



Cultural and Creative Sectors Mapping

The security of your Personal Information is important to us and we will provide all necessary methods to keep this data confidential taking into consideration that no method of transmission over the Internet, or method of electronic storage, is 100% secure

Silverline only collects the information you choose to share with us and process it with your consent; requiring only the minimal personal information to fulfill the purpose of the survey. We don't sell your data to third parties and will only use it as described.

Although Silverline takes every reasonable step to ensure that the compiled Data collected is accurately reflected, Silverline, its hosts, members, and network:

- (i) provide the Data "as is, as available" and without warranty of any kind, either expressed or implied, including, without limitation, warranties of merchantability, fitness for a particular purpose and noninfringement;
- (ii) make no representations, expressed or implied, as to the accuracy of the Data contained or its suitability for any particular purpose;
- (iii) accept no liability for any use of the said Data or reliance placed on it, in particular, for any interpretation, decisions, or actions based on the Data in this report.
- (iv) While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security

Silverline in no way represents or warrants that it owns or controls all rights in all Data, and Silverline will not be liable to users for any claims brought against users by third parties in connection with **their use** of any publicly accessible Data.

Silverline, its hosts, members, and network do not endorse or in any respect warrant any third-party products or services by virtue of any Data, material, or content referenced to or included in any stages of the mapping survey.

Users shall not infringe upon the integrity of the Data and in particular shall refrain from any act of alteration of the Data that intentionally affects its nature or accuracy.

[For more clarity on these terms you can consult this simple Data Privacy Guide](#)

When answering the survey we would appreciate it if the answers remain in one language [English] to ensure consistency in the data



The purpose of the CCS Mapping

The purpose of this research is to establish a baseline of the effect and affect of the Cultural and Creative Sectors on the economy today. Culture, as defined by UNESCO, plays a unique role in social progress. Developing culture is not a way to solve challenges, but rather a means to create a “space where individuals can express, explore and re-imagine complex and difficult issues.”¹ This space, urban by nature, grows with the increasing interaction of its population – driving governments and city leaders towards investing in culture to underpin and support sustainable economic growth. Such an investment is not to be underestimated due to the role that culture plays in the promotion of any country as a partner for trade, investment, labor, education and tourism, all contributing to the nation’s economic growth and progress.

However, the question is: Can cultural value be measured?

According to Australian academic Julian Meyrick, “Quantitative measurements of cultural value have had their day in the sun. They are not going to go away, and they do reveal certain things about some activities. But the idea that numbers do not lie died with the global financial crisis. They lie all the time and it is only by adding a qualitative (historical, empirical context) component to our valuation strategies that we can develop a better sense of where cultural subsidy goes and what it provides.”² Moreover, according to The Culture and Creative Cities Monitor “Investment in culture remains extremely difficult to track, and its impact difficult to assess, due to the lack of shared definitions, data and metrics, particularly at city level.”³

Our aim with this survey is to change that...

Freelancers Survey

Why are we asking freelancers for their demographic information

Simply put, demographic questions are any question(s) that aim to better understand the identity of a particular respondent. We seek basic demographic information about respondents in order for us to understand where each person fits in the general population and gives us the opportunity to better understand certain background characteristics of the respondents. We also use demographics to further understand more about a population’s characteristics for many purposes, including policy development impact on groups and economic market research on populations.

Why are we asking freelancers about their Industry

Industry analysis is a tool that many businesses use to assess the market. It is used by market analysts, as well as by business owners, to figure out how the industry dynamics work for the specific industry studied. It usually helps the analyst develop a strong sense of the Political, Economic, Social, and

¹Howson Paul; Dubber John Culture Matters Report. 2014 Edition, p.7.

²Howson Paul; Dubber John Culture Matters Report. 2014 Edition, p.14.

³Montalto V; Jorge Tacao Moura C; Langedijk S; Saisana M. The Cultural and Creative Cities Monitor (C3 Monitor). 2017 Edition.



Technological factors affecting the industry, however this doesn't look at them from **a freelancer's point of view** and with this section we are aiming to change that

Why are we asking freelancers for their Social information

Social statistics and quantitative data analysis are tools used to understand society and social transformations. We want to try to assess people's attitudes and map the data to produce models to assess the conditions that affect change in the behavior of the individual and the population. Social statistics are used as a means of investigation to test the impact of policies on the lives of people.

Why are we asking freelancers for their Economic information

Analyses within economic statistics both make use of and provide the empirical data needed in economic research, whether descriptive or econometric. They are a key input for decision making concerning economic policies. Contrary to popular belief, both the **availability** and the **nature** of economic statistics are closely linked to developments in economic theory **so if the data reflecting the CCS economic impact changes, so does the picture of the overall economic system.** Thus, the data we want to have today can attempt to accurately represent what the CCS supplies to the economy in terms of cultural vibrancy.

Why are we asking freelancers about their Skills and Knowledge

Personal and professional growth may be the key to your long-term success. Even if you feel like you are in a good spot in your career, if you aren't seeking opportunities for growth, you could be hurting your chances for future success. **Professional growth is the development or better use of talents and skills that lead to improved outcomes.** This development can take place in many different places – on the job or [in] off-the-job environments. Actively pursuing professional development ensures that knowledge and skills stay relevant and up to date. It also allows professionals to be more aware of changing trends and directions in an industry.

Organisation Survey

Why are we asking Organizations for Operational information

Understanding how an organization functions helps to shed light on areas of opportunity that may only require simple or collaborative changes to spur growth. Given the lack of consistent comparative data we are considering this information to serve as a baseline to operational requirements in the CCS today. This offers us the opportunity for further enquiry if certain organizational trends or patterns appear.

Why are we asking Organizations about their Communication information

External communication is specifically aimed at people and organizations operating outside of your organization. Internal communication is specifically aimed at employees and management. With these questions, we aim to quantify organizational commitment and investment in communication to disseminate news and information about what you do to the public, customers and external parties. Potentially, we aim to draw conclusions about efforts that make organizations more visible to the public.



Why are we asking Organizations about their Economic information

The data we can have today can help us understand the functions of the CCS supply and demand concepts. It is only after understanding the basics of CCS's current economic situation that we can begin to measure its impact. Since supply and demand are two factors influencing market conditions, it is very important to understand these factors as they interpret not only physical products such as artwork or clothing but also wages, and the movement of labor. Also, by analyzing the information collected on the gig economy and its influence on the CCS, we aim to have a complete holistic picture of the industry.

Why are we asking Organizations about their Growth and Development information

A skills gap analysis is a tool used to identify available skills and future organizational needs. There are complex gaps between new technologies, jobs and existing skills. Ability to have an agile learning mindset will also be necessary for the organizations so they can help improve the skills and prepare the workforce for the future. Understanding and analyzing the skills gap will help identify different opportunities that could trigger the progression of your organization.