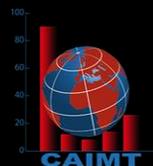


# Analysis of the role of creative economies in the sustainable development of local economies in the North-West Development Region

Public recreation and landscape protection – with sense hand in hand?

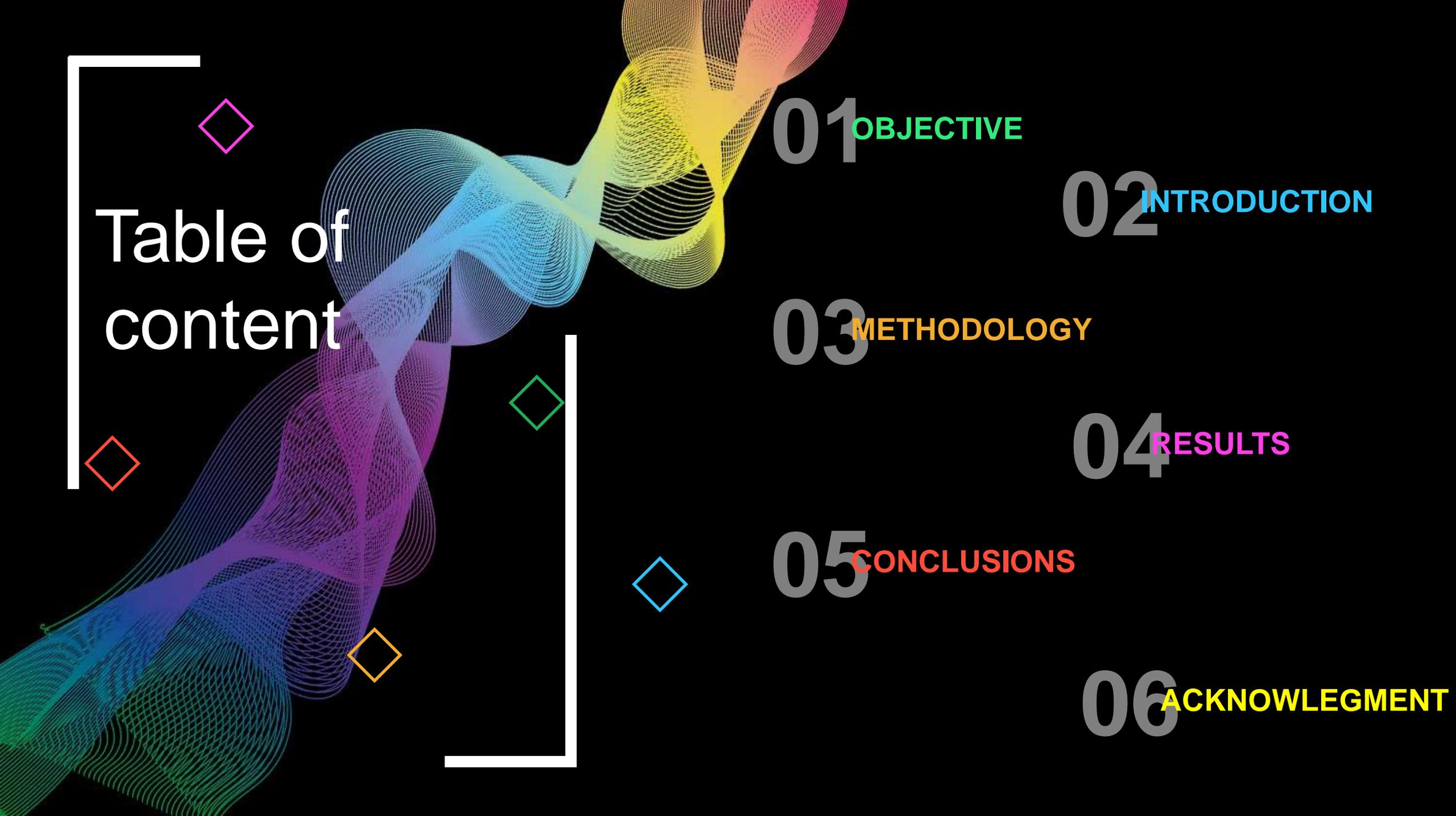
11-13 May, Křtiny

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# Main objective:

analyze, at regional level, of the role of creative economies in the sustainable development of local economies in the *North-West Development Region* .



