



NATIONAL RESEARCH  
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Human Capital  
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## INTERNATIONAL CONFERENCE

# «CREATIVE ECONOMY: TOWARDS POST- CRISIS RECOVERY AND SUSTAINABLE DEVELOPMENT»

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OCTOBER 27–28



MOSCOW 2021

**Session 1: DEFINING AND MEASURING CREATIVE ECONOMY:  
BUILDING EVIDENCE BASE FOR POLICY-MAKING**

Moderator: Mikhail Gershman, HSE University, Russia

The session is devoted to the discussion of the state of the art developments in defining and measuring creative economy and creative industries, and to the exchange of best international practices in building quantitative evidence base for policy making in this field.

**Questions for discussion:**

1. Key approaches to measuring the creative economy worldwide: limitations and opportunities.
2. New developments in creative economy measurement: big data analysis.
3. In search for a unified measurement framework for creative economy: is there a need for common measurement standards and guidelines?
4. Creative economy indicators and data which are in demand among policy makers.

10:00	Welcome and Introduction
10:05	Stuart Cunningham, Queensland University of Technology, Australia <b>Developing an Evidence Base for Policy Making in the COVID Environment: Art, Creative Industries or Jobs of the Future?</b>
10:20	Mikhail Gershman, HSE University, Russia <b>Russia's Creative Economy: New Developments and Key Indicators</b>
10:35	Dimiter Gantchev, WIPO <b>Defining Intellectual Property-Based Creative Industries - WIPO's Empirical Approach and Findings</b>
10:50	Ilya Kiriya, HSE University, Russia <b>Industrialization of the "Borderline" Areas of the Economy of Culture</b>
11:05	Robert Kloosterman, University of Amsterdam, Netherlands <b>Measuring Creative Industries: The Case of the Architectural Sector in the Netherlands</b>
11:20	Ian Miles, University of Manchester, UK <b>Creative and Cultural Industries — Crises, Challenges, Innovations</b>
11:35	Discussion and closing remarks

## Session 2: THE IMPACT OF THE COVID-19 PANDEMIC ON THE CREATIVE INDUSTRIES

Chairman: Tatiana Abankina, HSE University, Russia

The purpose of the session is to discuss the consequences of the COVID-19 pandemic for the creative industries and to identify the most valuable practices for overcoming them, including through state support measures.

### Questions for discussion:

1. The depth of the decline and the dynamics of the recovery of creative industries in the context of a pandemic in Russia and abroad.
2. International experience of creative industries in overcoming the consequences of the COVID-19 pandemic.
3. The role of digital technologies in the development of creative industries.
4. The role of the state in supporting creative industries during the COVID-19 pandemic.

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| 12:00 | Tatiana Abankina, HSE University, Russia<br><b>State Support for Creative Industries in Russia During a Pandemic: Directions and Mechanisms</b>  |
| 12:15 | Bianca Creutz, Prognos AG / The Federal Government's Centre of Excellence for the Cultural and Creative Industries, Berlin<br><b>The impact of Corona Pandemic in Germany to the Cultural and Creative Industries — Challenges and Opportunities</b>   |
| 12:30 | Evgeniy Kutsenko, HSE University, Russia<br><b>Impact of the Corona Crisis on Entrepreneurial Activity in Creative Industries</b>  |
| 12:45 | Anastasia Kalyonova, Igor Maksimov, Department of Multilateral Cooperation and Special Projects, Ministry of Economic Development of Russia<br><b>Impact of COVID-19 on Creative Industries: International Assessment and Country Support Measures</b> |
| 13:00 | Marilia Angove, University of South Wales, UK<br><b>The Show must go on: Impact of COVID-19 on HE, WBL and Talent Development in the Creative Industries</b>   |
| 13:15 | Discussion and closing remarks   |

## Session 3: CREATIVE SPECIALIZATIONS OF RUSSIAN CITIES AND REGIONS

Chairman: Evgeny Kutsenko, HSE University, Russia

The session is intended to discuss the development of creative specializations in Russian cities and regions: the importance and conditions of their formation, positive effects for the city and the region, support measures and features of functioning in various cities.

### Questions for discussion:

1. Can creative industries play the role of the main specialization for cities and regions of Russia?
2. Successful practices in the development of creative specializations in the Russian regions.
3. External effects of the development of creative industries.
4. Creative specializations for small towns and large agglomerations: are there any differences?
5. Institutions and mechanisms for the development of creative specializations.

- 14:00** Victoria Boos, Russian Cluster Observatory, HSE University, Russia  
**Creative Industries in Russian Cities: Key Indicators and Development Features. Presentation of Preliminary Research Results**
- 14:15** Andrey Zheleznyakov, Department of Entrepreneurship and Innovative Development of the City of Moscow, Russia  
**Mutually Beneficial Cooperation Between the State and Creative Business: the Example of Moscow**
- 14:30** Anton Finogenov, DOM.RF Foundation  
**The Role of Creative Industries in the Strategic Development of Russian Cities**
- 14:45** Alexey Kraev, Agency for the Development of Creative Industries of the Tyumen Region, Russia  
**Creative Clusters of the Tyumen Region. Management Model, Key Performance Indicators**
- 15:00** Albert Saralp, Kabardino-Balkarian State University named after H.M. Berbekov  
**Successful Creative Educational Projects in Kabardino-Balkaria**
- 15:15** Afanasy Savvin, JSC «Development Corporation of the Republic of Sakha (Yakutia)», Russia  
**Yakut Approach to the Development of the Creative Economy**
- 15:30** Yulia Rybakova, Rostourism  
**Is There a Chance for Russian Cities to Create a New Specialization Based on Creative Industries?**

- 15:45** Leonid Gelibterman, International Center of Wine and Gastronomy  
**Enogastronomic Specialization of the Region — Myth or Reality**
- 16:00** Discussion and closing remarks

## International Forum of Young Researchers of the Creative Economy

### Questions for discussion:

- Key trends in the development of the creative economy and creative industries
- The impact of the COVID-19 pandemic on the creative industries
- Digitalization of creative industries
- Assessment, measurement and forecasting of the development of creative industries
- Analysis of creative clusters
- Creative potential of cities and regions
- Identification of growth points in creative industries
- Best practices of business support in the field of creative industries, etc.

### Presentation topics and participants:

10:00	Mosco Kamwendo <b>COVID-19 and the Creative Industries</b> Anastasia Polonskaya
10:25	<b>The Impact of Digital Platforms on the Development of the Creative Economy</b> Evgeniya Evpak, Grigory Konson
10:50	<b>Generative Music as a Current Trend in Digitalization of the Music Industry</b> Ekaterina Semina, Vladislav Rutsky
11:15	<b>NFT as a Tool for the Development of Digital Art</b> Ekaterina Kolpinets
11:40	<b>The Role of Instagram and TikTok Blogging in the Creative Economy</b> Daria Nekhaeva
12:05	<b>Creative Clusters: Beacons of the New Urban Economy</b> Alexander Mikhailov
12:30	<b>Creative Clusters in the Urban Space: the Case of the Basmanny District of Moscow</b> Anna Sherstneva
12:55	<b>Public Spaces as an Indicator of Creative Potential – the Cases of London and Moscow Districts</b>
13:20	Discussion and results
13:30	Selection of winners
13:40	Summarizing