

CREATIVITY INDEX FOR BC

BACKGROUND

The Creativity Index for BC is a comprehensive analysis of how creative happens and how the creative economy works. It is the first study of its kind that has observed, mapped, measured and informed industry, government and academic on British Columbia's creative economy. This information is important to understand in order to establish a successful creative industry policy framework that fosters innovation and creativity.

To assist in developing an understanding of these issues, UBC's d.studio, which is part of the Sauder School of Business, began analyzing BC's creative economy and the conditions and factors for success. Through secondary research activities, d.studio provided findings related to the following: the global creative economy context and drivers, notable creative industries classification frameworks, creative economy conditions and success factors and popular creativity index methods.

Working with the Martin Prosperity Institute (MPI) the project resulted in a statistical and geographical snapshot of BC's creative economy through the indices of Talent, Technology, Tolerance and Territorial Assets. MPI and d.studio presented their observations and findings in the following benchmarking reports: Creativity Index for BC, The Creative Clusters of British Columbia and The Creative Industry and Occupation Clusters of British Columbia. These benchmarking reports provide a solid knowledge foundation to help:

- i) Understand the size and assets of the creative economy in BC;
- ii) Identify trends in employment, revenue and income;
- iii) Compare BC's metropolitan centres with other jurisdictions where similar research is being undertaken, such as Montreal, Toronto and Pittsburgh; and
- iv) Set basic measurable performance targets for the future.

In summary, this research, and the related reports, serve as a proxy for measuring the creative economy and provide a diagnostic tool to assess the potential of BC and its geographic areas for future success, including strengths and weaknesses to assist in its evolution as a centre for creative economic activity.