

# Arts and Culture as a Catalyst for a Sustainable Society

## Today the creative industry serves both societal goals and its own interests.

Recognised as a veritable engine for economic development, the arts and culture sector is among the most rapidly growing industries of the world economy, generating nearly 30 million jobs worldwide and employing more people aged 15–29 than any other sector. In addition to generating around 8 billion euros per year, corresponding to 3,5% of the Finnish GDP, the creative industry brings joy, well-being, and provides both Finland and the world with new ideas.

At the Faculty of Arts & Humanities at Novia University of Applied Sciences, we combine our expertise in music, music pedagogy, music production, performing arts, with visual arts, graphic design, interior architecture, photography, and the gaming industry, international film industry, entrepreneurship, place branding as well as sustainability - whilst promoting regional development.

## Our core expertise

### THE RELEVANCE OF ART

Art and culture rely on independence and freedom in order to develop. We ensure this by focusing on artistic content, quality, and industry expertise throughout our applied projects.

### ARTEPRENEURSHIP

We develop creative and sustainable business models within the creative industries to secure prosperous results, whilst providing equal access to culture for everyone.

### EDUCATIONAL DEVELOPMENT

To remain relevant in society, the creative industry, and current trends, we constantly innovate the arts and culture education and pedagogy.

### CULTURE AS A SOCIETAL CHANGEMAKER

Arts and culture provide the conditions to create a more sustainable, democratic, open, and prosperous society. This is achieved through active cross-sectoral collaboration.

### CULTURE ACCESSIBLE THROUGH DIGITALISATION

We create, convey, and make art accessible through various digitalisation projects – challenging and developing current technology.

## Our prioritised

**SUSTAINABLE DEVELOPMENT GOALS**



**Open Science**



**Arts, Culture and Entrepreneurship**



Our extensive project portfolio highlights the creativity, capacity, and opportunities of the creative industries – on a local, regional and international level.

In addition, we are a reliable, innovative, and experienced project partner with extensive knowledge in creating sustainable and prosperous results.

Partner up with us and make the world a better and more resilient place!

For further information, please contact  
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## Novia RDI Project Portfolio 2022

- Bioeconomy and Sustainable use of Natural Resources
- Sustainable Energy Technology
- Automation and Maritime Simulation
- Interprofessional Health and Welfare
- Business Development
- Arts, Culture and Entrepreneurship