



Creative Economy and Creative Industries Development Course: Sector Mapping, Funding and Clusters

8 – 12 November 2026

Jeddah - Corniche four-star



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Introduction:

Creative economy and creative industries development, covering sector mapping, funding and clusters, is a 5-day course for culture, creative-sector and economic development units, ending with a Creative Economy Strategy and Indicator Framework for a case agency. Public bodies often fund film, music, design, gaming and publishing without a shared sector definition, reliable employment and value-added figures or a clear logic for where incubators and hubs should sit. Nominees already shape sector policy or funding schemes and work through case studies built on mapping data, scheme files and cluster proposals. CoreConcept Training Center delivers this creative economy course.

Course Objectives:

- Define the scope of the creative economy and its creative and cultural sub-sectors for a territory using recognised classification models
- Map creative enterprises, occupations and embedded creative jobs and estimate value added, employment and trade in creative goods and services
- Design a policy mix of grants, loan guarantees, equity funds and incubation schemes matched to diagnosed sector barriers
- Plan intellectual property commercialisation and creative talent support that moves graduates and freelancers into viable enterprises
- Appraise creative cluster, hub and district options and control gentrification, displacement and deadweight risks
- Build a creative economy strategy with priority sub-sectors, interventions and an indicator framework for a case agency

Target Audience:

- Culture policy units responsible for creative and cultural sector strategy and sub-sector priorities
 - Creative-sector commission and agency units responsible for grant, loan and equity support schemes
 - Economic development units responsible for enterprise growth, clusters and place-based investment
 - Statistics and research units responsible for measuring creative employment, value added and trade
 - Incubation and enterprise support units responsible for creative start-up, IP and talent services
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Course Outline:

Day 1: Creative Economy Foundations and Sector Landscape

- Creative Economy Versus Creative Industries Definitions and Scope
- Creative Properties of Creative Goods and Demand Uncertainty
- Creative Value Chain From Ideation to Audience Consumption
- Sub-Sector Landscape Across Film, Music, Design, Gaming and Publishing
- Current-State Diagnostic of a Creative Ecosystem and Gaps

Day 2: Sector Mapping Frameworks and Economic Measurement Models

- WIPO Copyright Industries Classification Into Core and Partial Groups
- Creative Intensity Method for Classifying Creative Occupations
- Embedded Creative Employment Outside the Creative Industries
- Gross Value Added, Enterprise Counts and Creative Trade Indicators
- Freelance Work, Intangibles and Data Gap Mitigation Techniques

Day 3: Policy Instruments, Funding Schemes, Incubation and Talent

- Policy Mix Matrix Linking Sector Barriers to Interventions
- Grant, Loan Guarantee and Equity Fund Instrument Comparison
- Creative Incubator and Accelerator Scheme Design Criteria
- Intellectual Property Commercialisation Support for Creative Enterprises
- Creative Talent Pipeline From Education to Entrepreneurship Training

Day 4: Creative Clusters, Hubs, Place-Based Strategy and Policy Risks

- Creative Cluster Typology for Districts, Hubs and Quarters
- Creative City and Creative Class Models Compared
- UNESCO Creative Cities Network Fields and Designation Logic
- Gentrification and Artwashing Risk Controls in Regeneration
- Deadweight, Displacement and Additionality Tests for Sector Support

Day 5: Case Study on a Creative Economy Strategy and Indicator Framework

- Case Agency Sector Map and Baseline Indicator Review
 - Priority Sub-Sector Selection Using Growth and Spillover Criteria
 - Funding, Incubation and Talent Intervention Package for the Case
 - Cluster and Hub Option Appraisal for the Case Territory
 - Creative Economy Strategy and Indicator Framework Completion and Panel Review
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Skills You Will Gain:

- Creative Sector Mapping
- Creative Employment Estimation
- Copyright Industry Classification
- Creative Finance Instrument Design
- Incubation Scheme Design
- Cluster Option Appraisal
- Additionality Assessment
- Sector Indicator Framework Design

Why Attend This Course:

- Deliver a Creative Economy Strategy and Indicator Framework for a case agency to the agency head, the sector strategy committee or the funding board
- Decide which creative sub-sectors to prioritise and which mix of grants, guarantees, equity and incubation each one needs
- Avoid funding schemes with high deadweight, hubs that displace existing creative communities and sector figures that undercount freelance work
- Brief colleagues on the sector classification, creative intensity counting rules, policy mix matrix and cluster appraisal template used in the case work

Conclusion:

Back at work, the participant hands the Creative Economy Strategy and Indicator Framework to the agency head, the sector strategy committee and the funding board. They use it to fix the agreed sector definition, choose priority sub-sectors, approve the mix of funding, incubation, IP and talent schemes and decide whether to back a cluster or hub option. After the first annual reporting cycle, the agency should compare creative employment, value added, enterprise births and scheme take-up against the baseline and retire interventions showing high deadweight.

Frequently Asked Questions FAQ:

What should participants know before the creative economy and creative industries development course?

Participants should already work on cultural policy, creative-sector funding, enterprise support or sector statistics in a public or development body. No economics degree is required. Bringing anonymised sector data, scheme guidelines or a cluster proposal lets them apply the case work to their own agency.

How does creative economy and creative industries development differ from a cultural project management course?

This course works at sector level: defining, measuring and growing whole creative industries through policy, finance, incubation and clusters. A cultural project management course plans and delivers individual seasons, festivals or arts projects, which appear here only as one type of intervention.

Why does creative economy mapping count creative jobs outside the creative industries?

Many designers, developers and content specialists work in banks, manufacturers and public bodies rather than creative firms. The creative intensity method counts these embedded creative jobs alongside creative industry employment, so the sector's real labour market and skills demand are not understated.

What do participants take back from the creative economy and creative industries development course?

Participants take back a Creative Economy Strategy and Indicator Framework for a case agency, with a sector classification, baseline indicators, priority sub-sectors, an intervention package, a cluster option appraisal and templates they can adapt to their own territory.
