

**22nd EUROPEAN WEEK of
REGIONS and CITIES**

Empowering Communities

7 October
- 30 November
Close to You
2024

#EURegionsWeek



GREEN, DIGITAL AND SKILLED?

HOW THE CULTURAL AND CREATIVE SECTORS ARE NAVIGATING THE TWIN TRANSITION.

DILETTA PAOLETTI | University of Perugia | Post-graduate Course in “EU funding for culture and creativity”



Regional
Initiative
for Culture
and Creativity



MASTER IN PROGETTAZIONE
EUROPEA PER LA CULTURA
E LA CREATIVITÀ

THE TWIN TRANSITION

2-FACE SHIFT, CONVERSION, TRANSFORMATION TOWARD A
GREENER AND MORE DIGITAL EUROPE, BRINGING THE 2 GREAT
“**REVOLUTIONS**” OF OUR TIMES TOGETHER.

- **The European Green Deal**, Communication n. 640, December 2019
- **A New Industrial Strategy for Europe**, Communication n. 102, March 2020
- **Updating the 2020 New Industrial Strategy: Building a stronger Single Market for Europe's recovery** Communication n. 350, March 2021
- **Towards a green, digital and resilient economy: our European Growth Model** Communication n. 83, March 2022

CCSS EU DEFINITION

'Cultural and creative sectors' means all sectors whose activities are **based on cultural values and artistic and other individual or collective creative expressions.**

(...)

The sectors include inter alia **architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design (including fashion design), festivals, music, literature, performing arts, (including theatre and dance), books and publishing, radio, and visual arts.**

*Article 2 of Regulation No. 2021/818
establishing the Creative Europe Programme for the period 2021- 2027*

THE RELATION BETWEEN TT, SKILLS AND CCS

In general...

“A **competitive industry depends on recruiting and retaining a qualified workforce**. As the **twin transitions gathers speed, Europe will need to ensure that education and training keep pace**. Making lifelong learning a reality for all will become all the more important: in the next five years alone, 120 million Europeans will have to upskill or reskill. This reflects **the importance of skills for the twin transitions** and the opportunities they can create for people. Moving to a low-carbon economy is expected **to create more than 1 million jobs** by 2030, while there are already currently 1 million vacancies in Europe for digital technology experts. At the same time, 70% of companies report that they are delaying investments because they cannot find the **people with the right skills**”

EC Communication 2020 A new Industrial strategy.

THE RELATION BETWEEN TT, SKILLS AND CCS

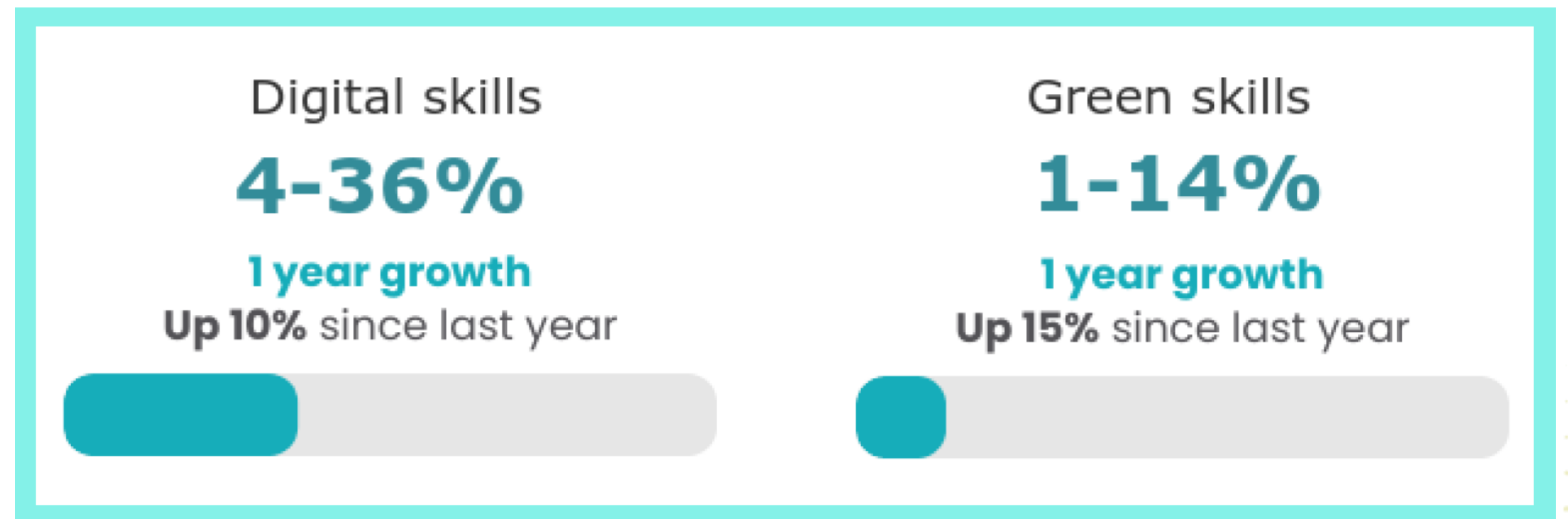
...in particular:

