

Príloha č. 2

.....

Dáta v kultúre

- **niekoľko príklady z iných krajín
i zo Slovenska**

**Kultúrny a kreatívny sektor
vytvára 4,4 % HDP EÚ
a ponúka pracovné príležitosti
pre 8,5 milióna Európanov**

**Je to dvakrát viac ako automobilový priemysel,
vrátane väčšieho podielu mladých ľudí
než ktorýkoľvek iný sektor**

June 9 – 13, 2015, Paris

Draft speaking points for EU intervention(s)

UNESCO 5 th Conference of Parties to 2005 Convention

**Kreatívny sektor je jedným
z najdynamickejších sa
rozvíjajúcich
sektorov**



**Celosvetovo sa export
kultúrnych tovarov a služieb
takmer zdvojnásobil
zo 108,4 miliárd USD v r. 2004
na 212,8 miliárd USD v r. 2013**

Total global exports of cultural goods almost doubled
from 108,4 billion USD in 2004 to 212,8 billion USD in 2013

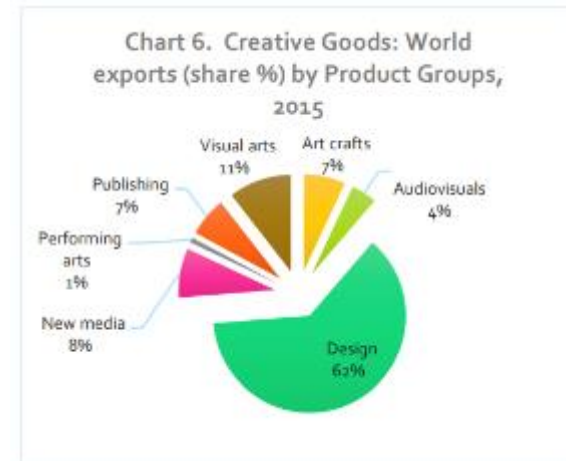
UNESCO, 2015 Convention Global Report, page No 124

CREATIVITY AND ECONOMY

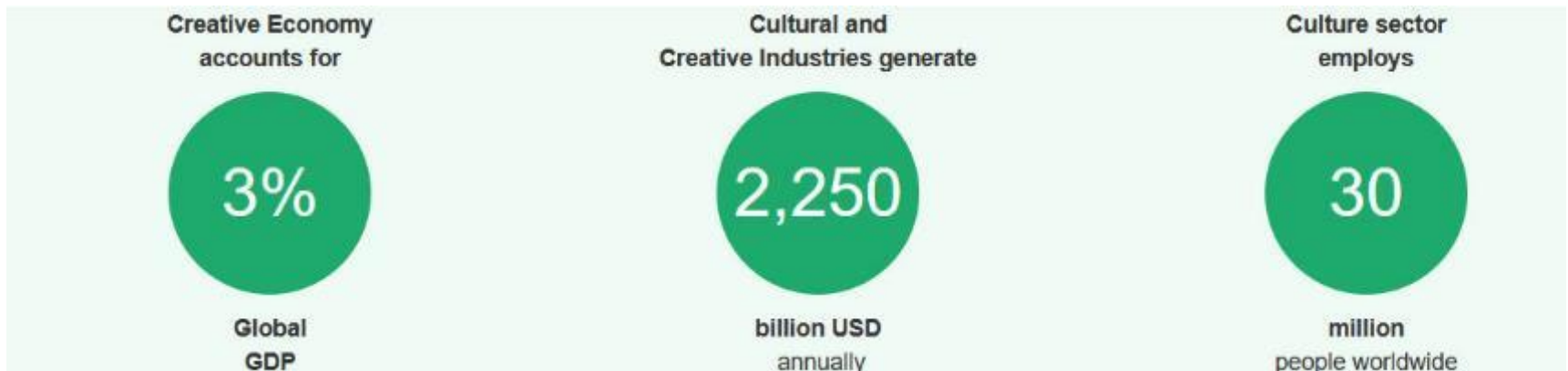
Rapidly growing

The size of the global market for creative goods has expanded substantially more than doubling in size from \$208 billion in 2002 to \$509 billion in 2015.

https://unctad.org/system/files/official-document/ditcted2018d3_en.pdf



Providing more jobs to workers aged 18-25 than any other fields of employment



(<https://en.unesco.org/commemorations/international-years/creativeeconomy2021>)

