



## FOR RELEASE

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### **CCNC and Partners Look Past the Pandemic and Launch Cultural Resilience Project for Sector Recovery**

OTTAWA, ON — The Creative City Network of Canada (CCNC), in partnership with the Cultural Human Resources Council (CHRC) and Les Arts et la Ville (LAV), is embarking on a two-phase project that aims to discover dynamic examples of cultural innovation throughout the COVID-19 pandemic. Organizations and artists who created, distributed, and monetized cultural content despite the challenges of public safety measures will be put in the spotlight and their approaches will become the foundation for a new tool aimed at building resilience within the sector for years to come.

The project is entitled *Cultural Resilience: Using Innovation to Stabilize in Times of Crisis*.

Prior to the devastating impacts of COVID-19, Canada's culture sector contributed roughly \$53B to the national GDP, more than 3% of the total. The sector, which encompasses arts, culture, heritage, events and festivals, film, and more, saw its economic contribution drop by 17% between the first and second quarter of 2020 with little recovery since.

While CCNC believes in the importance of understanding how the pandemic has incapacitated theatres, tours, festivals, individual artists, and more, the Network sees incredible value in seeking out the lesser told success stories and learning from them.

Phase One, focused on mining stories of innovation and stabilization, will be led by Hill Strategies Research. "We have great respect and admiration for the creativity and adaptability with which many members of the Canadian arts and heritage community have responded to the ongoing COVID-19 crisis," states team lead Kelly Hill, adding that it will be a "pleasure and privilege to investigate these creative responses".

CCNC General Manager, Kathleen Darby, is excited to hear the compilation of stories over the coming months. "The stories collected from across Canada will illustrate strategic uses of technology as well as innovation, experimentation, and the development of new approaches in retaining audiences and marketing to new ones," says Darby. "These stories will be used as the foundation for creating professional development deliverables for the Canadian culture community." The data will be invaluable for every level of government looking to develop programs and policy that supports innovation in the cultural sector.

A report on the findings of Phase One will be delivered in the fall of 2021. In Phase Two, new professional development tools for cultural and creative industries will be created in collaboration with CHRC and LAV and distributed in English and French to arts and culture leadership throughout Canada. The Creative City Network of Canada, whose membership is primarily comprised of municipal governmental departments concerned with culture work, is especially well positioned to ensure that broad and deep penetration into the cultural sector is achieved at the local level, for both the gathering of information and the dissemination of it.

The total estimated cost of the project is \$368,000, making this a significant investment in the sector and a significant undertaking for the Creative City Network of Canada. Funding largely comes from Heritage Canada's Strategic Initiatives grant announced in 2020. The grant provides financial assistance for projects "that help arts and heritage organizations improve their business practices and diversify their revenues". It "encourages knowledge and resource sharing and the strategic use of technologies" in order to strengthen the sector's contributions to the Canadian society and economy. Funding has also been gratefully received from the Canadian Commission for UNESCO (CCUNESCO).



“The stories and data around how our cultural sectors have persevered will provide policy guidance and ideas for cities as we emerge from the crisis,” says Secretary-General for CCUNESCO, Roda Muse. “Most importantly, this project will bring inspiration and healing — and definitive proof that culture is essential to our collective well-being. CCUNESCO is proud to collaborate with the CCNC in support of this initiative.”

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**About the Creative City Network of Canada (CCNC)**

The Creative City Network of Canada is a national, non-profit organization that facilitates collaboration, knowledge sharing, research, and professional development for the cultural sector at the local level through the development of cultural policy, planning, and professional practice.

[www.creativecity.ca](http://www.creativecity.ca)

**To submit a story for consideration, visit:**

English: [Culturalresilience.ca](http://Culturalresilience.ca)

Français: [resilienceculturelle.ca](http://resilienceculturelle.ca)

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