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# PROJECT RESULT 1 THE PAINT THE BIT PROJECT



## PAINT THE BIT

Rethinking artistic  
and creative  
competences and  
job

## Identification of emerging job roles in the Cultural and Creative Sector



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## THE IMPACT OF COVID ON THE CULTURAL AND CREATIVE SECTOR



It is estimated that, together with the tourism sector, the cultural and creative sector (CCS) **has been among the sectors most affected by the measures of social distancing** adopted to combat the epidemiological crisis by **Covid-19**. The crisis has played a role as an **accelerator for the process of digitization of companies** that, already for some years, were beginning to invest in technology and digital solutions.

Exploiting this **digitalization opportunity requires addressing the lack of digital skills** within the industry and improving digital access outside large metropolitan areas, all the while taking into account that **digital access does not replace a live cultural experience**.

## PROFILE DESCRIPTION

Compared to the wider labour market, **self-employment has the highest rate in this sector** (around 33%). However, official statistics in their current form do not capture second jobs or volunteering that are often very present in the cultural and creative sectors, so they do not show the real dimension of cultural employment and the importance of CCS.

The Paint the Bit consortium **conducted a study on the profiles of professionals and stakeholders of the CCS** in order to define future training programs to better respond to the current market framework of artistic and creative production. We obtained the following results:

### ICT skills :

Most respondents use devices such as smartphones, computers etc., on a daily basis to surf the Internet, check emails, use social networks, communicate through digital tools, perform administrative tasks, shop online, and listen to music or watch videos. **Basic digital skills are therefore quite widespread in the CCS**. Regarding the specific digital skills that are necessary in the CCS, our study showed that **communication skills** are particularly essential. Next came video and interviewing techniques and the ability to create visuals.

### Entrepreneurial skills :

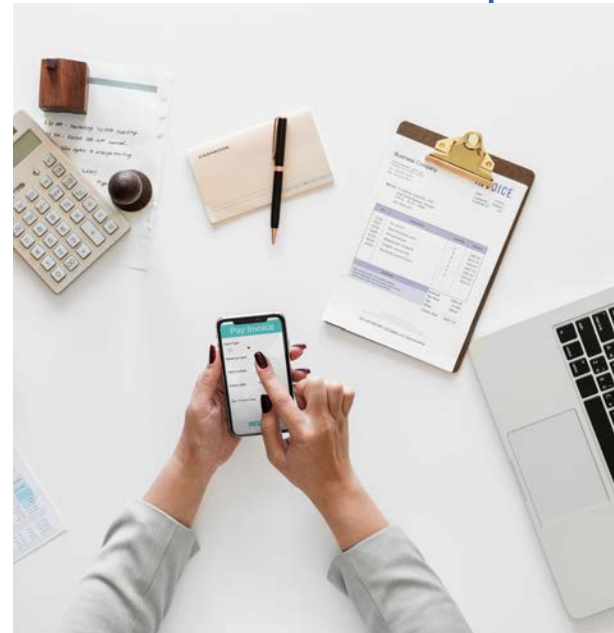
Respondents were asked to judge if they had entrepreneurial skills. It was observed that the biggest differences between stakeholders and professionals were found on the following phrases: **Management skills** (Stakeholders 100%, Professionals 64%), **Initiative** (Stakeholders 100%, Professionals 90%) and **Self-confidence** (Stakeholders 88%, Professionals 73%) It should be noted that for each of the skills mentioned, at least 70% of both groups considered that they had at least a little bit of it, with the exception of one: **the taste for risk** (61% for stakeholders, 56% for professionals).

### Collaborative skills :

Even before Covid, **networking was primarily done through social networks**, but these numbers increased after Covid, both for professionals and stakeholders. Video calls also started being used more often, much like in many other professional sectors. Our study has shown that **this transition has negatively impacted the quality of exchanges between CCS workers**.

## NEW MARKET OPPORTUNITIES

By analysing the elements of the demand and supply of collectible goods, it is possible to say that in 2020, due to the pandemic, some of the main market trends already outlined during 2019 were confirmed or even accentuated, demonstrating a growing drive for technological innovation. For instance:



- **Digitalization and transparency:** one of the positive consequences was the increase in price transparency, an element that **makes online fairs very different from those in presence**, which were characterized by a marked tendency to disclose prices only on specific request, as is often the case in art galleries.
- **New buyers and growth in the share of millennials:** there has been an increase of young people and millennials who have purchased collectible goods, with particular regard to **"online-only" actions**, which demonstrates an **improvement in the accessibility of the art market**.
- **Sustainability:** during this period of "pause", the art system has found itself reflecting more on its sustainability, starting **important initiatives** to increase the awareness of operators and contribute to the fight against climate change.
- **Growth of Private Sales:** with the outbreak of the pandemic and the consequent crisis, the desire for confidentiality and speed in transactions has grown, which has **significantly increased the turnover generated by private sales**.
- **Diversity and inclusion:** the crisis generated by the pandemic have contributed to increasing the level of **attention to issues related to diversity and inclusion**. For instance, many museums and institutions at the international level have taken initiatives to increase the share of works by black artists or women artists and other minorities poorly represented in museum collections.
- **Increase in the number of charity actions:** the crisis has generated an increase in actions whose proceeds **have gone to charity**, in whole or in part.



To read the full report or find out more about the project, please visit the project website:

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