# Introduction



In recent years, the importance of creative economies has grown, becoming factors driving economic growth.



The creative sector demonstrating high resilience during the crisis continued to grow while stimulating creativity and spreading innovation in other sectors, impacting on other economic sectors such as tourism and information technology.



At the national level, in order to consolidate the creative industries, it is compulsory to encourage the development of the territorial network and policies to support the local economy and the relations between the public and private sectors.



Developing networks and relationships means a clear picture of the links between the development of creative industries and the territorial capital of a country.

# Methodology

## A. Study area

- the study analyzes the dynamics of the creative economy at the North-West Development Region

## B. Contents Title

- economic database at the level of the administrative-territorial unit:  
*turnover*
- according to the National Classification of Economic Activities (NACE)
- the NACE codes belonging to the creative economies were chosen accordingly to the Government Decision no. 859 of 2014, regarding the approval of the "Government Strategy for the development of the sector of small and medium-sized enterprises and the improvement of the business environment in Romania Horizon 2020,"

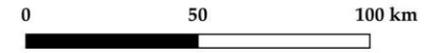
## C. Contents Title

- the graphical models show the evolution of the values of the turnover
- the graphs show the evolution of the 7 classes (Publishing, Media and cinema, IT, Architecture and engineering, Education and research, Health and Culture and recreation) at national and regional level and also show the evolutions of the NACE codes that belong to the respective classes



### LEGEND

-  Counties of the region
-  North-West Development Region
-  The Development Regions of Romania
-  Country boundary



