



Sustainability in Creative Industries - 2nd Edition 2023

A Book of Abstracts



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Sustainability in Creative Industries

A Book of Abstracts submitted to the 2nd edition of the international conference on **Sustainability in Creative Industries (SCI) 07**
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Acknowledgements

IEREK would like to express its appreciation to all members of the staff and scientific committee for their tremendous efforts and contribution to the growth of this institution and for making the second edition of the international conference on Sustainability in Creative Industries. IEREK would like to thank the conference chairperson, Professor Astrid Kusumowidagdo, who is an Associate Professor of Architecture and Dean of school of creative industry and the Co-chair Enrico, Lecturer of fashion product design at Universitas Ciputra. Prof Astrid and her team had a hand in making the 2nd Edition of this conference what it is today by providing scientific and logistical support. IEREK takes pride in being an institution that amasses a highly qualified and competent team who restlessly worked for months to make this conference what it is today in hopes of creating a well-rounded society. Last but not least, we cannot neglect the prominent role undertaken by our editors and reviewers who made it their duty to help this institution in spreading knowledge to the masses.

Foreword

The phrase "Creative Industries" presents itself not just as a classification but also as a promise of possibility in a time when the combination of creativity and sustainability has never been more important. This spectrum is evidence of the rich tapestry of human ingenuity because it spans industries that range from music and artistic expression, fashion and textile manufacturing, to front-end development, photography, and videography. It is essential to take into account these sectors' effects on our planet, on society, and on economies as they develop and grow.

The 2nd edition of the "Sustainability in Creative Industries (SCI)" conference emerged from this very need. We hope to build a connection between artistic expression and sustainable practices by shining a light on the many dimensions of the creative industry. The combination of these two aspects has the potential to spark the kind of global revolution we want to see, one in which our products not only boost the soul but also assure a sustainable future.

This year, our key issues – technological usage, nature-based solutions, sustainable business models, and education for sustainable design – are more than just subjects for discussion; they are summonsed to action. Each symbolizes a distinct approach, a distinctive perspective from which we might see and affect the future of the creative industries. Through these talks, we hope to reinforce the conference's main message: sustainability isn't an option; it's a necessity.

To be more specific, here are 6 main topics that will be discussed at this conference, as follows:

- Modern Creative Education and Sustainability
- Sustainable Practices in Creative Industries
- Heritage Representation and Historical Significance in Creative Industries
- Sustainable Creative Design Methodologies
- Creativity in the Modern Age of Digitilization
- Entrepreneurial and Creative Leadership

We recognize our position with great pleasure and thankfulness as we write this preface. The honor of holding this conference for the second time fills us with pride and responsibility. Universitas Ciputra, as host, illustrates a symbiotic partnership that propels this event forward, together with our main organizational partner IEREK, and the essential support of our co-host university. Their combined labor and passion lay the groundwork for the initiative's success and sustainability.

We must also convey our heartfelt appreciation to the authors who contributed to this book chapter. Your insights, research, and unwavering dedication to developing the intersection of creativity and sustainability have been invaluable. We are grateful for your contributions to the dialogue through your works, which have brought depth, dimension, and authenticity.

We hope that as you read through this chapter, you will not only acquire insights about the state of sustainability in the creative industry but will also be encouraged to be a part of the movement that determines its future. The harmonious combination of creativity and sustainability is more than a fad; it is a journey that we are honored and delighted to share with you.

Word from the Chairman of the Board of IEREK

In this book of abstracts, we are reminded of the urgent need to address the critical challenges facing our cities and the environment. I am deeply grateful for the opportunity to bring together some of the world's brightest minds to explore solutions that can make a meaningful difference at the 2nd edition of the Sustainability in Creative Industries (SCI) conference. It has been an absolute honor to arrange this event, and host the brilliant minds and passionate experts who have come together to tackle some of the most pressing issues facing our world today.

When I first launched IEREK – International Experts for Research Enrichment and Knowledge Exchange – in 2013, I had ambitions of establishing an institution that pursues excellence in the field of research, and connects the world's scholars, providing them with platforms that advance their academic endeavors. To see my ambition come to life, is quite an honor indeed. Ever since its conception, IEREK has remained committed to its goal of scientific dissemination by building international relationships with prestigious universities and academic institutions around the world. Our journey has been one of great privilege, for we do not walk it alone. The contribution that we attain from our partners is invaluable to us, whether it be the book editors, publishers, hosting universities, conference chairs, keynote speakers, authors, or attendees, I would like to personally thank you for contributing to the furtherance of knowledge and research.