CCI PRE-COVID EUROPE

Europe's cultural and creative industries

€643b

in turnover

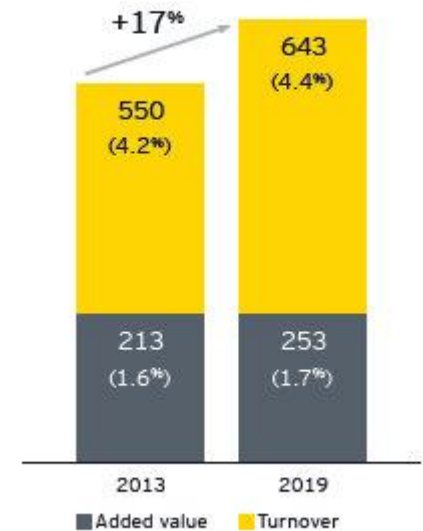
4.4%

of EU GDP

8.4x

as many jobs as the
telecommunications
industry

Turnover and added value in 2013 and 2019, and share of GDP (in € billion and %, EU-28)



Sources: Eurostat; GESAC; professional organizations; EY modeling and analysis 2020.

Employment by sector in 2019 (in million jobs; EU-28)

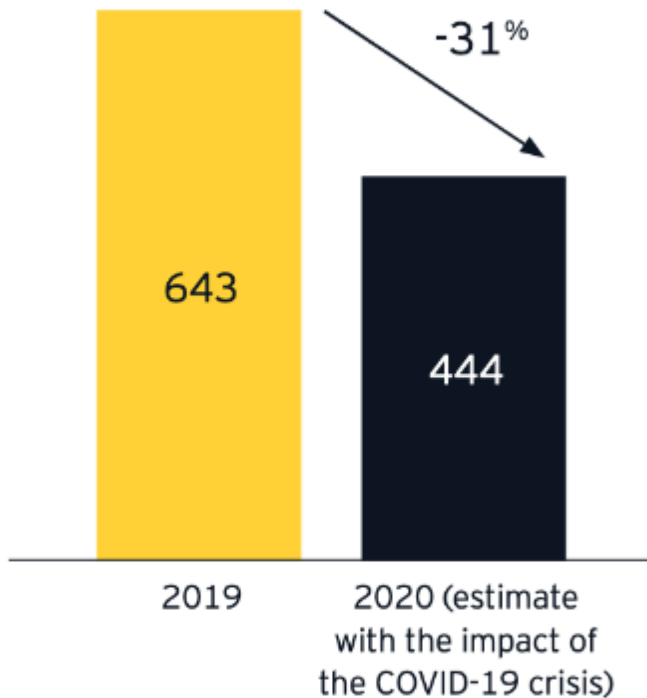
Sources: Eurostat – Business Sector Profile; EY modeling and analysis 2020.

Telecommunications	0,9
Chemicals	1,2
Utilities	1,3
Automotive	2,6
Cultural and Creative	7,6
Transport and Logistics	10,3
Tourism	10,7
Construction	12,1

90%
of CCI businesses:
small and
medium sized

CCI COVID DOWNTURN

Total turnover generated by CCIs in the EU-28 (in € billion)



Sources: Eurostat; GESAC; professional organizations; Oxford Economics - *Global Industry, Second Wave Scenario*, as of 7 September 2020; EY modeling and analysis 2020.

In 2020, the cultural and creative economy lost approximately 31% of its revenues

Drop of €199 billion from 2019

**In visual arts:
38% = € 53 bln**

The crisis has hit Central and Eastern Europe the hardest.

Kultúrny sektor v Kanade

- Viac ako **630 000** pracovných miest,
= **3,5%** z celkového počtu (r. 2014)
- **3,0% HDP, alebo 54,6 miliardy \$**

Charles Vallerand, Kanada, expert UNESCO

Austrália 3,1 %

Francúzsko 2,8 %

USA 3,3 %

Veľká Británia 5,8 %

Podiel na HDP (OECD, 2003)

PODPORA VEREJNOSTI v Kanade

- Skoro 9 z desiatich respondentov **(87%)** verí, že **„práca umelcov je pre spoločnosť užitočná“**
- Celkove **77%** respondentov verí, **že umenie a kultúra sú dôležité pre nich osobne.**

- Zdroj : Public perception of the arts and culture in Quebec, Union des artistes, September 2015

REALITY OF ARTISTS – SCANDINAVIA

Visual artists work:

an average of **47 hours per week = 134 %** of full time

64 % of the visual artists make **less than 1300 €** per month
(average income in Sweden in 2017 was 3828 €)

