Impact of COVID-19 on the Cultural and Creative Industries in the Basque Country

STUDIES ON THE POSITIONING OF CULTURAL AND CREATIVE INDUSTRIES

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Authorship: Jabier Retegi, Ibone Eguia, Mercedes Oleaga, Juan Pablo Salado

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Impact of COVID-19 on the Cultural and Creative Industries in the Basque Country

EUSKO JAURLARITZA
GOBIERNO VASCO
KULTURA ETA HIZKUNTZA POLITIKA SAILA
DEPARTAMENTO DE CULTURA Y POLÍTICA LINGÜÍSTICA

Kulturaren Euskal Behatokia
Observatorio Vasco de la Cultura

Orkestra
INSTITUTO VASCO DE COMPETITIVIDAD
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CONTENTS

LIST OF TABLES

LIST OF GRAPHICS

EXECUTIVE SUMMARY

Between 1 January and 31 December 2020, a period in which economic activity was strongly impacted by the COVID-19 pandemic, the number of CCI companies in the Basque Country suffered a decline of 1.45%, dropping from 16,886 companies to 16,643 companies, that is, a drop of 243 companies. Employment associated with said activities dropped from 33,982 jobs to 33,419 jobs, a reduction of 1.66% (563 jobs).

The general impact of the pandemic on the number of CCI companies was slightly higher than on the whole of companies in the Basque economy. Consequently, their representativeness in the number of companies over the whole of the Basque economy has dropped by 0.06 percentage points, dropping from 10.97% to 10.91%. Jobs associated with CCI activities went from representing 3.69% to 3.67% of the whole of employment in companies in the Basque economy, which is a reduction of 0.02 percentage points.

If we analyse the number of companies, **creative** activities suffered most in that fall, totalling 2.11%, mainly due to the drop in **Language industries** and **Architecture**. On the contrary, **Design** and **Advertising** activities added new companies during the pandemic.

Cultural activities underwent a fall of 0.56%, produced by the reduction of companies in the areas of **Books and the Press**, **Performing arts** and **Heritage, Museums, Archives and Libraries**. However, the number of companies in the areas of **Audiovisual and Multimedia** and **Music** grew.

Comparing them with the other branches of activity and giving them the consideration of a single sector, CCI are the sector presenting the third largest fall in the number of companies (243 companies). However, in percentage terms, CCI drop to fifteenth position (1.4%).

As for the evolution of CCI companies in the different Historical Territories (HT), Bizkaia presents the biggest drop (1.99%) essentially due to the reduction of companies in creative activities, like **Architecture** and **Language industries**. Araba, with a loss of 0.88% arising from the fall in **Books and the Press** and **Heritage, Museums, Archives and Libraries**, shows an upturn in **Audiovisual and Multimedia**, **Advertising** and **Music**. Gipuzkoa suffered a 084% fall in companies, mainly caused by the reduction in **Fashion manufacture** within the **creative** industries, and the area of **Books and the Press** in the case of **cultural** activities.

The pandemic did not specifically affect the legal nature of the CCI. Thus, 60.9% of companies used the formula of self-employed person, which is a change of 1.3% with regard to 2019. In the case of **cultural** activities, a reduction of 4.1% in public limited companies and 3.8% in employee-owned companies is observed. In creative activities, employee-owned companies lost 0.6%, and in contrast, cooperatives increased their own activities by 6.5%.

As for the fall in employment in the CCI (563 jobs), the **cultural** industries accounted for more than half of the fall (309 jobs, 1.50%) due to the fall in auxiliary activities in **Performing arts** (232 jobs) and those jobs pertaining to **Books and the Press** (118 jobs). However, the **Audiovisual and multimedia** sector presents a positive change of 2.9% (174 jobs).

With regard to **creative** industries, although they suffered a smaller fall in absolute terms (254 companies), it was greater in percentage terms (1.89%), mainly arising from **Advertising** (111 jobs) and **Language industries** (105 jobs) activities.

