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DOI <https://doi.org/10.26661/2414-0287-2024-2-62-12>**CREATIVE INDUSTRIES AND THEIR IMPROVEMENT IN POST-WAR UKRAINE****Hamova O.V., Valchuk A.S.***Zaporizhzhia National University
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ORCID: 0000-0002-9752-6900***Key words:**

creative industries, post-war Ukraine, sector, types of cultural industries.

The article examines the theoretical and practical aspects of the creative industry in Ukraine. The main characteristics and trends of creative industries in Ukraine are analyzed. It was analyzed that there are a number of groups in the sector of cultural industries, such as: advertising, architecture, art and antique market, crafts, design, fashion, film and video production, programming, including the creation of entertainment and interactive programs and computer toys, music, performing arts, publishing, TV, radio and Internet broadcasts. The types of activities of cultural industries have been clarified. It has been investigated that the national bureau of the EU program «Creative Europe» in Ukraine announced a series of webinars dedicated to the competitions of the new EU program «Creative Europe» 2021-2027, which highlights 12 sectors of cultural and creative industries. Methods of development of creative industries in post-war Ukraine are predicted.

**КРЕАТИВНІ ІНДУСТРІЇ ТА ЇХ УДОСКОНАЛЕННЯ
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Україна, 69000, м. Запоріжжя, вул. Жуковського, 66***Ключові слова:**

креативні індустрії, післявоєнна Україна, сектор, види культурних індустрій.

У статті розглянуто теоретичні та практичні аспекти креативні індустрії в Україні. Проаналізовано основні характеристики і тренди креативних індустрій в Україні. Проаналізовано, що існують у секторі культурних індустрій ряд груп, такі як: реклама, архітектура, художній та антикварний ринок, ремесла, дизайн, мода, виробництво кіно- та відеопродукції, програмування, в том числі створення розважальних та інтерактивних програм і комп'ютерних іграшок, музика, виконавчі мистецтва, видавнича справа, теле-, радіо- та Інтернет- трансляції. З'ясовано види діяльності культурних індустрій. Досліджено, що національне бюро програми ЄС «Креативна Європа» в Україні в анонсі серії вебінарів, присвячених конкурсам нової програми ЄС «Креативна Європа» 2021-2027, яка виділяє 12 секторів культурних та креативних індустрій. Проаналізовано сучасний стан креативних індустрій в період воєнного стану. Прогнозовано методи розвитку креативних індустрій в післявоєнній Україні.

Formulation of the problem

During the last decade, creative (cultural) industries have been the driver of economic growth. The formation and development of this sector has been successfully integrated into the economic strategies of post-industrial countries as a key issue, and its great economic potential has been recognized by the Council of Europe, UNCTAD, the World Bank, the OECD, etc.

Ukraine has powerful creative and intellectual resources, which are the main condition for the development of the creative sector of the economy. However,

the development of creative industries in our country is very slow due to the lack of strategic vision and systemic transformations in the social and humanitarian spheres. As a result, the cross-border movement of cultural and creative products slows down and unused opportunities are created for the socio-economic growth of the national economy.

Analysis of recent research and publications

Various aspects of the theoretical and practical characteristics of the creative industries and the creative economy have been radically analyzed by various scholars over the

past few years. R. Florida, J. Hawkins, H. Antti, G. Kharlamova, O. Humenna. The creative economy of Ukraine consists of researchers from various fields of economy, entrepreneurship, marketing, tourism, architecture, design, art and cities. The prospects for the development of the creative economy in Ukraine are determined as follows. I. Skavronska, Yu.A. Ushkarenka, V. Chmut, A. Sinyakova, L. Fedulova, I. Parkhomenko, and others. K. Lopukh and K. Mkuha paid attention to the issue of the impact of the pandemic on creative industries.

Objectives of the article

The purpose of the article is to study the theoretical and practical aspects of the concept of “creative industries”. To analyze the types and functions of creative industries in Ukraine. To investigate the peculiarities of creative industries during the war period. Identify the features of the development of creative industries in the post-war period.

Presenting main material

The commercial and industrial production sectors are involved in the creation of new cultural contributions through creativity, skills and talent. Various definitions include: art, music, film, performing arts and games; architecture, design, designer fashion and crafts; books, publishing and software; television and radio; advertising and public relations. It is often synonymous with cultural industries [1,2].

Creative industries are a list of types of economic activity that have the potential to create added value and employment through cultural (artistic) and creative expression, and their products and services are the result of creativity, skills and talents of individuals [4].