70 % don't get any economic compensation when caring for sick children

50 % don't get any economic compensation when sick themselves

67 % aren't covered by an unemployment benefit



- ✓ **Spĺňa podmienky trvalo udržateľného rozvoja**
- ✓ **Nízka spotreba energií a prírodných zdrojov**
 - ✓ **Nepoškodzuje životné prostredie**
 - ✓ **Pozitívne ovplyvňuje aj iné sektory**

**Kultúra a umenie samozrejme
prispievajú**

nielen v oblasti ekonomiky:

robia život krajším a lepším,

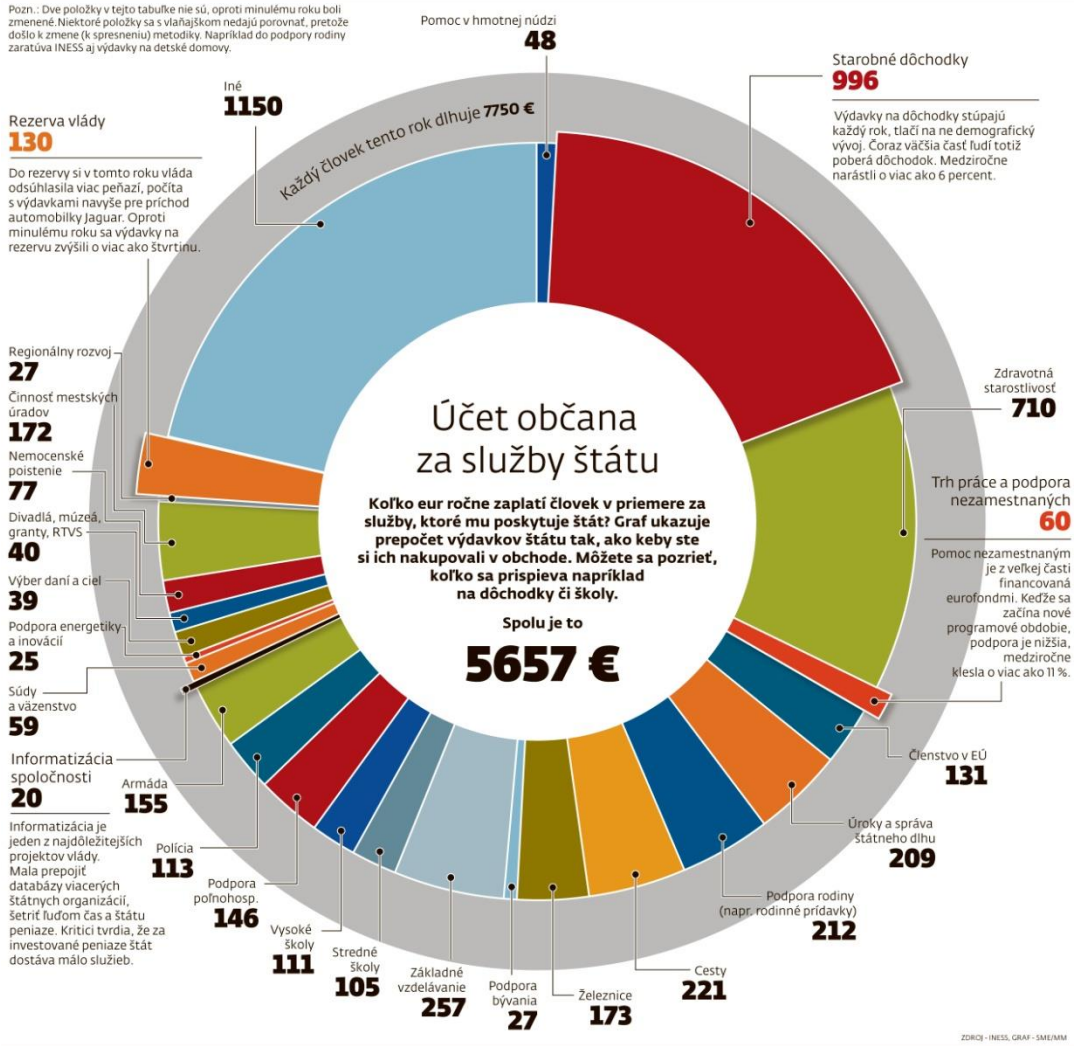
ovplyvňujú kvalitu života

obyvateľov.

