

CLASSIFICATION OF CREATIVE OCCUPATIONS

Evaluation of creative employment is an alternative way to measure the scale of the city's creative economy.

At the source of this approach lies the classification of occupations defined as creative [NESTA, 2013]. For calculations we used the data from labour force surveys that are conducted in many countries. Often a 'creative trident' approach is used, when we highlight three groups of workers in creative areas [Higgs, Cunningham, 2007]:

- ▶ workers who are creatively occupied and work within the creative industries (**SPECIALISTS**)
- ▶ workers who are not creatively occupied, but work within the creative industries (**SUPPORT**)
- ▶ workers who are creatively occupied outside the creative industries (**EMBEDDED**)

The aggregate number of three specified categories of workers is nominally considered the consolidated employment in the creative economy.

At the same time, the analysis of the 'embedded' category helps to evaluate the scale of creative occupations' penetration into other industries.

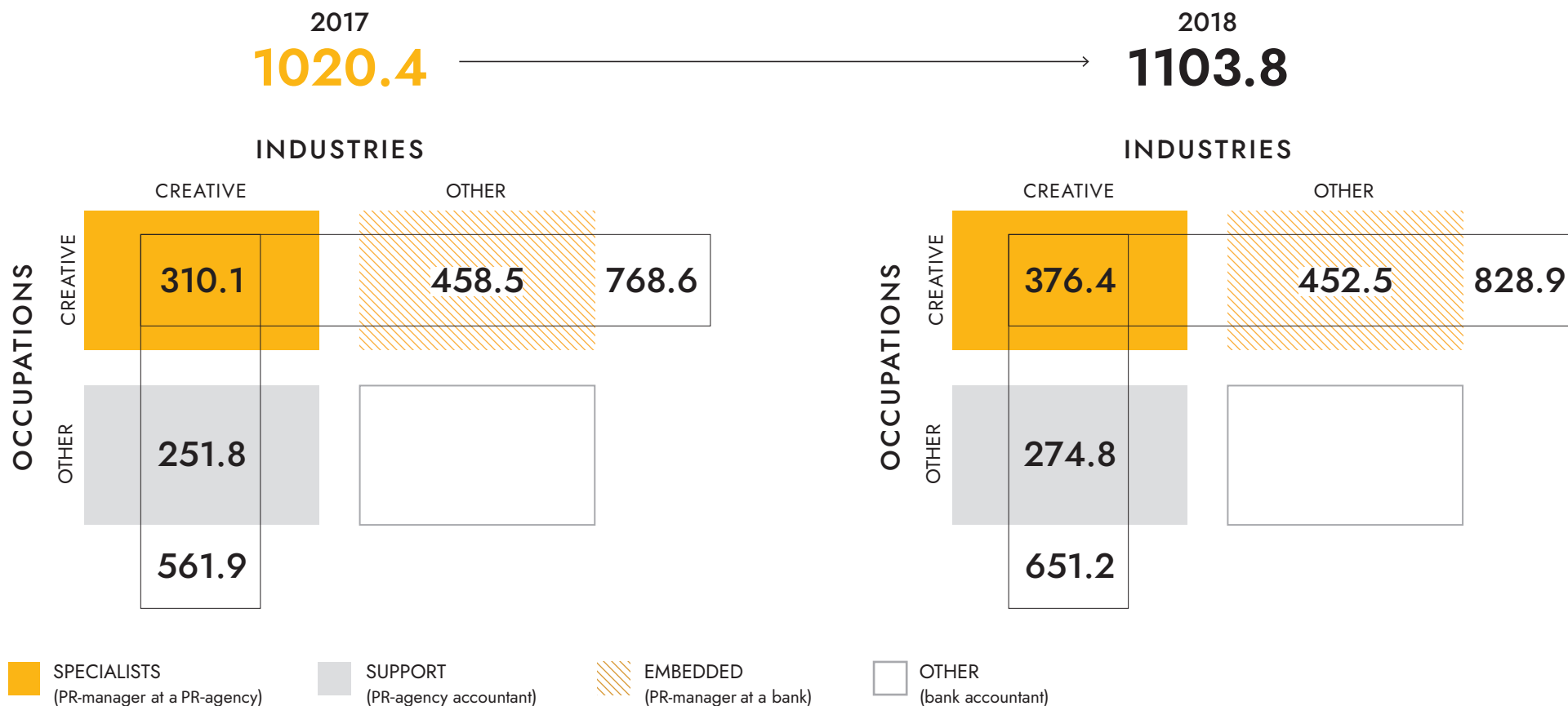
CREATIVE OCCUPATIONS

1221	Marketing and sales directors	2651	Artists
1222	Advertising and public relations directors	2652	Musicians, singers, and composers
1330	Information and communication technology directors	2653	Dancers and choreographers
2161	Architectural technologists	2654	Theatre and film directors and producers, and related workers
2162	Landscape architects	2655	Actors
2163	Clothing and footwear designers	3112	Civil engineering technicians
2164	Urban planners and transportation hub designers	3431	Photographers
2166	Graphic and multimedia designers	3432	Set designers and layout artists
2431	Sales and marketing professionals	3521	Broadcast technicians and radio operators
2432	Advertising and public relations professionals	7221	Smiths and forge workers
2511	Computer systems analysts	7312	Musical instrument makers, repairers, and tuners