# Creative areas classification:

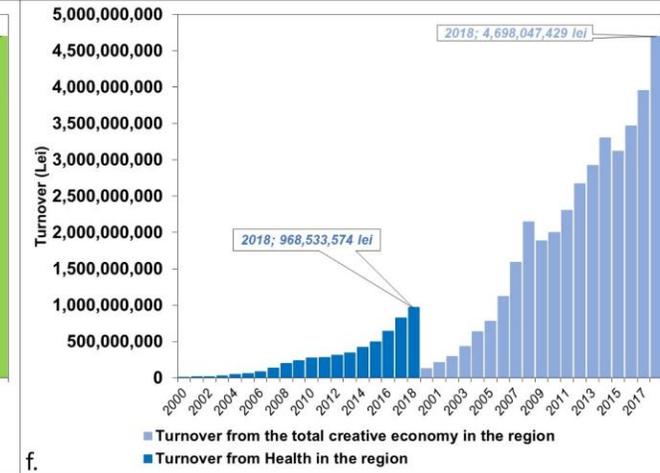
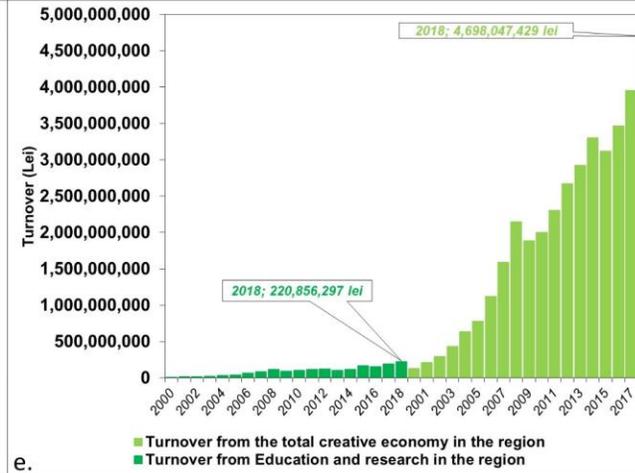
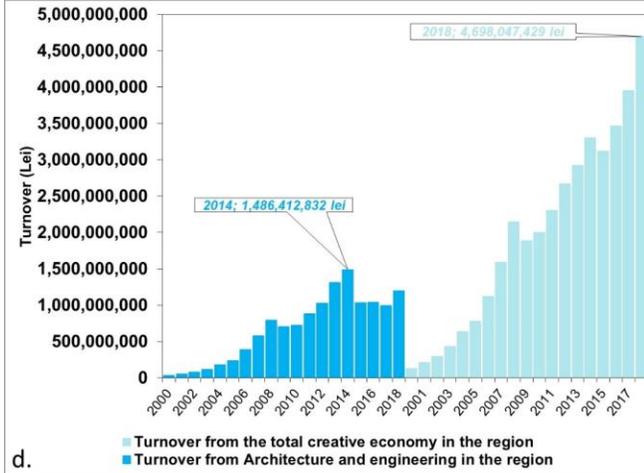
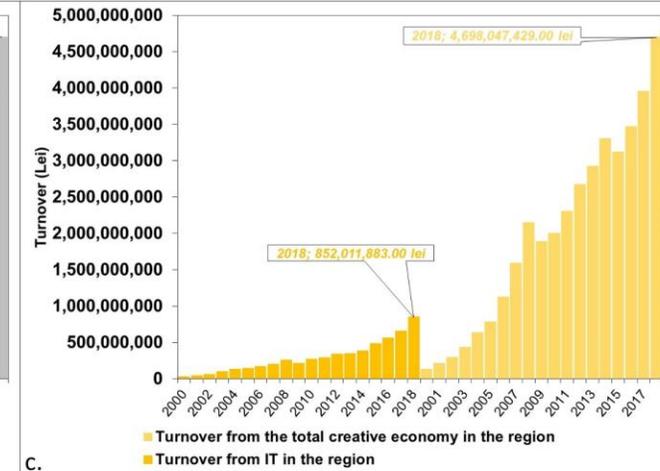
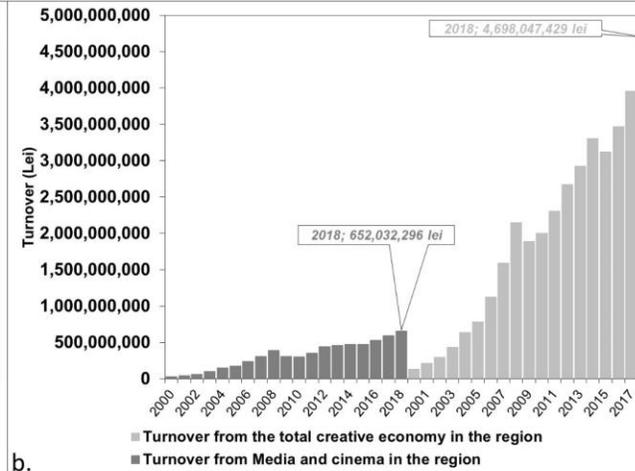
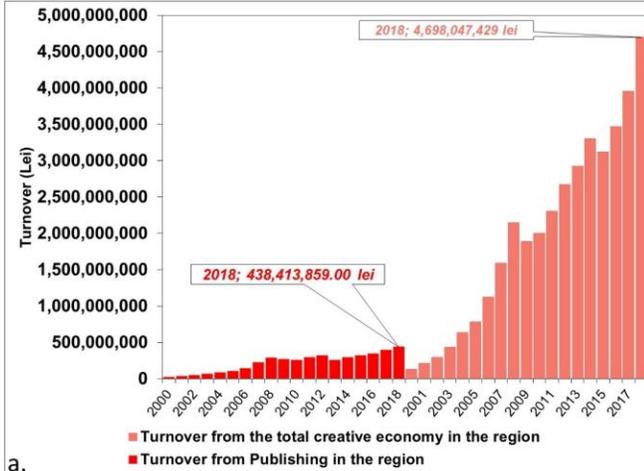
CLASS	NACE CODES	CREATIVE ACTIVITIES	
Publishing	5811	Book publishing	
	5812	Publishing of directories and mailing lists	
	5813	Publishing of newspapers	
	5814	Publishing of journals and periodicals	
	5819	Other publishing activities	
	5821	Publishing of computer games	
	5829	Other software publishing	
Media and cinema	5911	Motion picture, video and television programme production activities	
	5912	Motion picture, video and television programme post-production activities	
	5913	Motion picture, video and television programme distribution activities	
	5914	Motion picture projection activities	
	5920	Sound recording and music publishing activities	
	6391	News agency activities	
	7311	Advertising agencies	
	7312	Media representation	
	7320	Market research and public opinion polling	
	7410	Specialised design activities	
	7420	Photographic activities	
	7430	Translation and interpretation activities	
	7490	Other professional, scientific and technical activities n.e.c.	
	IT	6202	Computer consultancy activities
		6203	Computer facilities management activities
		6209	Other information technology and computer service activities
		6311	Data processing, hosting and related activities
6312		Web portals	
6399		Other information service activities n.e.c.	

