



## PRESS RELEASE

### PILOT PROJECT - MEASURING THE CULTURAL AND CREATIVE SECTORS IN THE EU

#### The European Commission signs Grant Agreement with a consortium for a new Pilot Project aimed at developing a new framework for measuring the Cultural and Creative Sectors

An ambitious new Pilot Project titled “**Measuring the Cultural and Creative Sectors in the EU**” has been launched **to elaborate a new statistical framework to measure the Cultural and Creative Sector in the EU**. The work, expected to have a long term impact across the whole cultural and creative sectors in Europe, has been entrusted by the DG Education and Culture of the European Commission to a combination of experts in economic and social research and in cultural and creative industries.

As the European Parliament has pointed repeatedly, a number of factors such as the digitalisation of the CC sectors, the arrival of big platforms, the commercial use of user-generated online content, have impacted the structure of the sector, and its information is very loosely captured in the current statistical system. The Project will work closely with institutions as **Eurostat**, with all **Member States organizations involved in statistics**, and with other cultural and creative organizations to assess currently available data on culture and creative industries goods and services, and to rethink and propose new ways to fill gaps in the data created by the great technological changes witnessed in the last 20 years.

The research and analytical work, with a duration of two years, will enable **a thorough review of the current statistical analysis of the economical, cultural and social potential of the CCS in Europe**, and provide an up to date perspective of the sector in the EU.

The Project will be the joint work of expert organizations with strong and proven knowledge and skills to meet its complex and multidisciplinary research goals. The research will be led by **Qmetrics** (Portugal), bringing over their decades of experience in statistics, data management and research. This will be combined with the solid expertise in online and digital economy, research and analysis provided by **everis**, and the respected capabilities in researching and analysing the economics of culture and the CCS of **Fundación Alternativas** (Spain).

The team is completed by **CUMEDIAE** (Belgium) and Associação Cultural **Gerador (Portugal)**, who will provide a deep knowledge of the cultural and creative sector, ensure the implementation of strategic communication and engage as needed with stakeholders in support of the research activities.

For more information, visit [www.measuring-ccs.eu](http://www.measuring-ccs.eu) or contact [comms@measuring-ccs.eu](mailto:comms@measuring-ccs.eu). If you want to receive updated information on the project, [sign up to our newsletter](#).



This project is co-funded by the European Union