Analysing job data according to branches of activity, on 1 January 2021, CCI employment was concentrated in the branches of **Professional, Scientific and Technical activities** (11,143 jobs) and **Audiovisuals, Radio, Television and Information technology** (8,260 jobs); both combined accounting for 58% of the total. **Recreational and cultural** (5,184 jobs), **Manufacturing** (3,974 jobs) and **Education** (3,577) along with **Commercial** (1,281 jobs) activities complete the employment total.

From said perspective, **Professional, scientific and technical activities** (285 jobs) and **Recreational and cultural activities** (169 jobs) suffered the greatest reduction in employment. The total loss of employment is completed with the fall in **Education activities** (103 jobs), **Commercial activities** (60 jobs) and **Manufacturing activities** (45 jobs).

Only **Publishing, Audiovisuals, Radio and Television and Information technology** experienced employment growth (99 jobs) supported by the increase in the activities of the value chain of **Audiovisual and multimedia** and a slight growth in **Music**, that is, in their cultural activities.

To assess the impact of COVID-19 in CCI, as well as comparing their situation at the beginning and end of 2020, it is necessary to assess the impact companies had during the year and which certainly had an impact on their financial position.

Although they are partial data for guidance only because they do not include information about small businesses, the invoicing data of **cultural and creative** activities show a fall in turnover of almost 29% for the **cultural sector** and 32% for the **creative sector**.

As a complement, an analysis has been made of **Social Security** affiliations, both in the general scheme and the RETA [Special Scheme for Self-Employed Workers] of the branch of activity **RR Recreational and cultural activities**. It must be pointed out that not all CCI are included completely in the RR branch of activity and that there are activities that do not form part of the CCI which are included (sports activities and gambling activities, among others) and that, therefore, the data are partial and should be analysed with particular caution.

For the branch of activity **RR Recreational and cultural activities**, it is recorded that 2020 began with 17,555 people affiliated, but that in August the lowest number registered since May 2019 was reached, 14,156 people (19.4%). In spite of this, later on, and especially since August 2021, there has been an upturn meaning that affiliations exceed pre-pandemic levels.

As for the **cultural and creative activities** collected in the Kulturklik portal, they suffered a sharp fall coinciding with the restrictions arising from the pandemic. Generally, in 2020 the number of activities programmed dropped 8.4% with regard to the previous year, and in 2021 it increased 27.51% compared to 2020. The activities experiencing the greatest number of cancellations are those requiring a large number of people to gather together: **concerts**, **dance shows**, **festivals**, **audiovisual screenings**, etc. On the contrary, **children's activities**, **conferences** and **courses** and **workshops** adapted most quickly to the digital challenge, thus avoiding the cancellation of events.

1 | PRESENTATION

The **Cultural and Creative Industries** (CCI) are, without doubt, a strategic sector for inclusive competitiveness due to their potential economic and social benefits and, for that reason, they have become a central element of contemporary economies (Seco and Gainza, 2016). In addition, diverse research projects show that the impact of CCI on the economy, beyond being a mere contribution to employment and production, contribute to long-term technological progress and development (Fundación Ideas, 2012). The role of CCI as a driving force for innovation and catalyst of economic transformation has become more and more important in European regional politics (Boix-Domènech y Köster, 2018). The European Union considers CCI to be in a strategic position to promote inclusive, smart and sustainable growth in all European regions, thus fully contributing to the European RIS3 strategy (European Union, 2012).

The Autonomous Community of the Basque Country (CAE) has made a clear commitment to promoting CCI as engines of regional development and competitiveness. Thus, the inclusion of CCI as a niche of opportunity in the CAE RIS3 has permitted the development of work in CCI following the methodology of RIS3 itself (Ortega et al., 2020) and this, on the one hand, has permitted the CCI sector to achieve the same level as other sectors in the Basque economy, and on the other hand, to compare CCI with different sectors of the Science, Technology & Innovation Programme (STIP).