2512	Software developers	7313	Jewellers and precious stone and metal workers, craft workers
2513	Applications programmers, multimedia and web applications developers	7314	Potters and related workers
2514	Software and applications developers and analysts not elsewhere classified	7315	Glass and stone cutters, grinders and polishers
2621	Archivists and curators	7316	Painters, interior designers, etchers, and engravers
2622	Librarians	7317	Wicker, wood and related materials craft workers
2641	Writers, poets, and other authors	7318	Textile, leather, furs and related materials craft workers
2642	Journalists	7319	Skilled craft workers not elsewhere classified
2643	Interpreters, translators, and other linguists	7522	Cabinetmakers and related workers
		7533	Tailors, sewers and related workers

Source: HSE based on the UK creative occupation classification (UK DCMS, 2016), the UK Standard Occupational Classification (SOC 2010) и National Classification of Occupations (NKZ-2014).

EMPLOYMENT IN MOSCOW'S CREATIVE ECONOMY

EMPLOYMENT, THOUSAND PERSONS



Source: HSE estimates based on Rosstat's labour force surveys.

CREATIVE EMPLOYMENT AS A PERCENTAGE OF THE TOTAL EMPLOYMENT IN MOSCOW



CREATIVE ECONOMY PROVIDES 12.6% OF WORKPLACES IN MOSCOW

In 2018, the aggregate number of the Moscow's creative employment comprised 1.1 million persons, or 12.6% of all employed in Moscow. In comparison to the previous year, the employment in this area has increased by 5.4%.

This is mainly caused by the growth in the number of specialists – workers of creative occupations, employed in creative industries, by 21.4% – up to 376.4 thousand persons.

For reference: the number of those employed on the territory of Moscow, including dwellers of other regions: 2017 – 8.6 million persons, 2018 – 8.8 million persons.

MOSCOW'S SHARE IN THE CREATIVE ECONOMY OF RUSSIA



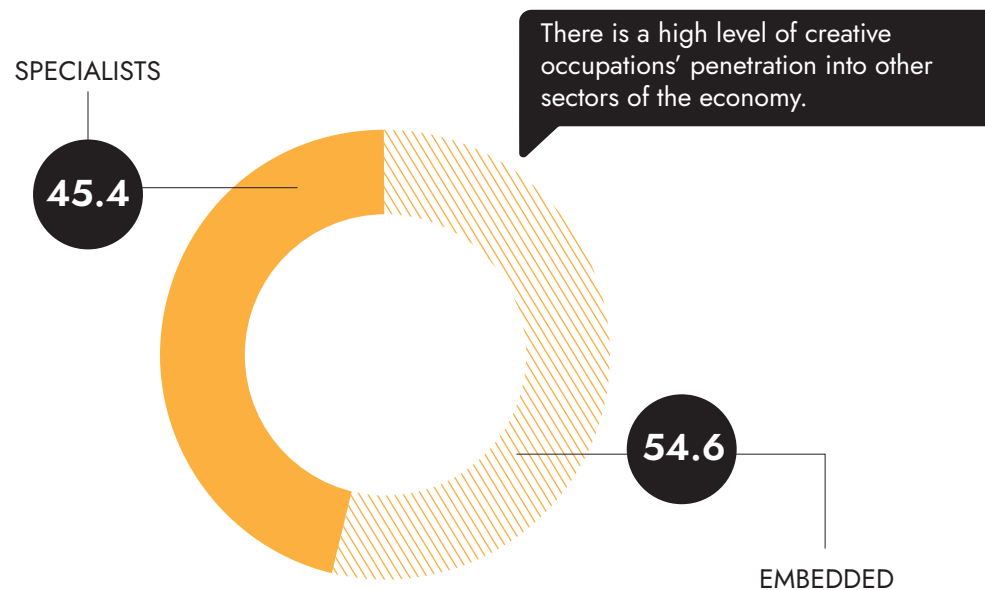
Moscow employs a quarter of all workers engaged in Russian creative economy.

