactions are conducted through digital and mobile tools, like the internet, involving billions of interactions among people, businesses, devices, data, and processes. This interconnectedness enhances the productivity of the economy. The works of creative individuals, creative industries and all types of creative products and performances are part and parcel of the creative economy which – if digitally underpinned - has become an important part of the digital economy.

Since COVID-19 has swept the world, many cultural venues have been closed, to varying degrees, in an effort to prevent the spread of the pandemic. As a result, all types of cultural activities involving the gathering of people have been subject to considerable restrictions. In this environment, digital technologies and digital infrastructure have played an important role to uphold the presentation, sharing and enjoyment of cultural works and performances. This underlines the crucial and indeed growing role of the digital support to the creative economy in the pandemic-afflicted global economy.

Cultural creations and products have shifted thanks to digital technologies from real life events, offline so to speak, to online events, resulting in new forms of



cultural presentations and consumption. While this trend has been in the works since several years, the pandemic has accelerated it. Exhibitions, auctions, music performances, theatre presentations, dance, tourism, cultural heritage, conferences and many more creative exchanges have all migrated to the digital cloud world, allowing instantaneous access, global sharing and education. This development is a critical feature in the relationship between cultural industries and the digital economy.

In the post-pandemic era, digital technologies may progressively help to upgrade and diversify traditional, contemporary and new types of cultural industries and creation. Online exhibitions, online performances and online conferences have become the “new normal”. The impact of new types of digital technologies and the change they bring to the creative sectors, to future jobs and to the economy as a whole can only be imagined.

The purpose of this Seminar is to analyze the impact of digital technologies for cultural and creative industries and to exchange views as to the role these tools play in the present state of the global pandemic. It is the Seminar’s objective to identify the contribution of digital cultural industries to digital economies as a whole – and vice versa. The discussion shall also focus on the changes and opportunities for future social interaction and activities, cultural exchanges, the world of work and economic production.



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CREATIVITY 2030 SEMINAR AGENDA

I. Time: 15:00 p.m.-18:00 p.m. 29 April (Beijing Time) (TBD)
09:00 a.m.-12:00 a.m. 29 April (Paris Time) (TBD)

II. Venue: Room 309, Plaza of Design, Beijing
(experts could also participate online)

III. Agenda:

10 mins	Introduction of moderator: Theme and speakers
90 mins	Individual speeches: 10-15 mins keynote speech by each speaker
10 mins	Tea break
40-50 mins	Panel discussion (host by moderator)

IV. Main Topic:

1. The role of creative industries in the digital economy.
2. How the digital economy advances creative industries.

V. Participators:

Moderator:

Mr. Hans d'Orville (Chairman of ICCSD Advisory Committee; Former Assistant Director-General for Strategic Planning, UNESCO)



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Participators Planning to Invite:

Mr. Shahbaz Khan (UNESCO Representative to China)

Ms. Mehri Madarshahi (Member of ICCSD Advisory Committee; Former Senior Economist, United Nations New York; Visiting Professor of Institute for Public Policy (IPP), South China University for Technology)

Ms. Carolina Quintana (Senior Officer of Creative Economy Programme, Networking and Partnership, UNCTAD) (TBD)

Mr. Albert Fuster (Academic Director of ELISAVA Barcelona School of Design and Engineering, Barcelona, Spain)

Mr. Zhang Xiaoming (Member of ICCSD Advisory Committee; Vice Director of China National Center for Culture Studies of Chinese Academy of Social Sciences (CASS))

Mr. Chen Hong (Director of the Division of Science, Technology and Industry, Century College, Beijing University of Posts and Telecommunications; Chief Expert of Recommendation T.621 of ITU)

Ms. Zhang Yuling (Director of Tencent Social Research Center (TSRC))