Cultural and creative industries, on the other hand, involve a focus on the later stages of the value chain, including the production and distribution stages of industrial and manufacturing operations. Creative industries are seen as increasingly important to economic well-being, with proponents suggesting that “human creativity is a major economic resource” and that “twenty-first century industries will increasingly depend on the generation of knowledge through creativity and innovation”, (fig.1) shows the types of cultural industries [6].

The cultural and creative sectors are important for ensuring the continuous development of societies and are at the heart of the creative economy. Science-intensive and based on individual creativity and talent, they create significant economic wealth. More importantly, they are crucial to a shared sense of European identity, culture and values. Economically, they show above-average growth and create jobs – especially for young people – while strengthening social cohesion.

The main characteristics and trends of the development of creative industries:

1. Indicators of the transition from the information age to the conceptual age, where the main value is ideas (concepts) [5].
2. Creative industries are most vividly and effectively manifested in a specific urban environment. In other words, they are an urban phenomenon.
3. It blurs the boundaries between science and art, creativity and innovation, and countries.
4. Cities that actively use creative industries today have sought to capitalize on their uniqueness for at least a generation.
5. Culture and creativity, kindness and intelligence, atmosphere and human warmth are the resources that feed creative industries.

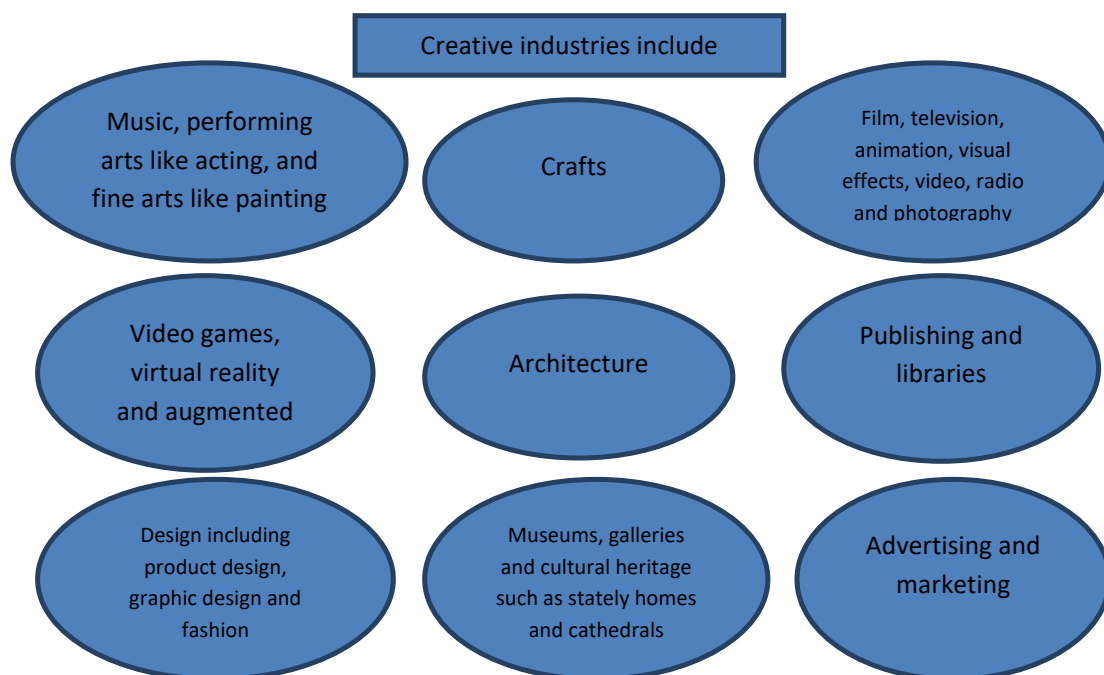


Figure 1 – Types of cultural industries

Source: compiled by the author based on [3]

6. Fast and free access to the Internet guarantees access to huge amounts of information and its exchange.

7. Design and architecture full of creativity, convenience and innovation.

8. Dependence on small and medium-sized enterprises, and not on large corporations.

9. Openness and warmth of public space.

10. Organic cultural and ethnic diversity, which enables the creation of new and unique ideas and worldviews.

There are many groups in the cultural industries sector: advertising, architecture, art and antique markets, crafts, design, fashion, film and video production, entertainment and software production, including interactive software and computer toy production, music, performing arts, publishing, television, radio and Internet broadcasting [5].

Cultural industries include the following activities: Audiovisual creativity (film, television, radio, new media, music), tourism, sports, books and publishing, heritage (museums, libraries, archives, historic environments), performing arts (theatre, performance, dances), visual arts (galleries, architecture, design, crafts) [6].

