

# **THE ROLE OF CULTURAL AND CREATIVE INDUSTRIES IN EMPLOYMENT IN EUROPE**

Between 30 of July and 5 of August, in the Youth Hostel of Angra do Heroísmo, there was the workshop entitled: “The role of Cultural and Creative Industries in Employment in Europe”. This workshop was attended by Alexandru Nita, Cosmina Elena Mirica, Serban Apostol, Cristian Robert Creanga, José Fagundes and Beatriz Barcelos, with the orientation of Rogério Sousa.

The objectives of the workshop were to promote European cultural Exchange through activities and workshops, aiming at the exchange of experiences, debate and discussion for the presentation of proposals to enhance and promote the creation of jobs in the Cultural and Creative Industries area.

## **CONCLUSIONS:**

Creative and cultural industries are the effect that appears when an artist mass produce their creations to sell it in the marketplace in Europe and other regions. There exist incubators that help in promotion of young artists and their talents and in starting their own businesses.

A young artist who has the idea to start his own business/company faces early on with multiple problems that can lead to abandoning the idea/business or slowing down the growth process of the idea/company, such as:

- Lack of working capital;
- Lack of Government support;
- Lack of infrastructures;
- Lack of support from experienced people of the area;

Even when the above problems have been solved, there are other that sometimes appear, which complicates the lives and businesses of these young artists/entrepreneurs who often have a lot of talent to share but are wasted due to lack of opportunities, such as:

- Companies that opt for people with experience;
- Lack of knowledge of the market, which sometimes leads to bad choices on the sale of the product;
- Lack of publicity about the product to which they intend to sell.

In order to promote and help young artists/entrepreneurs, while at the same time trying to solve the problems mentioned above, we believe that the European Union and the countries that belong to it, should try to implement the following strategies.

- Europe should try and give conditions so that in every country there would be places where young artists can be promoted;
- Europe should make an effort so that there are places where young artists and entrepreneurs are going and are selected by the incubators;
- People's houses should be rearranged by young artists, in terms of volunteering;
- There should be a European community where young artists from the entire Europe can gather to exchange ideas (different points of view). There can be invited different sponsors or people who believe in cultural and creative ideas;
- The governments should hire young artists to design public spaces, and then they should promote the young artists;
- The budget should be the same in the whole Europe so there won't be differences between minimal wages, so that the factories won't move to lower wages countries and so there would be jobs from countries like Germany and England to Romania or Bulgaria.
- There should be funds given by the governments to the " cultural and creative incubators".
- Big corporations like Google, Mercedes-Benz or Nikon should make monthly contests to see inventions of young creators, choose the best of them and hire the best creators or the ones that have big potential.
- The European companies should be promoted more than the other companies so the budget will grow and the prices would be lower.

Therefore, we believe that if these strategies would be implemented by the European Union, there would be more conditions for the development of Cultural and Creative Industries, which are one of the ways to promote employment in the European Union.