

DCMS SUSTAINABLE DEVELOPMENT STRATEGY: SECTORS

CREATIVE INDUSTRIES

The term 'creative industry' covers advertising, architecture, art and antiques, computer games, software and multi-media; crafts; designer fashion; film; music, visual and performing arts; publishing, radio and television, libraries, museums and galleries, with close relationships to tourism, sport and heritage.
(*Building on PAT 10 DCMS 2001*)

CURRENT POSITION

As well as being a powerful means of spreading information about sustainable development- the excellent film work done by FUTERRA, for example, is highlighted in the Education section - and being aware of the environmental consequences of disposing of the sometimes highly toxic processing materials they use, the creative industries have much to contribute economically and socially, as the following examples illustrate;

- **The British Film Institute (BFI)** is running a number of projects to help promote social inclusion and sense of community. Recent projects include the Disability in Film project which aims to produce an educational resource pack and teaching guide for schools, series of in-cinema events for school students and in-service training for teachers. The BFI is also running a series of projects that aim to stimulate people's memories of film and television and encourage discussion about audience experiences past and present.
- **First Light**, a £1 million lottery project, run by the Film Council and managed by Hi8us Ltd, has enabled over six thousand young people between 7 and 18 to make about 300 short digital films. The initiative promotes the benefits of film making as a part of children's creative education, and provides opportunities to disadvantaged children and young people.
- The **BRIT school** is Britain's only free performing arts and technology school. Just one of the good causes helped by the BRIT Trust, the charitable arm of the British Phonographic Industry, the school is supported by proceeds from the televised BRIT Awards and gala dinners as well as donations from the music industry which go back into the community.
- The **Performing Right Society (PRS) Foundation** distributes £1.5 million a year solely to encourage new music - from 'Live Connections' (funding dance/electronic music) to 'Composers in Education' (providing opportunities for schools to work with music professionals). They are currently helping to fund 'Sound Inventors' - a series of composing and songwriting projects for young people aged 8-18, led and inspired by leading UK composers and musicians.

SUSTAINABLE DEVELOPMENT VISION

DCMS wants to work with and encourage the creative industries in promoting sustainable development across the sector. DCMS would like to see:

- NDPB's, creative industries and Trade Associations working together to share best practice on sustainable development;
- a recognition of the benefits of sustainable development for small businesses;
- creative businesses encouraged to underpin sustainable development strategies through published strategies.

FUTURE ACTION

DCMS aims to achieve this by:

- working across Government to provide the right environment for small businesses to thrive and prosper;
- working with Regional Development Agencies and Regional Cultural Consortiums to embed the principles of sustainable development within their economic and cultural strategies;
- supporting those businesses who plan to introduce sustainable development strategies