



ONLINE

LABOUR MARKET

# THE FUTURE OF WORK IN CULTURE AND CREATIVE ECONOMIES

FROM FORESIGHT TO ACTION: NAVIGATING CHANGE TOWARDS INCLUSIVE AND CREATIVE FUTURES

10 JUNE 2026

14.00 – 15.15 CEST (GMT+2)



## OVERVIEW

In April 2025, the International Training Centre of the ILO (ITCILO), the British Council and UN Trade and Development (UNCTAD) convened a diverse group of experts, practitioners, and policymakers in Turin for a three-day **Culture and Creative Economy (CCE) Foresight workshop**. Through a structured foresight methodology, participants explored possible futures for cultural and creative sectors, examining how work, value creation, and ecosystems might evolve in response to technological, social, and economic transformations.

The process moved from **inspiration** to **sectoral deep-dives**, to **convergence**, combining scenario-building, collaborative reflection, and system-level analysis. It focused on **five key dimensions** shaping the future of work in CCEs: Technology and AI; Trade and investment; Skills and lifelong learning; Inclusion, diversity and gender equality and Decent work.

One year later, the context has evolved rapidly. The acceleration of digital transformation—particularly the widespread adoption of AI—combined with increasing geopolitical tensions and economic uncertainty, is reshaping how cultural and creative ecosystems function worldwide. These dynamics raise urgent questions about **equity, resilience, sustainability, and the role of creativity as a shared resource for societies**.

This webinar builds on the foresight journey to **reopen and deepen the conversation**, using the insights generated in 2025 as a lens to reflect on the present and explore emerging trajectories. It aims to reaffirm the role of culture and creativity not only as economic drivers, but as a **common good**—a force that strengthens social cohesion, fosters people-to-people connections, and enables more inclusive and sustainable development pathways.

## THE FORESIGHT REPORT

The webinar will launch the report *“Exploring Future Challenges & Opportunities for Culture & Creative Economies”*, which captures the insights generated during the 2025 foresight exercise and translates them into a forward-looking reflection on the future of work in the sector.

The report unfolds as a journey that begins with an exploration of how creative work itself is being reshaped. It examines how **roles, skills, workplaces, working conditions, economic models, and policy frameworks are evolving** in response to technological change, shifting societal expectations, and new forms of value creation. Across these dimensions, a picture emerges of **a future that is increasingly hybrid, interdisciplinary, and fluid**. Creative professionals are expected to navigate across domains, combining artistic practice with technological fluency, entrepreneurial thinking, and social engagement. At the same time, **this transformation brings both opportunities and tensions**, including new forms of precarity, challenges in recognition and remuneration, and the need to redefine what constitutes meaningful and decent work.

Building on this, the report expands into a **broader systemic perspective**, structured around the five interconnected domains of the Foresight workshop presented above. These themes are treated not as isolated topics, but as deeply interwoven forces shaping the future of cultural and creative ecosystems.

The analysis highlights how technological advancements can simultaneously democratize access and reinforce inequalities; how global trade dynamics continue to favour a limited number of actors while creative potential remains widely distributed; how skills systems must evolve toward continuous, multidisciplinary learning; how inclusion must move beyond representation toward structural transformation; and how the pursuit of decent work requires new social contracts adapted to fragmented and evolving labour realities.

Rather than prescribing fixed solutions, **the report deliberately adopts a forward-looking and inquiry-based approach.** It puts forward a series of strategic questions designed to challenge assumptions, stimulate dialogue, and guide future action. In doing so, it **positions foresight not as a predictive tool, but as a collective capacity to navigate uncertainty, align stakeholders, and co-create more inclusive and sustainable futures.**

A central thread running throughout the report is the recognition that cultural and creative economies function as interconnected ecosystems, where value is generated not only through outputs, but through relationships, networks, and shared meaning. In this sense, creativity is framed as a common good—one that strengthens social cohesion, supports economic resilience, and contributes to broader development goals, including inclusion, sustainability, and decent work.

## OBJECTIVES

Building on the momentum of the 2025 foresight process, **the ITCILO and the British Council** continue their collaboration to nurture and expand **a global community of experts, practitioners, and policymakers engaged in the exploration of the future of cultural and creative economies.**

In a context marked by rapid technological acceleration, shifting labour dynamics, and growing geopolitical complexity, there is a **renewed need for spaces that enable collective reflection, exchange, and forward-looking dialogue.** This webinar is conceived as a **catalyst to sustain and deepen this conversation.**

It seeks to connect the insights generated through foresight with the realities of today, supporting stakeholders in making sense of ongoing transformations while reaffirming the role of creativity as a driver of inclusive, sustainable, and people-centred development. By bringing together diverse voices, the session aims to **strengthen shared understanding and stimulate collaboration around the future of work in the CCEs.**

In this perspective, the webinar will:

- **Create a space of dialogue for the CCE expert community** to explore the current global context and reflect on the critical role that cultural and creative economies play in addressing contemporary challenges
- **Disseminate the foresight report as a source of reflection**, sharing its key takeaways and using them to inform dialogue on present dynamics and emerging trends.
- Bridge past and present by exploring **how last year's foresight insights resonate with and are amplified by current technological, economic, and geopolitical developments**
- **Highlight the ongoing work of ITCILO and the British Council**, showcasing how each institution contributes within its mandate to advancing decent work, inclusive economic growth, and international cultural cooperation
- **Connect people interested in culture and creativity to help build a network** of advocates interesting in sharing insights and knowledge to influence a stronger impact for the CCE.

# AGENDA

Time (CEST)	Session	Details
14:00 – 14:05	Welcome and introduction	Opening remarks setting the scene for the webinar, introducing the context, partners, and objectives of the session, and framing the importance of reflecting on the future of work in the cultural and creative economies.
14:05 – 14:15	Keynote: The Future of Work in Culture and Creative Economies	A forward-looking intervention exploring major transformations affecting cultural and creative work, with a focus on technological change, shifting labour dynamics, and the evolving role of creativity in society and the economy.
14:15 – 14:20	Presentation of the Foresight Report	Introduction to the key findings of the 2025 foresight report, highlighting the main insights, emerging trends, and strategic questions that can inform current discussions and future action.
14:20 – 14:40	Panel discussion: Foresight meets reality	<p>This interactive panel brings together experts and participants from the 2025 foresight exercise to revisit the five key dimensions explored during the workshop—technology and AI, trade and investment, skills, inclusion, and decent work.</p> <p>Speakers will reflect on how the insights generated one year ago resonate with today's context, marked by rapid technological acceleration and evolving global dynamics. The discussion will explore which foresight signals have materialized, which trends are emerging more strongly than expected, and what new developments or risks are shaping the sector.</p> <p>It will also invite panellists to share forward-looking perspectives on what should be monitored and prioritized to ensure that cultural and creative economies remain inclusive, resilient, and supportive of decent work.</p>
14:40 – 15:00	Q&A with the audience	Open exchange with participants, offering the opportunity to raise questions, share perspectives, and contribute to the collective reflection on the future of the sector.
15:00 – 15:15	Contributions of ITCILO and British Council	Reflections from ITCILO and the British Council on their ongoing work in supporting the future of work in CCEs, highlighting initiatives related to decent work, skills, and international cultural cooperation, followed by closing remarks.

## LANGUAGES AND REGISTRATION

The webinar is **free** and it will be run in **English**.

Registration Link: <https://oarf2.itcilo.org/DSB/E9719787/en>

## INFO

**FOR FURTHER INFORMATION PLEASE CONTACT**

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