Like with every conference that we organize here at IEREK, we hope that everyone involved in the 2nd edition of the *SCI* conference has gleaned something valuable from the experience, and walked away with a positive and memorable experience. We hope that the conference left a good impression on the scholars, who aim to deliberate upon challenges and opportunities for the issues at hand. I am confident that the message conveyed at this conference will aid in leading the world toward becoming a more sustainable, and livable place.



Mourad S. Amer

IEREK CEO & Founder

COEUS CEO & Founder

Series Editor, ASTI /SUCI /SLNR by Springer

WORD BY THE CONFERENCE CHAIRPERSON

Greetings to all creative industry enthusiasts!

This year, our key sustainability issues will emphasise on digital innovation, circular principles, and cultural empowerment initiatives.

The integration of digital technology in the creative industry offers significant potential to promote sustainability. From sustainable production processes to digital distribution, collaboration, data-driven decision-making and education, digital technology can drive positive change and contribute to a more sustainable creative industry. Embracing digital innovation and utilising its capabilities can help the creative industry reduce environmental impact, increase efficiency, and drive a more sustainable future. Circular principles can be utilised by promoting innovative and sustainable business models in the creative industries. Entrepreneurs and creative businesses can develop products and services that are designed for durability, repairability, and reusability. They can also explore alternative business models such as sharing platforms, collaborative consumption, and product-as-a-service, which encourage resource efficiency and reduce waste.

Empowerment in the cultural industry plays an important role in promoting sustainability by fuelling economic growth. Industries related to this cultural sector celebrate and promote cultural diversity, preserve traditional arts and crafts, and promote cultural exchange. By valuing and preserving cultural heritage, this initiative will contribute to the sustainable development of communities and enhance their cultural identity, encourages innovation, and promotes sustainable practices.

By integrating technology, circular principles, and cultural empowerment into their operations, creative industries can contribute to the transition towards a more sustainable and regenerative economy.

These three themes are organised into 6 main topics, as follows:

- Modern Creative Education and Sustainability
- Sustainable Practices in the Creative Industries
- Heritage Representation and Historical Significance in the Creative Industries
- Sustainable Creative Design Methodologies
- Creativity in the Modern Age of Digitalisation
- Entrepreneurial and Creative Leadership

These are some of the things that will be found in the abstracts that have been collected. I believe this abstract book will be insightful for us!



Dr. Astrid Kusumowidagdo

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Impactful Creativity: The Role of Entrepreneurship Education in Driving Sustainable Development in the Cultural and Creative Industries

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Abstract:

The cultural and creative sector is one of the most dynamic sectors of the Portuguese economy, contributing to job creation, innovation, social development, preservation of cultural heritage, and the promotion of the country's image across the globe. Entrepreneurship in the cultural and creative industries (CCIs) plays a crucial role in creating new opportunities for employment and revenue generation. Therefore, entrepreneurship education is receiving increasing attention as a means to contribute to the sustainable development of the cultural and creative sector. Underpinned on an Erasmus+ Project, FENICE 'Fostering Entrepreneurship and Innovation in Cultural and Creative Industries through Interdisciplinary Education', the present research contributes to the discussion on the main challenges of entrepreneurship education for the CCIs. With a qualitative research design, this exploratory study uses a focus group with purposeful sampling as the research method. An online focus group was held online on February 2023, with a total of 11 participants who were identified as renowned professionals and experts in various cultural, artistic, and creative fields in Portugal. Preliminary results suggest that creatives are perceived, by nature, as entrepreneurial-oriented and often moved by passion and a sense of mission. However, they are also assigned to a generalized lack of perspective that products/services from the CCIs should be capitalized or how different monetization models may apply to them, especially when culture is perceived more as a symbolic than a capitalizable good. For many cultural and creative entrepreneurs, difficulties are felt when trying to understand how business or project management tools can or do contribute to their professional growth within the CCIs.

Keywords:

Entrepreneurship education; Entrepreneurial mindset; Cultural and Creative Industries; Creative Economy

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