

Press release

British Council, DTI, Design Center PH team up to champion creative hubs as catalysts for inclusive growth



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The British Council and the Department of Trade and Industry, through Design Center of the Philippines, have teamed up to launch a pioneering programme that champions creative hubs. The project is further supported by Philippine Trade and Training Center (PTTC), Apl.de.Ap Foundation and Thames International in their mission to empower creative entrepreneurs through education.

The Creative Innovators Programme builds the next generation of creative community leaders in the Philippines through a one-year Fellowship for creative hub managers. It includes mentorships, management trainings, grants, and networking opportunities in the Philippines, ASEAN, and the UK.

The selected Fellows, through their creative hubs, will support and help build their respective creative industries and communities. Over 15 creative hub managers and 200 creative entrepreneurs will benefit from the programme.



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The Creative Innovators Programme drives the synergy between creativity, innovation and entrepreneurship for social impact. It aims to contribute to more sustainable and impact-led creative hubs that can better support the Philippines' creative industries, thereby creating more inclusive cities and communities.

'The Filipinos are naturally creative and super innovative. It only makes sense that we embrace the creative industries. We have many Filipinos succeeding globally like Monique Lhuillier in fashion, IIMind music, producer of Hamilton; and three-time Tony awardee theatre producer, Jhett Tolentino. These are just a few examples of Creative Innovators but we have many more Filipinos in music, tech, game development, and design. Now is the time to make it all happen,' shares Black Eyed Peas member and philanthropist, Apl.de.Ap.

Creative hubs are organisations that provide space and support for product and professional development, networking, business sustainability and community engagement within the creative and cultural sectors. A global research by the British Council found that hubs are catalysts for innovation, inclusive growth in the creative economy, and positive change in cities. Examples include design studios, co-working spaces, makerspaces, fablabs and art collectives.

But the research also pointed out that creative hubs are often under-supported and under-appreciated by institutions and stakeholders. In addition, creative hub managers lack the necessary skills and business knowhow to sustain their hub and communicate their value in society.

'Supporting the establishment of creative hubs in the country means unlocking its potential to provide avenues that support the growth of hundreds of creative entrepreneurs, innovators, creative mentors and leaders in the Philippines and abroad,' shares Nora Terrado, DTI Undersecretary for Trade and Investments Promotion Group.

The creative economy is worth 3 per cent of the world's GDP and employs 29.5 billion people (CISAC, 2015). It makes up \$12.5 billion or 7.34 per cent of the Philippines' GDP from copyright-based industries such as design, literature, music, theatre, film, media, photography, software, visual arts, and advertising services (IPOPIL, 2014), and employs almost 6 million workers in the sectors of. In the UK, it is the fastest growing sector, valued at \$122 billion.

Over the past years, the Department of Trade and Industry (DTI) and British Council have been working together to spur growth in the Philippines' creative economy. Key events were organised, which served as platforms for advocacy, learning, and discourse for creatives, private industry members, and government leaders. These included the ASEAN Creative Cities Forum and Exhibition and Design Week Philippines, as led by Design Center of the Philippines, and the Creative Enterprise Programme, as led by PTTC.

A call for application of Fellows is open nationally from 8 June to 8 July 2018. A Scholarship for 40 creative entrepreneurs funded by Apl.de.Ap Foundation and Thames International is also being offered through the programme.



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CREATIVE INNOVATORS PROGRAMME

BUILDING CREATIVE COMMUNITIES AND INDUSTRIES

Notes to Editors:

The British Council is the UK's international organisation for cultural relations and educational opportunities. We work with over 100 countries in the fields of arts and culture, English language, education and civil society. Last year we reached over 65 million people directly and 731 million people overall including online, broadcasts and publications. We make a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust. Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive 15 per cent core funding grant from the UK government. www.britishcouncil.org.