Mýty a fakty: koľko stojí kultúra?

30. marec 2016

Pozn.: Dve položky v tejto tabuľke nie sú, oproti minulému roku boli zmenené. Niektoré položky sa s vlnajškom nedajú porovnať, pretože došlo k zmene (k sprísneniu) metodiky. Napríklad do podpory rodiny zarátava INESS aj výdavky na detské domovy.



40 Eur
z 5 657 ...

**Umenie patrí na Slovensku medzi 4 najhoršie
platené odvetvia:**

priemerný príjem v umení je **652 Eur**,

čo je **72,36 %**

priemerného príjmu na Slovensku celkove

(správa Štatistického úradu SR, 6.9. 2016, SITA a ČTK)

REALITY OF ARTISTS – SLOVAKIA

Art is one of the **5 worst** paid
industries
in Slovakia

the average income in art was in 2020

909 EUR = 80% of average income

Na porovnanie: význam kultúrneho sektora vo Francúzsku

Estimated economic impact (turnover - TO) and social impact (jobs) of the cultural industries in France (NB. 2011 figures)

	Visual arts	Music	Performing arts	Cinema	Television	Radio	Video games	Book industry	Print media	Deduplicated total for the cultural industries
Direct TO (in € bn)	18,759	6,041	5,989	3,297	10,048	1,355	3,677	5,095	10,402	61,425
Related TO (in € bn)	1,055	2,559	2,396	1,087	4,873	240	1,314	520	270	13,193
Total TO (in € bn)	19,814	8,600	8,385	4,384	14,921	1,595	4,991	5,615	10,672	74,618
Direct jobs	298,446	233,857	249,712	101,699	134,967	16,556	18,597	71,416	89,514	1,124,089
Related jobs	9,270	7,016	18,001	4,191	41,501	894	5,038	8,197	12,419	104,166
Total jobs	307,716	240,874	267,713	105,890	176,467	17,450	23,635	79,613	101,933	1,228,255

Celkový obrat kultúrneho sektora **74,6 miliárd Eur**

Celkový počet pracovných miest: **1 228 255**

Z toho výtvarné umenie: **19,8 mld Eur/307 716 prac. miest**

Celkový ekonomický vývoj je na Slovensku **pozitívny**,
ale
podiel výdavkov na kultúru dlhodobo klesá

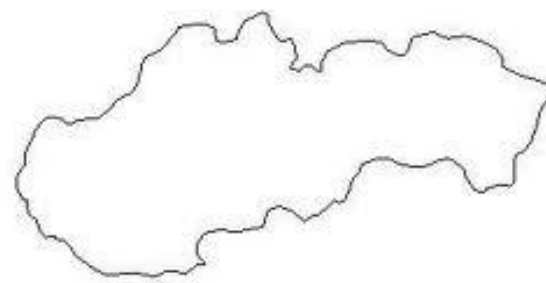
1993 – **1,03 %** HDP

2010 – **0,47 %** HDP

2011 – **0,39 %** HDP

2020 – plán 1 % HDP

- realita cca 0,78 %...