NEEDS AND CHALLENGES FOR THE CCSs:

- The **CCIs need both highly specialised skills**, as well as **more generic skills** to respond to the digital and green transformation, to remain competitive, resilient and face the challenges ahead.
- The **CCIs workforce** is mostly made up of self-employment, people working part-time, non-permanent contracts, SMEs or micro-enterprises: these categories face a very high level of job insecurity and a **lack of reskilling and upskilling opportunities** and they struggle to attract new talents.
- Training in the cross-sectoral skills (e.g. the arts and technology) is needed.

*Ref: Monitoring the twin transition of industrial ecosystems Cultural and Creative Industries - Analytical report, 2024 EUROPEAN COMMISSION;
Creative Pact for Skills Manifesto*

THE RELATION BETWEEN TT, SKILLS AND CCS



Ref: *Monitoring the twin transition of industrial ecosystems
Cultural and Creative Industries - Analytical report, 2024 EUROPEAN COMMISSION;*

THE RELATION BETWEEN TT, SKILLS AND CCSs

Specialised skills for the DIGITAL TRANSFORMATION

Technical and digital skills Artificial intelligence, cloud computing, connectivity, robotics, Internet of Things, Augmented and Virtual reality and blockchain, as well as more general digital skills such as the ability to use certain software and online platforms

Management skills

Leadership and entrepreneurial skills

Creative skills

Soft skills

Specialised skills for the GREEN TRANSFORMATION

Developing awareness on the causes and impacts of climate change and a good understanding of what 'green' means

Green skills environmental protection and services, low-carbon technologies, renewable energy, circular economy and clean production technologies, business model-related skills

Embedding green ambitions in the company **mission/vision, daily operations/governance** and **impact on societies**

THE RELATION BETWEEN TT, SKILLS AND CCS

Green transformation
Advanced Sustainable Materials
Biotechnology
Energy Saving technologies
Clean Production technologies
Renewable Energy technologies
Solar Power
Wind Power
Other (geothermal, hydropower, biomass)
Recycling technologies
Circular business models

Digital transformation
Advanced Manufacturing & Robotics
Advanced Manufacturing
Robotics
Artificial Intelligence
Augmented and Virtual Reality
Big Data
Cloud technologies
Blockchain
Digital Security & Networks/ Cybersecurity
Internet of Things
Micro- and Nanoelectronics & Photonics
Online platforms

Source: Technopolis Group, IDEA Consult and Fraunhofer ISI

Ref: Monitoring the twin transition of industrial ecosystems
Cultural and Creative Industries - Analytical report, 2024 EUROPEAN COMMISSION;

ONGOING INITIATIVES FOR UPSKILLING AND RESKILLING THE CCSs

- **European Skills Agenda 2020** | A five-year plan to help individuals and businesses develop more and better skills, with indicators to be reached by 2025.
- **EU Pact for Skills 2020** | A flagship actions of the European Skills Agenda supporting public and private organisations with upskilling and reskilling. It is organized in Large-Scale Skills partnerships (LSPs) and Regional Skills Partnerships (RSPs).
- **Digital Education Plan 2021-2027** | A EU policy initiative common vision of high-quality, inclusive and accessible digital education.
- **Creative Pact for Skills** | Implemented by the Large-scale skills partnership for the Cultural and Creative Industries ecosystem, identifies upskilling and re-skilling needs, particularly focusing on digital, green, entrepreneurial and technical skills.
- **CREATIVE FLIP 2024-2026** | An initiative co-funded by the EU for Finance, Learning, Innovation and Intellectual Property Rights for the Cultural and Creative Sectors and Industries.
- **Cultural Heritage Actions to Refine Training, Education and Roles (CHARTER)**, a comprehensive sectoral skills strategy
- **EIT Culture & Creativity, 9th Knowledge and Innovation Community (KIC)** which fosters interdisciplinary and cross-sectorial collaboration for stakeholders from education, innovation, research, business and culture.

The
framework

CCSs

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THANK YOU!

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