



PRESS RELEASE

PILOT PROJECT - MEASURING CULTURAL AND CREATIVE SECTOR 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, and, over the next two years will involve all the main cultural and creative institutions in Europe. A consortium composed of experienced partners in economic and social research, and cultural and creative industries, answered **a call launched by DG EAC to elaborate a statistical framework to measure the Cultural and Creative Sector in the EU.**

The project’s partners will work closely with EU institutions, including **Eurostat**, and cultural and creative institutions in Europe to assess currently available data and to propose ways to fill gaps in the data created by the great technological changes witnessed in the last 20 years. Specifically, factors such as the digitalisation of the sectors, the arrival of big multinational platforms, the possibility of uploading cultural content by users that is commercially exploited, have impacted the structure of the sector, and are very loosely captured in the current statistical system. This research and analysis will better allow for quantifying **the full economic value of the Cultural and Creative Sectors (CCS).**

The Consortium brings together partners with the expertise, specific knowledge and skills to meet its complex and multidisciplinary research goals. The portuguese consultancy **Qmetrics**, leaders of the project, bring over decades of strong project management expertise and solid experience in statistics, data management and research. This combined with the solid expertise in online and digital economy and research brought by the Spanish consultancy **Everis Spain** and with the CCS sector specific data management and research knowledge of Spanish based **Fundación Alternativas** creates a dynamic team for research.

CUMEDIAE’s strong experience in stakeholder engagement in the CCS, and in European project management will complement the dynamic research partnership, and alongside portugese Associação Cultural **Gerador**, also with strong knowledge of the CCS, will ensure the implementation of strategic communication, dissemination and stakeholder interventions that complement and catalyse the research activities.

Overall, the Project 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.

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