



LABOUR MARKET

CULTURE AND CREATIVE ECONOMY FORESIGHT

23 – 25 APRIL 2025
TURIN, ITALY

Information Note



OVERVIEW

In an era where creativity drives innovation and economic growth, the cultural and creative industries stand at the forefront of transformative change. From digital media to traditional crafts, from gaming to performing arts, these industries represent a powerful engine for sustainable development, job creation, and cultural expression. As technology reshapes creative processes and global connectivity opens new markets, the Culture and Creative Economy offers unprecedented opportunities for inclusive growth and cultural exchange.

The International Training Centre of the ILO (ITCILO), the British Council and UN Trade and Development (UNCTAD) join forces to organize this three-day event dedicated to exploring and strengthening the Culture and Creative Economy's potential. This collaboration brings together expertise in labour standards, trade and investment, and support to innovation ecosystems to foster a comprehensive dialogue on the future of work in the cultural and creative industries.

WHY A CULTURE AND CREATIVE ECONOMY FORESIGHT?

As industries continue to evolve rapidly due to technological advancements and globalization, and sustainability takes centre stage, **understanding the future challenges and opportunities** becomes more crucial than ever. Businesses, organizations and governments alike must be proactive, not reactive, to stay ahead of these shifts. Foresight allows us to systematically explore potential future scenarios, helping stakeholders prepare for disruptions, mitigate risks, and harness new possibilities. Using a structured approach allows us to ensure that today's decisions pave the way for long-term economic resilience and social well-being.

Foresight methodologies are designed to assist stakeholders—from businesses to organisations and policymakers—explore this complex domain. It provides a sophisticated lens through which to assess the forces driving change in the global, regional, national and local economy, encouraging decision-makers to adapt to emerging trends. Ultimately, it enables the world of work to be more responsive to societal transformations, ensuring sustainable growth and inclusive development across all sectors.

ITCILO, British Council and UNCTAD present a unique, tailored workshop based on a tested **foresight framework and methodology**, which will equip participants to explore scenarios, identify trends, and strategize for a sustainable and inclusive future. Built upon insights from ITCILO's ["WoW – Unveiling the Colours of the Economy. World of Work Dialogues"](#) event, this Cultural and Creative Economy Foresight provides

a structured pathway for organizations and interested partners to understand, anticipate, and shape the future of the Culture and Creative Economies by leveraging foresight strategies.

TARGET AUDIENCE OF THE PROCESS

The **Culture and Creative Economy Foresight** is designed for **interested partners and stakeholders**, especially:

- Government officials and policymakers from relevant line Ministries
- Representatives of workers' and employers' organizations in the Culture and Creative Economy
- Experts from global and regional financial institutions and funding bodies
- Industry leaders, professionals and entrepreneurs
- Managers and experts from UN agencies and international organizations
- Representatives from civil society organizations
- Researchers and academics
- Representatives from cultural institutions
- Creative education and training providers
- Representatives from investment and funding agencies

OBJECTIVES

This **three-day long workshop** on Culture and Creative Economy Foresight allows participants to get inspired, reflect on the future of those industries and how they will be impacted by the challenges and opportunities presented by evolving landscapes. This dialogue on the future aims to forge a deeper understanding of the economic spectrum and inspire actions that drive sustainable growth by bringing together experts, practitioners, and stakeholders in a collaborative environment.

By the end of the workshop, participants will be able to:

- **Analyse the interrelationship** among the factors that cause ongoing transformations in the Culture and Creative Economy, to understand their overall impact on economies and societies.
- Evaluate economic shifts and trends to **identify opportunities for fostering innovation, resilience, and sustainable growth** within Culture and Creative Economies.

- Create, within and between Culture and Creative Economies, **actionable strategies and solutions** that promote inter-sectoral collaboration and address complex challenges in a dynamic global context.
- Enhance **stakeholders' ability to anticipate changes and make informed decisions** for long-term successful sustainability of Culture and Creative Economies.
- Develop **project and capacity-building ideas to strengthen the capacities of key public and private stakeholders** to drive the development of the Culture and Creative Economy in their national contexts and internationally, through South-South and triangular partnerships.

OUTLINE AND METHODOLOGY

Using future-foresight methodology, participants will develop an **action-oriented pathway** to achieve an inclusive and just future for the development of the Culture and Creative Economy, with a particular focus on identifying concrete possibility of development and capacity-building projects on key cross-cutting topics.

Our methodology is designed to foster active participation, incorporate cutting-edge technology in learning, and involve participants in a strategic foresight exercise to envision **future economic scenarios for the Culture and Creative Economy**.

DAY 1: INSPIRATION

The event begins with a common reflection on the future of the Culture and Creative Economy. This will be followed by five plenary sessions, providing insights and delving together onto global trends and the significance of a Culture and Creative Economy-specific approach. These sessions will introduce the sectors, themes and challenges that will be explored in more depth over the three days.

