

THE ECONOMIC IMPACT OF THE CREATIVE SECTOR IN FLANDERS

The creative sector in Flanders, Belgium provides an important contribution to the economy and is a major source of employment. Using the latest available data, the Flemish Department of Economy, Science and Innovation calculated its economic impact.



DEPARTEMENT
ECONOMIE
WETENSCHAP &
INNOVATIE



AGENTSCHAP
INNOVEREN &
ONDERNEMEN



LEGEND

The numbers are based on data of the Crossroads Bank for Enterprises. Out of the NACE-classification for economic activities two sets of codes were selected:

Core NACE-codes 

specific NACE-codes with a direct link to the creative sector (based on a benchmark with international studies).

Satellite NACE-codes 

NACE-codes that are less specific, but still play an important role in the value chain, such as wholesale.

FTE's

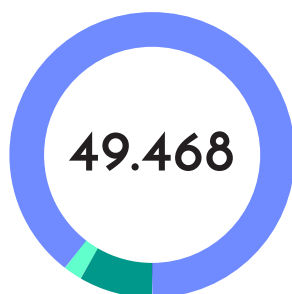
Self-employed and employees as full time equivalents.

Numbers

Numbers for 2009-2015 are final, numbers of 2016 are based on data of November 2018.

THE CREATIVE SECTOR IN FLANDERS

ARCHITECTURE AUDIOVISUAL
INDUSTRIES COMMUNICATION,
PR AND ADVERTISING CULTURAL
HERITAGE DESIGN FASHION
GAMING MUSIC PERFORMING
ARTS PRINTED AND DIGITAL
MEDIA VISUAL ARTS



