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# OECD webinars - Coronavirus (COVID-19) and cultural and creative sectors: impact, innovations and planning for post-crisis



*Along with the tourism industry, cultural and creative sectors are among the most affected by the current coronavirus (Covid-19) crisis. The OECD hosts a series of webinars focused on COVID-19 and the cultural and creative sectors: impact, innovations and planning for post-crisis. Different dates coming up in April - register now.*

**The current crisis is particularly critical for cultural and creative sectors due to the sudden and massive loss of revenue opportunities, especially for the more fragile players.** Some actors benefit from public support (e.g. public museums, libraries, theatres) but may experience significant budget shortfalls. The sector includes major multinational companies with sustainable revenues (e.g. Netflix), but many small companies and freelance professionals essential for the sector could face bankruptcy. This crisis creates a structural threat to the survival of many firms and workers in cultural and creative production.

**Today, more than ever, the importance of culture and creativity for society is clear.** The availability of cultural content contributes to mental health and well-being, and many cultural institutions have provided online and free content in recent weeks for that purpose. Sustainable business models during and after the initial crisis are imperative for the sector's survival. Leaving behind the more fragile part of the sector could cause irreparable economic and social damage. The current challenge is to design public supports that alleviate the negative impacts in the short term and help identify new opportunities in the medium term for different public, private and non-profit actors engaged in cultural and creative production.

**Join a series of discussions** followed by targeted training for policy makers and practitioners:

- [10 April 2020, 14.00-15.30 CET - Coronavirus \(COVID-19\) and museums: impact, innovations and planning for post-crisis](#), co-organised with the International Council of Museums (ICOM) - participation open through registration

**WATCH WEBINAR ON YouTube:** [https://www.youtube.com/watch?time\\_continue=4&v=Plo\\_8VWMU6o&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=4&v=Plo_8VWMU6o&feature=emb_logo)

- [17 April 2020, 15.00-16.30 CET - Coronavirus \(COVID-19\) and cultural and creative sectors: impact, policy responses and opportunities to rebound after the crisis](#), co-organised with the European Creative Business Network (ECBN) - participation open through registration
- [27-30 April 2020 - Summer Academy on cultural and creative industries and local development](#), organised by the OECD Trento Centre with tsm-Trentino School of Management and the European Creative Business Network (ECBN) - participation through selection process

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