CLASS	NACE CODES	CREATIVE ACTIVITIES
Architecture and engineering	7111	Architectural activities
	7112	Engineering activities and related technical consultancy
	7120	Technical testing and analysis
Education and research	7211	Research and experimental development on biotechnology
	7219	Other research and experimental development on natural sciences and engineering
	7220	Research and experimental development on social sciences and humanities
	8510	Pre-primary education
	8520	Primary education
	8531	General secondary education
	8532	Technical and vocational secondary education
	8541	Post-secondary non-tertiary education
	8542	Tertiary education
	8551	Sports and recreation education
	8552	Cultural education
	8553	Driving school activities
	8559	Other education n.e.c.
	8560	Educational support activities
	8610	Hospital activities
	8621	General medical practice activities
	8622	Specialist medical practice activities
	8623	Dental practice activities
	8690	Other human health activities
Health	8710	Residential nursing care activities
	8720	Residential care activities for mental retardation, mental health and substance abuse
	8730	Residential care activities for the elderly and disabled
	8790	Other residential care activities
	9001	Performing arts
	9002	Support activities to performing arts
	9003	Artistic creation
	9004	Operation of arts facilities
	9101	Library and archives activities
	9102	Museums activities
Culture and recreation	9103	Operation of historical sites and buildings and similar visitor attractions
	9104	Botanical and zoological gardens and nature reserves activities
	9311	Operation of sports facilities
	9312	Activities of sports clubs
	9313	Fitness facilities
	9319	Other sports activities
	9321	Activities of amusement parks and theme parks
	9329	Other amusement and recreation activities

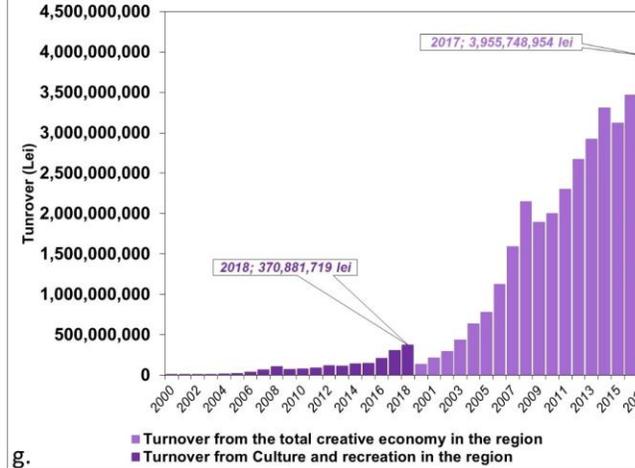
**\*Based on the classifications made by Howkins, Florida and The New England Council, was made a creative areas classification of the 66 NACE codes of the creative sector for Romania.**