Orientačné porovnanie vývoja na Slovensku v období 1991 až 2019

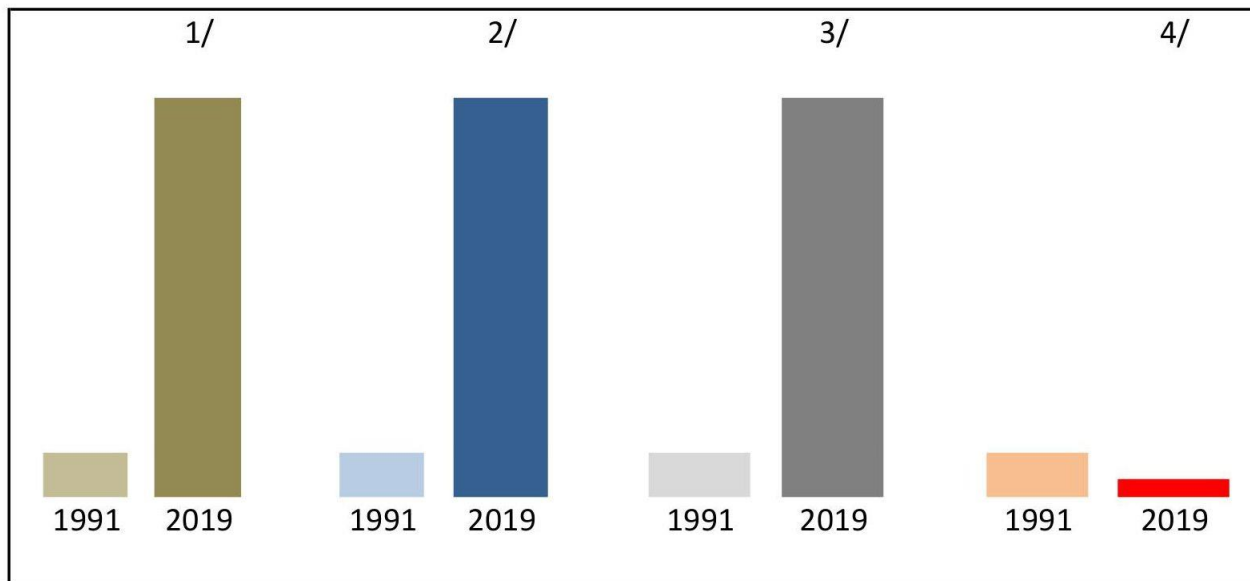
Východiskový stav v roku 1991 = 100%

1/ HDP

2/ priemerný plat

3/ minimálny plat

4/ príjem výtvarných umelcov





OCHRANNÁ ORGANIZÁCIA AUTORSKÁ

Príspevky získané
od umelcov podľa
nariadenia vlády
č. 180/1969 Zb.
a zákona NR SR
č. 13/1993 Z.z.
za obdobie
od 1.1.1991
do 31.12.2018

Rok	2 % v SK	2% v Eur	% v porovnaní s r. 1991
1991	3 875 901,34	128 656,35	100%
1992	3 914 553,65	129 939,38	101,00
1993	3 126 786,20	103 790,29	80,67
1994	2 192 373,18	72 773,46	56,56
1995	1 931 751,33	64 122,40	49,84
1996	2 068 762,66	68 670,34	53,38
1997	2 118 624,60	70 325,45	54,66
1998	2 066 816,10	68 605,73	53,32
1999	1 745 274,94	57 932,51	45,03
2000	1 780 613,83	59 105,55	45,94
2001	1 775 595,02	58 938,96	45,81
2002	1 831 031,64	60 779,12	47,24
2003	1 908 571,00	63 352,95	49,24
2004	1 899 544,68	63 053,33	49,01
2005	1 555 449,40	51 631,46	40,13
2006	1 767 958,50	58 685,47	45,61
2007	1 883 941,80	62 535,41	48,61
2008	2 152 333,31	71 444,38	55,53
2009	1 571 952,08	52 179,25	40,56
2010	1 589 828,85	52 772,65	41,02
2011	1 291 163,31	42 858,77	33,31
2012	1 425 282,15	47 310,70	36,77
2013	1 659 347,01	55 080,23	42,81
2014	1 543 116,98	51 222,10	39,81
2015	1 419 685,04	47 124,91	36,63
2016	1 539 769,68	51 110,99	39,73
2017	1 498 645,89	49 745,93	38,67
2018	1 547 572,32	51 369,99	39,93

WHAT WE WANT IN SLOVAKIA

Refreshing art market

**BUY ART
FROM
LIVING
ARTISTS.**


**THE DEAD ONES
DON'T NEED THE
MONEY**

FUTURE

classicfm.com

Spain's teenagers to receive 400-euro culture pass to spend on concerts

8 October 2021, 12:17 | Updated: 8 October 2021, 13:36



Portrait of excited young woman in auditorium of theatre. *Picture: Getty*

By Sophia Alexandra Hall [Privacy Settings](#)

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Spanish Prime Minister, Pedro Sánchez, announced that in 2022, teenagers turning 18 will be given a €400 culture pass to spend on anything from books, concerts and cinema tickets.

In 2022, teenagers in Spain turning 18 will receive a culture pass worth €400 as part of a new €200 million nationwide scheme.

Approximately 500,000 teenagers are said to be eligible for next year's pass which is being rolled out by Spain's Culture and Sports Ministry.

Spain's minister of culture, Miquel Iceta Llorens, explains: "It's like an 18th birthday present, and I would love it if they spent it at the opera or a classical music concert."

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2021 UNESCO CALL

UNESCO declared 2021
International Year of Creative Economy for Sustainable Development

Reviewing
the status of artists and cultural
professionals

Dignified
working conditions for artists
and cultural professionals

Particular attention must be paid
to social and economic **safety nets**