10,45%
of the total amount
of self-employed

39.534 9.934



6,3%
of the total amount
of full time equivalents

100,422 70,843



5,6%
of the total gross
value added

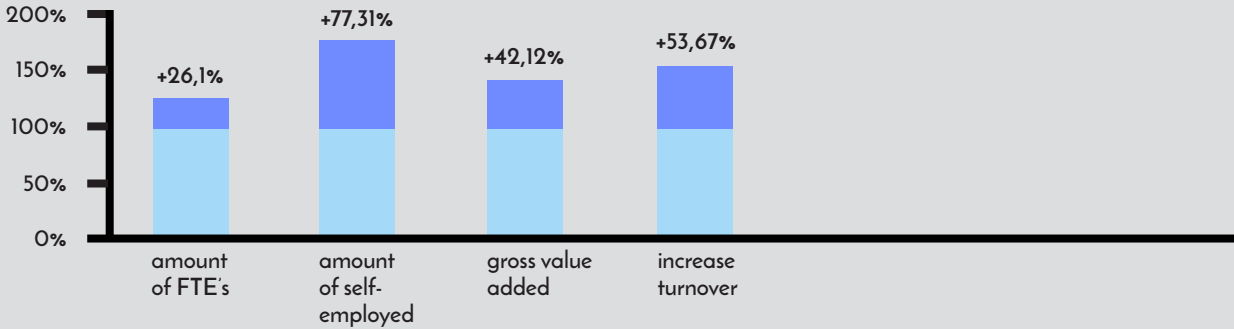
7,2 bn 5,2 bn



13,39%
of the total turnover

18,9 bn 59,7 bn

GLOBAL EVOLUTION OF THE CREATIVE SECTOR

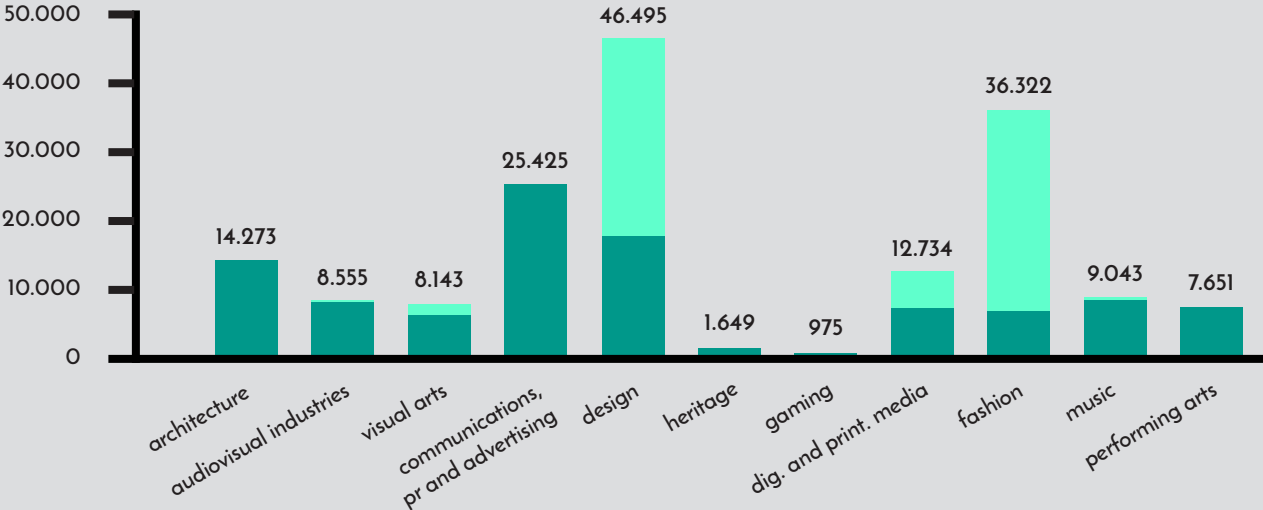


The sector grew in every aspect: between 2009 and the most recent available data (2016) the employment increased with 26%, the gross value added with 42% and the turnover with 53%.

ACTUAL OVERVIEW OF EACH SUBSECTOR

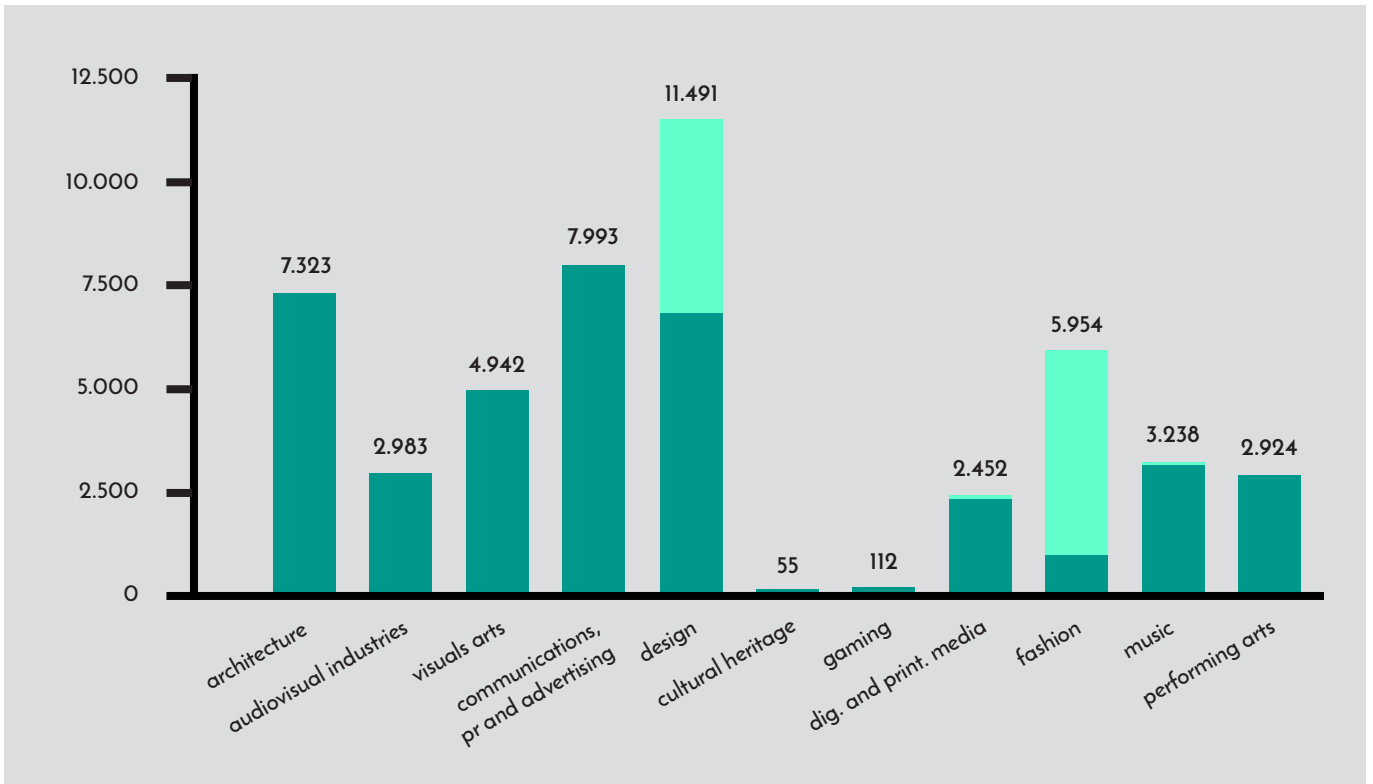
based on the most recent numbers (2016)

