"Responsible Consumption and Production in the Cultural & Creative Industries.

Actions, policies, and strategies for a sustainable future"

Editors:

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CALL FOR BOOK CHAPTERS

Ever since the seminal report "Our Common Future" was released in 1987 by the World Commission on Environment and Development, the term "*sustainable*" has become increasingly prominent (WCED, 1987). The scientific debate about "*sustainability*", crossing economic, environmental, and social goals, has grown in recent years and ambitious programmes like the European Green Deal have been launched (Ratten et al., 2020).

Cultural and creative industries (CCIs) are not escaping from the challenge of addressing sustainable development matters; indeed, these industries are among the pivotal actors that could provide original and unexpected solutions, thanks to their unique creativity, skills and talent (Amabile, 1988), which can be transferred to other related industrial sectors. A recent report highlighted that CCIs are rethinking ways cultural products and services are produced and consumed by adopting more sustainable practices (EIF-KEA, 2021).

Nonetheless, to date the matter of sustainability in the CCIs' context has not received the deserved attention. Strategies, policies and innovative solutions recently adopted, have not been investigated enough in the scientific literature. More specifically, there is a gap on *'Responsible Consumption and Production in the Cultural & Creative Industries'* that this book is aiming to bridge.

'Responsible Consumption and Production' (SDG 12) is one of the 17 sustainable development goals (SDGs) that form the 2030 Agenda for Sustainable Development, adopted by all United

Nations Member States in 2015. SDG 12 'is about ensuring sustainable consumption and production patterns, which is key to sustain the livelihoods of current and future generations' (UN, 2023). CCIs have long been recognised as important actors in contemporary, post-industrial knowledge-based economies. Despite being hit very hard by the pandemic (Salvador et al., 2022), these sectors have seen a fast-paced growth over the past three decades, and now account for 3.1% of global Gross Domestic Product (GDP) and 6.2% of all employment (UNESCO, 2022). They tend to employ younger people and a higher proportion of women than other sectors (UNESCO, 2022). As vehicles of cultural identity, they play an important role in fostering cultural diversity, community cohesion, local development and place attractiveness, economic resilience and innovation (UNESCO, 2016). In short, the role and value of the CCIs, including local cultural expressions, micro-enterprises and not-for-profit organisations, as pillars of sustainable social and cultural development is well documented and recognised by governments and international organisations such as the United Nations (UN).

Given this context, we believe that 'Responsible Consumption and Production in the Cultural & Creative Industries' is an important topic that deserves deeper investigation. The CCIs consist of a variety of sectors, many of which involve the production of very tangible products often on a global scale, such as fashion, leisure software and interactive games, film, music and publishing; while others, such as performing and visual arts, crafts, heritage, cultural attractions and events, are key drivers of tourism, which is a major contributor to the climate emergency as well as other negative consequences for destinations and their ecosystems. One of the specific targets of SDG 12 is to 'Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products' (UN, 2023).

This book will therefore focus on consumption and production in the CCIs with a particular attention to environmental sustainability, but also to the links between CCIs and the development of sustainable tourism and sustainable tourism cities. For example, the development of creative clusters has been encouraged in many cities across the globe with a view to regenerate deprived, former industrial areas while drawing tourists away from overcrowded tourist centres (Pappalepore et al. 2014; Smith and Pappalepore, 2015). Similarly, many cities have adopted development strategies centred around the use of cultural events and festivals, to foster social cohesion, enhance their image and trigger physical, economic and socio-cultural regeneration (Salvador and Strandgaard-Pedersen, 2022).

CCIs also have the potential to drive positive changes in people's mindsets and behaviours, but these opportunities are rarely considered by climate and environmental strategies mostly due to a lack of awareness, expertise and capacity (UNESCO, 2022). Another aim of the present book will be to address this point by providing evidence on the role of CCIs, such as cultural events, arts and design, in producing positive change in people's behaviours, consumption patterns, and perceptions of the climate emergency.