# Results

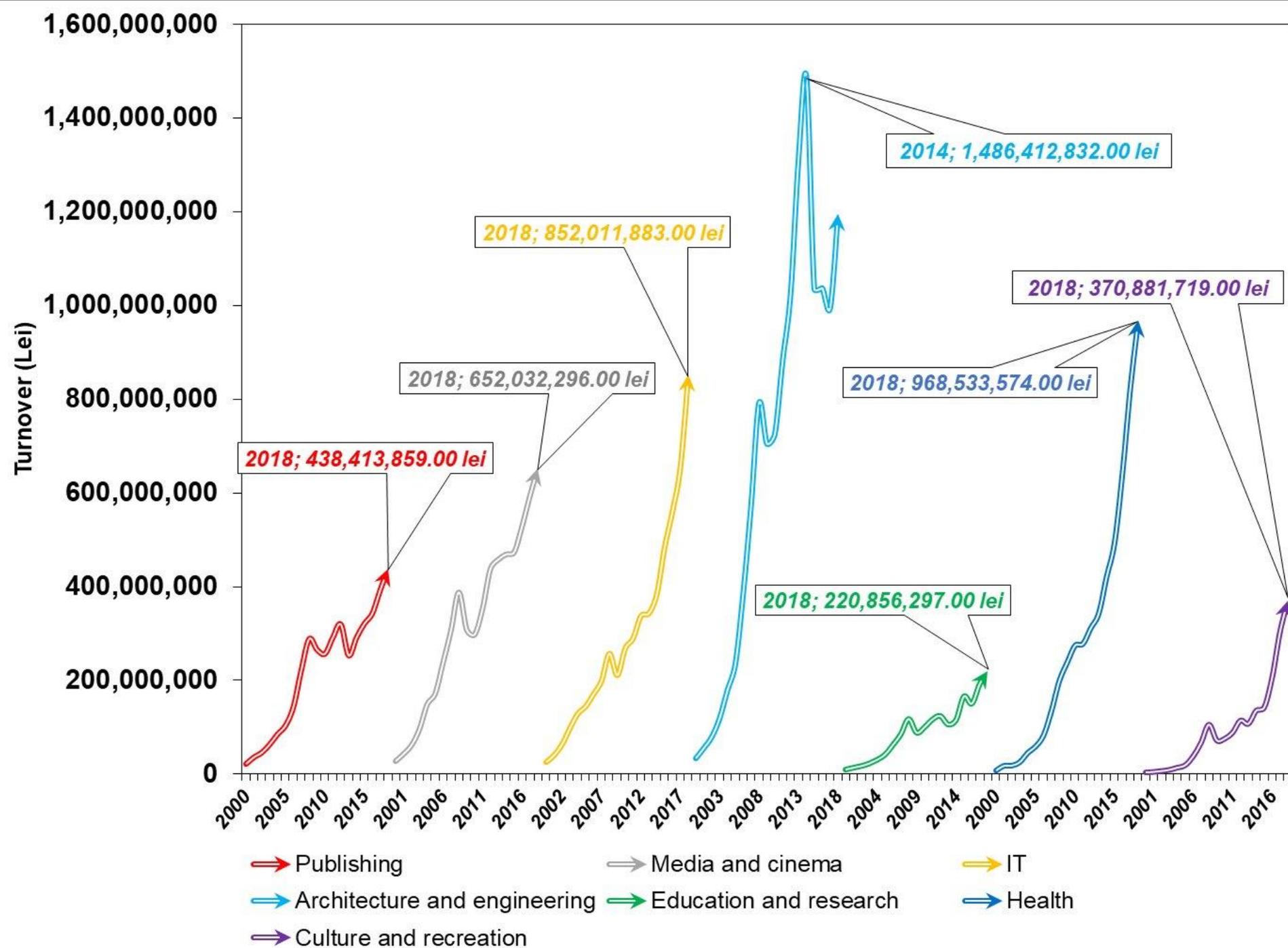
At the North-West Development Region, creative economies have an upward trajectory. The turnover in the creative economy in the region represents 8% of the turnover in the creative economy at national level.



