

Стійкість екосистеми суспільного врядування: політика та комунікації

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AN ECOSYSTEM OF CULTURAL AND CREATIVE INDUSTRIES AS PART OF THE EUROPEAN ECONOMY

The purpose of the study is to analyse the ecosystem of cultural and creative industries (CCI) in Europe; to analyse the best practices of the CCI in European countries; to determine the impact of Creative Europe on the European economy; to investigate the importance of developing the CCI ecosystem in improving Ukraine's economic situation during the war.

Key words: cultural and creative industries (CCI), ecosystem, Creative Europe, quantitative indicators of EU-27, Norway and Iceland, CCI development in Ukraine, IncrediBOL!, the Circular Online Museum (EUCOM).

Main part. «Cultural and Creative Industries (CCI) signify the intrinsic manifestation of humanity's capacity to think, create, innovate, and design that generates economic value. These industries whose origin lies in talent, skill, and creativity are now enriched by technology» [1, p.3]. Although CCI is always found as one definition, they still have a difference. Creative industries focus more on creative and modern industries such as design, music, advertising, digital, etc. Cultural industries are about the manifestations of the state's self-identity and its recognition in the world through literature, museums, and cultural heritage [2, pp.1-2].

In contrast, speaking directly about the CCI ecosystem in Europe, it combines a comprehensive approach to the development of the economic situation of the Union countries through both educational initiatives and public and private institutions. Comprehensiveness is a key indicator in understanding the ecosystem and its development in Europe [2].

According to the data of Eurostat [3, p. 3] through the Creative Europe program. Creative Europe program aims to support the development of Creative and Cultural Industries (CCI) for economic development, innovation, and cultural heritage of countries [4]. «Over the period 2013 to 2020 the value added produced by the Cultural and Creative Sectors (CCS) has grown at a CAGR of 4.3%. The main driver is the Audio-Visual & Multimedia (AVM) subsector which makes up 2.7% of the overall figure in the EU-27, Norway and Iceland» [3, p. 3]. Moreover, «employment in the AVM subsector grew at a 6.3% CAGR between 2013 and 2020 reaching more than 2.8 million workers. Between 2013 and 2020 the number of AVM enterprises increased by 264,235 reaching 684,203 in 2020» [3, p. 3].

Furthermore, the Italian example is the IncrediBOL! [5]. The main goal of the Italian project is to develop entrepreneurship in the field of CCI. Through this project, free coworking spaces and premises have been opened in Italy, as well as monetary contributions to the development of the CCI. The opportunity to use such premises allows for the development of creative projects, exchange of experience, and networking among interested people.

The example of the three countries of France, Germany, and Italy – the Circular Online Museum (EUCOM) program is also indicative of other practices [6]. The EUCOM program has implemented a web-based platform that allows for virtual learning spaces and virtual exhibitions. Thus, the program creates a space where artists and stakeholders can engage in cultural activities and develop the CCI ecosystem in their country.

It is worth noting that the above practices not only contribute to the development of the ecosystem of cultural and creative industries but also serve as a solution in times of crisis. In the case of Ukraine, despite the war, the country is experiencing a real crisis, and is rapidly developing its CCI sector. For example, with the support of the Creative Europe program, there are initiatives in Ukraine: Culture without Barriers (November 2023 – October 2024), Cultural Heritage (December 2023 - October 2024) and others [7], [8].

Moreover, international experience and the above-mentioned practices can be implemented in Ukraine. Using the example of IncrediBOL! to create modern free hubs and coworking spaces. It is worth noting that such spaces are already gaining popularity in different cities of Ukraine. The EUCOM also serves as a great example and indicator that virtual does not mean less quality or ineffective. In my opinion, the introduction of such web-based platforms in Ukraine will allow us to create virtual exhibitions during the war. Thus, preserving our historical component of the state.

In conclusion, returning to the initial topic of the study, we can conclude that a comprehensive approach to the development of cultural and creative industries is quite important, given the positive and significant indicators that have been analyzed in the example of EU-27, Iceland, and Norway. To summarize, the development of the CCI ecosystem will indeed lead to the development of not only the cultural heritage and creativity of the population in Ukraine but also boost the country's economy, which is so important in times of war.

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ЦИФРОВІЗАЦІЯ В ОРГАНАХ ПУБЛІЧНОГО ВЛАДИ В УКРАЇНІ

Мета дослідження полягає у визначенні спрямування політики цифровізації в органах публічного влади в Україні та аналізі її результатів.

Ключові слова: цифровізація, державне управління, електронні послуги, прозорість, місцеве самоврядування

Виклад основного матеріалу. Цифровізація в останні десятиліття стала головним джерелом збільшення продуктивності праці, інформаційні технології можна порівняти з електронними приборами на початку двадцятого століття. Хоча держава традиційно відстає від бізнесу та громадян у використанні цифрових технологій, однак і вона оцінила потенціал і починає впроваджених інформаційних продуктів в себе. Керуючись тим же прагненням до