> **Statement of aims:**

This Book provides an opportunity to discover how the CCIs' are embracing the challenge of sustainable development and to highlight best practice, barriers, and sustainable solutions being implemented, with a focus on SDG 12. Case studies of responsible consumption and production in different geographic and cultural contexts will provide a significant added value to the existing literature on this topic. This focus and associated analyses will advance our knowledge and contribute to discussions about the role of responsible consumption and production in the CCIs and open new avenues of research.

This edited Book aims to collect original contributions and to identify best practices that could benefit cultural stakeholders adopting and implementing effective strategies in the future.

We invite contributions that reflect an empirical nature, based on qualitative and/or quantitative research, including critical and multi-disciplinary perspectives. We welcome cross-country comparisons and international case studies based on primary and/or secondary data.

Examples of possible topics include, but are not limited to, the following:

- Climate action and environmental sustainability in the CCIs
- Responsible and sustainable production in the CCIs
- Responsible and sustainable consumption in the CCIs
- Role of CCIs in building back better after the Covid19 pandemic
- CCIs' role in driving sustainable changes in people's mindsets and behaviours
- Fair trade in the CCIs
- CCIs and the circular economy
- Role of CCIs in the development of sustainable tourism and sustainable tourism cities
- Examples of best practices about engagement with environmental issues and creative solutions adopted: eco-friendly practices and recycled materials used in fashion industry production processes; eco-friendly solutions adopted during cultural events; saving energy lighting systems implemented in museums and other cultural spaces…

FORMAT

The book **Responsible Consumption and Production in the Cultural & Creative Industries.** *Actions, policies, and strategies for a sustainable future* will be published as part of the [Routledge Research in the Creative and Cultural Industries series](#).

PROPOSED TIME-LINE

- **Before the end of December 2023**: Extended abstracts summarizing potential chapter contributions emailed to Prof. **Elisa Salvador**, ESSCA School of Management, France, *corresponding editor, elisa.salvador@essca.fr*

  Each abstract should include a description of the principal topic and expected contribution with:

- Title of the proposed book chapter
- Authors' information,
- Abstract text of 1200-1500 words
- Max. 5 keywords
- Bibliographical references

- **End of February 2024**: Notification of first acceptance

- **End of June 2024:** Complete chapter contributions (approx. 5,000-7,000 words)

- **End of October 2024**: Revised chapters due

- **December 2024**: Final editing and Book submitted to Routledge for release beginning 2025.

The Editors will organise a dedicated 1-day Workshop (in London or Paris with hybrid option) after a first selection of the proposals received (Spring 2024). The workshop will bring the editors and authors together (online or in-person) to discuss the content of the selected proposals, share ideas, and help each other to finalise their chapters.

➢ **About the Editors:**

Prof Elisa SALVADOR holds a Higher Doctorate in economics sciences and management from Paris13 University and an international PhD in Institutions, Economics&Law from the University of Turin (Italy). She has worked on innovation policy for the Italian National Research Council; she has collaborated with the Polytechnic of Turin and the ESCP-Business School; she worked as a researcher at Ecole Polytechnique (Paris, 2012-2015), investigating R&D and innovation in the cultural&creative industries. Currently she is a Professor at ESSCA School of Management (France), where she coordinates the Master's course "Managing Creativity&Innovation". She is Associate Editor of the International Journal of Arts Management (IJAM).
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Dr Ilaria PAPPALEPORE is a reader (associate professor) in tourism and events, and co-convener of the 'Place & Experience' research group in the School of Architecture and Cities of the University of Westminster, London. Ilaria's main research areas are urban tourism, cultural events, creative industries, and events and urban regeneration. Ilaria's doctoral research (completed in 2010) looked at the role played by creative industry clusters in the development of tourism in non-central urban areas. She has worked on many research projects in the areas of tourism, leisure and events, as a lead researcher or as part of a team. Her most recent projects include research on 'Metropolitan Tourism in the Wake of Covid-19: Business as usual or new business model?' (principal investigator) and 'Paris2024: urban and tourism development' (co-investigator).
https://westminsterresearch.westminster.ac.uk/researcher/89588
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https://scholar.google.co.uk/citations?user=s2gjjkEAAAAJ&hl

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