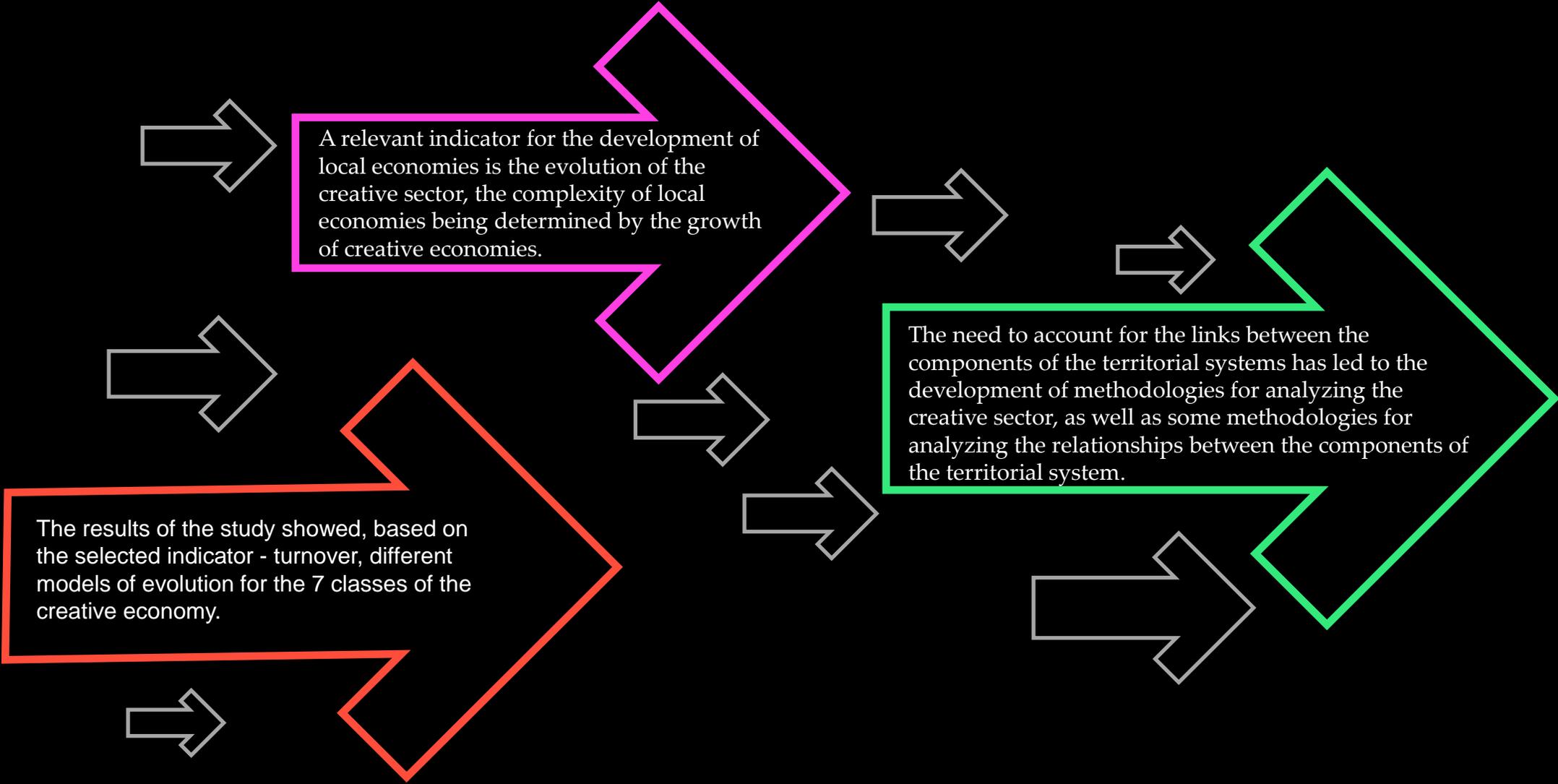
Analyzing the evolution of the turnover of the 7 classes for the creative sector of the region (Figure 2), it can observe positive trends of values. For the last reference year the most important values were recorded by IT class where the turnover totals 852,011,883 lei (18% of the total turnover from the creative economy of the region), Architecture and engineering with 1,486,412,832 lei (44%) and Health with 968,533,574 lei (21%).



The analysis of the evolution of the turnover at the level of the 7 classes of the creative economy reveals positive trends with constant increases for the IT and Health classes and oscillatory trends for the others. For the evolution of the turnover all classes is a positive trend of the values with slight decreases after 2008, caused by the economic crisis.



# Conclusions



# Acknowledgment



**EXCIA**

**This paper is co-financed from the Human Capital Operational Program 2014-2020, project number POCU / 380/6/13/125245 no. 36482 / 23.05.2019 "Excellence in interdisciplinary PhD and post-PhD research, career alternatives through entrepreneurial initiative (EXCIA)", coordinator The Bucharest University of Economic Studies.**