Taking into account the activities defined in its perimeter (Retegi et al., 2022a), at the beginning of 2020, CCI in the CAE as a whole were made up of 16,886 companies providing employment for 33,983 people, which accounted for 3.84% of total employment. Cultural industries employed 20,550 people in 7,149 companies and accounted for 2.34% of employment in the CAE. Meanwhile, the creative industries employed 13,433 people in 9,737 companies and accounted for 1.5% of employment, with architecture being the field that generated most employment.

Analysing the evolution of the CCI since 2010, the numbers of both the **cultural** and **creative** industries show a slight fall between 2010 and 2015 and a later recovery exceeding the initial levels. **Cultural** companies fell 5.5% and **creative** companies increased by 15.2%, fundamentally arising from the **Language** and **Design industries**, which increased by 53.42% and 48.77% respectively.

The data quoted above refers to a period (31 December 2019) prior to the COVID-19 pandemic which, over recent years, has delivered a hard blow to the economy. Its impact has been asymmetric in different productive sectors. Among the worst affected areas are **Recreational and cultural activities**[1] which were assigned high-risk status (Retegi et al., 2020). The branch of activity was not considered essential in any of its sub-activities, therefore its activity was completely restricted between mid-March and mid-April and very limited in the following months. Also, UNESCO (2021) states that the CCI sector has been one of the sectors worst hit by COVID-19 and was one of the first sectors to stop activity and one of the last the restart it. According to said reports, the activities were contingent upon the physical attendance of people and limitations arising from control of the pandemic. There was inequality due to the degree of digitisation of each of its sub-sectors.

The COVID-19 crisis arose in an international context marked by a series of macrotrends which, far from disappearing, increased and are challenging for all societies. In this regard, the CAE summarises these macrotrends in a technological-digital, energy-climate and social-health triple transition with the capacity to transform the future of countries, businesses, industries, societies and people (Orkestra, 2021).

The Basque Country Competitiveness Report 2020 prepared by Orkestra concluded that socio-economic recovery depends on reorienting the Basque economy in such a way that while it responds to the challenges put forward by the three transitions, it takes advantages of the opportunities these offer (Orkestra, 2021).

CCI are not free from the trends affecting society on the whole which involve radical, profound and transformational changes. Tackling them requires different forms of innovation which need to be accompanied by public policies.

In addition, as stated by Aranguren et al. (2020),the challenge of the CCI also involves boosting their contribution to other sectors as a driving force of non-technological innovation and the implementation of projects with a certain degree of cross-fertilisation between different areas of specialisation.

The precise objective of this document is to evaluate the impact the COVID-19 crisis had on CCI in order thus to discover the starting point from which activities will have to face adaptation to the trends described above.

In addition, it an analysis of the differentiated impact caused by the pandemic in its different cultural and creative areas. To do so, the conceptual framework defined Retegi et al. (2022b) was used. This characterises activities dues to their cultural and creative value chains and the branch of activity (manufacturing, information technology and communication, education, etc.).

1 In the study carried out by Retegi et al in 2020 the RR Recreational and cultural activities branch of activities included activities of artistic creation and shows, activities of libraries, archives, museums and other cultural activities, activities of gambling and games of chance and sporting, recreational and entertainment activities.

The publication begins by delimiting the essentiality of the CCI at the beginning of the pandemic, and gathers the main aid projects devoted to their reinforcement. The second block of analysis focusses on discovering the impact of COVID-19 in the business demographic of the CCI, as well as the evolution of this sector in comparison with the other branches of activity in the CAE, and its distribution in the three historical territories of the Basque Country. It closes with an analysis of the evolution of the legal status and size of company and a partial estimate of the evolution of turnover. The third block investigates a key aspect: CCI employment in the CAE, and further analyses the variations of employment of CCI value chains due to the effect of the pandemic; evolution by branch of activity, as well as affiliations to social security to obtain a deeper knowledge of the impact of COVID-19 on CCI. The publication also includes an analysis of the programming of cultural and creative activities since 2019, and ends by gathering the main conclusions of the investigation.