Wartime makes special demands on creative industries, which sharply limit their potential. It is important that creative businesses are not tied to a specific location, as there is always a need to relocate in wartime. During the war, creative industries suffered such negative consequences as the departure of talented personnel, reduced funding, reduced demand for cultural goods and services, and disruption of supply chains. The state budget allocated for culture in peacetime is now used to support the Armed Forces of Ukraine. However, it is worth noting that creative industries could become a key mechanism for the post-war recovery of Ukraine.

Many entrepreneurs continue to work and export creative products, supporting the national economy. Creative professionals organized a number of volunteer activities to support the army, citizens in liberated territories and internally displaced persons. In this extremely difficult situation, effective interaction with cultural actors requires a deep understanding of their internal situation and the specifics of their response to challenges [7].

Russia's large-scale invasion of Ukraine led to an outflow of human resources, economic decline and a decrease in the solvency of citizens. Such a situation, of course, intensified the exit of creative people to the markets of the USA, Europe, Asia and the Middle East due to the geographical dispersion of Ukrainians.

According to a survey conducted by the Ukrainian Cultural Foundation (UCF), about 20% of representatives of the cultural and creative industry are currently abroad [8].

The Ukrainian creative industry itself has also shrunk by 40% during the conflict on its territory. Thus, 37% of workers in the creative industries lost their jobs or did not receive wages during the war. 39% of creative businesses experienced a drop in orders and sales, and a quarter of creative businesses experienced a drop in sales of more than 90%. And, unfortunately, given the ongoing war on the territory of Ukraine, these numbers are expected to be even higher. Creative industries face interruptions in the supply and demand chain, a decrease in internal and external

orders due to the security situation, job losses, damage to production facilities, migration of human resources abroad, and a decrease in the quality of education in this sector [11].

In pre-war Ukraine, this sector was estimated at 4% of GDP (the overall indicator of the creative economy was 7.5% of GDP). The number of employed was estimated at 0.35 million. This is one of the few sectors where the number of employees has increased in recent years. Foreign partners and journalists have repeatedly turned to culture and creative people in order to get an idea and a clear narrative about what is happening in Ukraine at a particular moment in time. In the first half of this year, the attention of the foreign audience was focused on projects produced by Ukrainians. The question now is how to turn the excitement caused by the war into organized cooperation.

The mission of creative industries is to show foreigners not only war, but also that we are a talented and progressive country. Moreover, creative industries that are currently working with foreign partners can have a positive impact on the country's overall business climate and the attractiveness of doing business. Many professionals who have lost their jobs due to the war are looking for opportunities to work remotely and often associate their future careers with creative industries (digital design, IT, digital marketing, SMM, etc.).

Today, new ones appear at the intersection of old fields, for example, rehabilitation art and digital technologies in choreography. More and more investors support such projects, but there are still few examples of successful cross-sectoral cooperation. During full-scale hostilities, online communication has grown significantly and supplanted offline networks. However, Internet users, tired of the constant flow of information, often ignore messages from strangers. Therefore, in order to establish new contacts, it is necessary to attend contextual or permanent online events in which people from various creative sectors participate [12]. Despite the general economic crisis, the need for competent workers still exists.

However, companies are often unable to fill vacancies due to a large gap between required and available specialists. Therefore, it is important to understand what skills are currently lacking in the creative industries market, where to find them and invest in training. Multidisciplinary is highly valued in creative industries. The labor market is increasingly in need of professionals who can successfully combine different skills. This allows them to work at the intersection of different disciplines and respond to changes more quickly. Therefore, today you need to develop several areas at once and use this knowledge in your work. Today, creative people in Ukraine actively support the fight against Russia financially and participate in volunteer work. However, volunteering and philanthropy require long-term commitment and, therefore, the right allocation of time and resources [6].

Giving part of your time to charity should be sustainable and should not harm the people they support. The same applies to volunteering: it is better to do it regularly, even if it takes a third of your time, than to quickly exhaust energy during busy periods of work: the ability to teach and learn

from colleagues and share your experience with others; the ability to draw conclusions from one's work and solve complex tasks; the ability to use new technologies in one's work; empathy and emotional intelligence; leadership and initiative; stress resistance and vitality; shooting skills. How to stop volunteering [6].

Conclusions

Creative sector, creative industries – a part of the market, created by entities that carry out business activities related to culture and technologies, combining artistic activity with entrepreneurship.

There are thirteen industries that make up the creative sector: advertising, architecture, art and antiques, crafts, design, fashion, film, video games, music, performing arts, publishing, software, radio and television.

Russia's large-scale invasion of Ukraine led to an outflow of human resources, economic decline and a decrease in the solvency of citizens. Such a situation, of course, intensified the exit of creative people to the markets of the USA, Europe, Asia and the Middle East due to the geographical dispersion of Ukrainians. Giving part of your time to charity should be sustainable and should not harm the people they support.

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