FULL TIME EQUIVALENTS



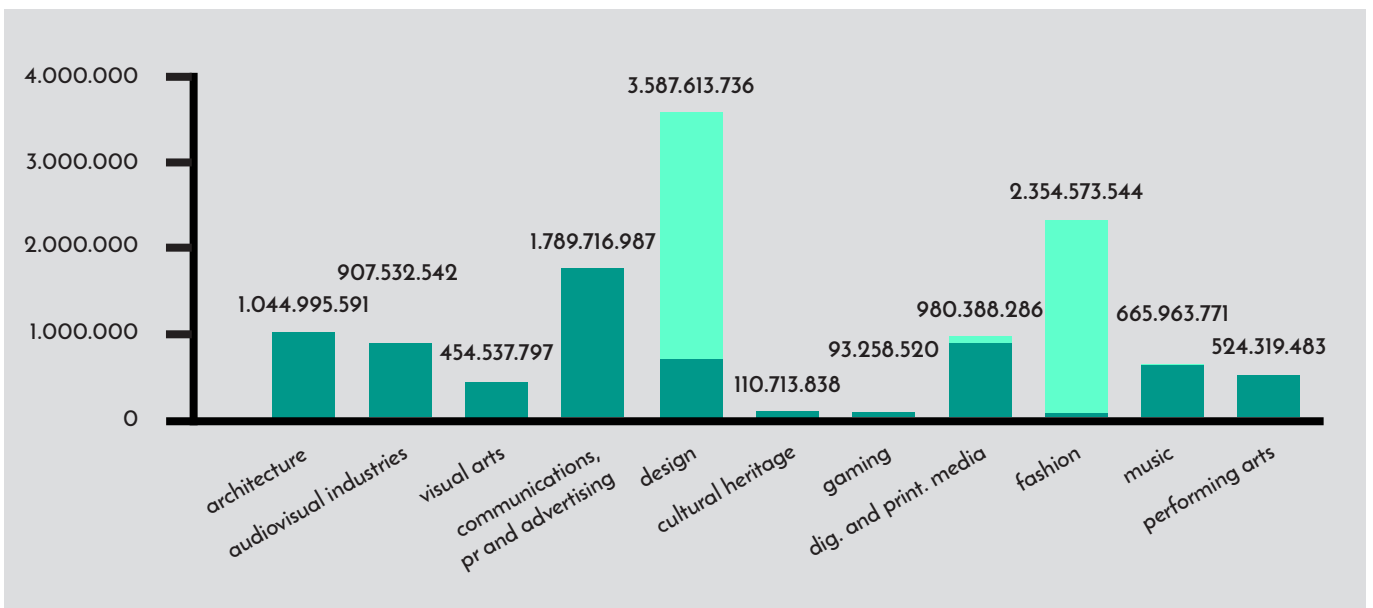
Full time equivalents have increased most in communications, pr and advertising (+ 9.187 FTE's), followed by design (+ 7.150 FTE's) and architecture (+ 5.184 FTE's). Digital and printed media is the only subsector with a decrease in FTE's (- 1.591 FTE's).

NUMBER OF SELF-EMPLOYED



The number of self-employed increased most in design (+ 5,358 self-employed), followed by communications, pr and advertising (+ 4,100) and architecture (+ 2,893).

GROSS VALUE ADDED



Gross added value increased most in design (+ € 1,08 billion), followed by communications, pr and advertising (+ € 785 million) and architecture (+ € 444 million). Digital and printed media is the only sub-sector with a decrease (- € 188 million).