DAY 2: SECTORAL DEEP DIVE

Participants will join a group of experts in their specific industry or group of industries to explore, debate, and exchange experiences through a future-foresight methodology.

Each parallel group will work on identifying current trends within their sector (e.g. Music, Media, Entertainment and Arts, Live performance, Crafts, Gaming etc.), its possible development trajectories, the key upcoming challenges, and an action-oriented pathway to achieve an inclusive and just future.

DAY 3: CONVERGENCE

The final day will bring together the initial reflections and the foresight-driven insights from the previous sessions and exercises, guiding participants to integrate these learnings into discussions on key cross-cutting topics. This convergence day is dedicated to weaving together diverse perspectives to tackle key issues and leave the event with **actionable strategies** and possible future **Culture and Creative Economy projects**. Key transversal topics to be addressed include:

- **The impact of technology, and in particular of AI** on the economic activities of cultural and creative industries
- **Trade and investment** patterns and export promotion strategies
- Comprehensive strategies for **upskilling and reskilling** both from the technical and the entrepreneurial points of view
- Advancements in **gender equality, diversity and inclusion**
- **Decent work in Culture and Creative Industries**, with a focus on social protection systems, rights at work and the transition to formality.

The angles related to **data and statistics** and the **development and implementation of suitable policies** to underpin those five key transversal topics will be explored as cross-cutting elements throughout the event.

OUTPUTS OF THE FORESIGHT

The foresight event will produce two main outputs:

- A **briefing note** summarizing the key learnings from the event, containing:
 - The key messages from the resource persons participating in Day 1 of the event
 - Key research ideas for the future of the Culture and Creative Economy
 - Actionable policies and programmes that will be proposed by the participants at the foresight and the convergence day;
- The creation of an international future-oriented **network of Culture and Creative Economy experts**, with a follow-up network webinar planned for October 2025.

COSTS

The total cost of participation in the event is . This includes:

- **event fees of 1,210 Euros**, which cover event preparation, implementation, and evaluation; training materials and books; the use of training facilities, support services, and the ITCILO eCampus; as well as emergency medical insurance and the support for the obtention of the visa;
- **subsistence costs of 490 Euros**, which cover full board and lodging on the ITCILO Campus throughout the duration of the event.

Please note that the amounts quoted do not include the cost of travel between the participant's home country and the event venue.

CERTIFICATION

On attending the whole event, participants are entitled to get the **digital certificate of participation** specifically issued by the ITCILO.

APPLICATION

The deadline for submitting application to the event is **14 March 2025**.

Candidates must submit the following documents:

- on-line application form duly completed, available at:
<https://oarf2.itcilo.org/STF/A9018284/en>
- a letter from the sponsor or the applicant indicating financial support, to be uploaded when filling in the on-line application.

Incomplete applications will not be considered.

LANGUAGE

This event will be held in English.

CAMPUS LIFE

A THRIVING UNITED NATIONS CAMPUS AND COMMUNITY OF PROFESSIONAL PEOPLE FROM AROUND THE WORLD

- **Three organizations** from the United Nations system on campus
- **More than 300 training courses** and activities in a stimulating international environment
- **Thousands of participants** from all over the world

ENVIRONMENT AND SURROUNDINGS

Grab a campus bicycle and explore the Turin Centre.

Located in a leafy park on the banks of the Po River, it's a great place for study and collaboration. Experience innovative learning and training methods in modern classrooms equipped with simultaneous translation services.

HOUSING, DINING, AND MORE

Comprising more than 280 private dormitories, the **Turin Campus provides a broad range of services for course participants and partners** including a free-flow restaurant, travel agency, laundromat, post office, gym, medical services and a reception desk open 24/7.

COMMUNITY ENGAGEMENT AND DIVERSITY

Participants can enjoy social events organized by the Turin Centre as well as by their course facilitators. Whether on or off campus, people from different cultural backgrounds have the opportunity to listen to live music together, cook and share traditional foods, or team up to play games and network.

WITHDRAWAL, CANCELLATION POLICY, AND REFUNDS FOR OPEN COURSES

If an enrolled participant wishes or must withdraw from a course, they may choose to apply to a different course or be substituted by another candidate. The participant must notify the Centre, in writing, of their decision at least 14 days prior to the start date of the course. Cancellation of participation in regular courses will result in the following penalties:

- 14 days or more prior to the start date of the course: No penalty, 100% refund of amount paid less applicable bank charges
- 8 to 13 days prior to the start date of the course: Penalty of 50% of course price, refund of residual amount paid (if any) less applicable bank charges
- 7 days or less prior to the start date of the course: Penalty of 100% of course price.

INFO

FOR FURTHER INFORMATION PLEASE CONTACT

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COURSE CODE: A9018284