651.2 thousand persons has been directly occupied in Moscow' creative industries (annual increase by 15.9%), and the number of those employed in creative occupations has reached 828.9 thousand persons. Over half of all creative individuals have been working in the traditional (non-creative) industries, which indicates a high level of creative occupations' penetration into other sectors of the economy.

For reference: number of creative employment in Russia: 2017 – 4.2 million persons, 2018 – 4.4 million persons.

CREATIVE EMPLOYMENT

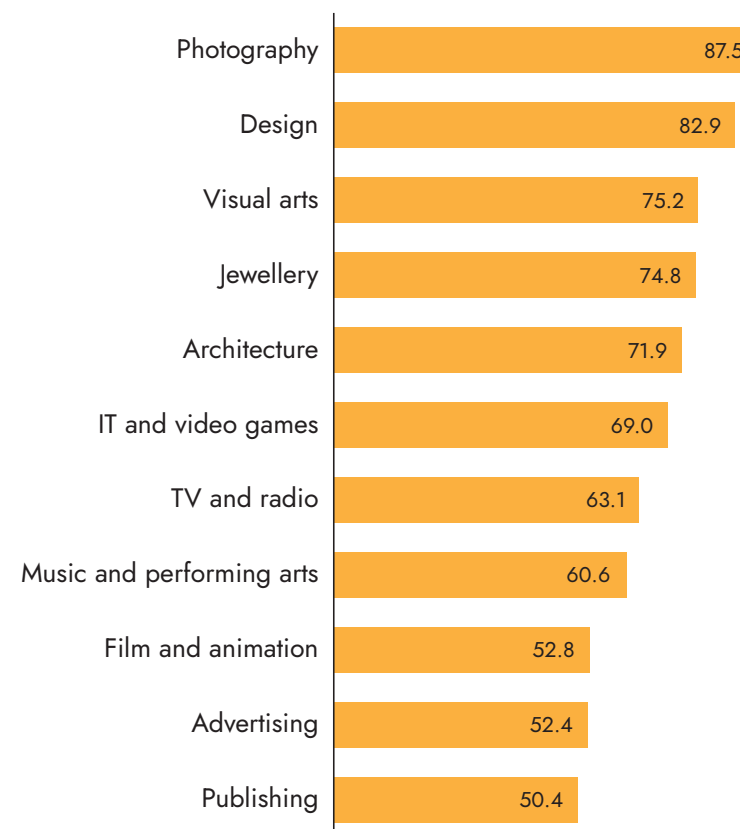
PERCENTAGE DISTRIBUTION OF CREATIVE EMPLOYMENT: 2018



THERE IS A HIGH CONCENTRATION OF CREATIVE WORKERS IN ALL CREATIVE INDUSTRIES – OVER 50%.

The highest intensity of creative employment was found in photography, visual arts, design, jewellery, architecture, and IT – over 70%. In other industries this indicator is lower (between 50–60%), due to the need for extensive involvement of administrative, technical and other supporting staff in the working processes.

CREATIVE INTENSITY (PERCENTAGE OF THE CREATIVELY-OCCUPIED LABOUR FORCE IN MOSCOW'S CREATIVE INDUSTRIES): 2017–2018 AVERAGE



Source: HSE estimates based on Rosstat's labour force surveys.