2 THE ESSENTIALITY OF THE CCI

On 14 March 2020, a state of alarm was decreed throughout the entire Spanish state. This meant the adoption of a series of measures regarding the limitation of mobility of people, which had an impact on both economic and social activities (Royal Decree Law 463/2020 of 14 March). Article 10 delimited the containment measures provided to face the first steps of the pandemic, which meant the closure of economic activity for many sectors, among which were the CCI.

- Opening to the public was suspended for **Museums, Archives, Libraries and Monuments, as well as premises and establishments where public shows, sporting and leisure activities** took place, as indicated in the annex of this royal decree (Royal Decree Law 463/2020 of 14 March, Art 10.3).
- Also suspended were **open-air dances, parades and popular celebrations** (Royal Decree Law 463/2020 of 14 March, Art. 10.5).

The annex of the aforementioned decree included the list of facilities and activities whose opening to the public was suspended in accordance with that laid out in article 10. Those related to the CCI sector were as follows:

- Museums, archives, libraries, monuments, public shows, recreation and leisure:
  - Theatre-cafés and circuses, exhibition halls, nightclubs, theatre-restaurants and other premises or facilities similar to those mentioned.
- Cultural and artistic: auditoriums, cinemas, squares, bullrings and bullfighting facilities.
- Other enclosures and facilities: conference centres, concert halls, conference halls, exhibition halls, multi-purpose halls and theatres.

As can be seen, the economic sub-sectors of the CCI that were profoundly affected by the decree of the state of alarm are those that require the congregation of people in a physical place and which meant, for obvious reasons, a threat with regard to the transmission of COVID-19.

In this scenario, it was decided to carry out an ordering of activities understood to be necessary related to essential health and social areas, as well as to protect companies and working people economically and productively affected, so that they could return to normal as soon as possible (Royal Decree Law 10/2020 of 29 March).

Thus, a list of essential activities was stipulated in which, with regard to the perimeter of the CCI (Retegi et al., 2022a) the following were included:

- Telecommunication companies and **audiovisual** companies and essential information technology services, as well as those networks and facilities supporting them and the sectors and sub-sectors necessary for them to function correctly, especially those essential for the proper provision of public services, as well as the functioning of teleworking for public employees.
- The activities of lawyers, public prosecutors, labour relations and social security law consultants, **translators, interpreters** and psychologists who attend legal proceedings not suspended by Royal Decree 463/2020 of 14 March, by which the state of alarm is declared for the management of the health crisis situation caused by COVID-19 and, in this way, comply with the essential services consensually fixed by the Ministry of Justice, the General Judicial Council, the State and Autonomous Communities Director of Public Prosecutions with relevant jurisdiction and laid out in the Resolution of the Secretary of State for Justice of 14 March 2020, and the adaptations which may be applicable.

The Spanish state extended the state of alarm until 21 June 2020 and the overcoming of all the phases of the de-escalation plan, approved on 28 April 2020, determined that the measures of the declaration of the state of alarm in all territories of the Spanish state no longer had any effect.

Starting from this period of new normality, different closure actions and restrictions have been implemented to control different waves of COVID-19. In the case of the Basque Country, Decree 5/2022 of 11 February reflects the financing of the health emergency situation in the CAE, giving rise to economic normality to all intents and purposes.

3 PUBLIC AID FOR CCI IN THE CONTEXT OF COVID-19

The promotion of culture and citizens' access to the same involves the unavoidable commitment of public powers to establishing the instruments to make it possible. This must happen by means of, among other actions, promotional and protective measures to guarantee the existence, development and progress of cultural activity (Royal Decree 17/2020).

This section presents and summarises the measures adopted by different public powers in response to COVID-19. It includes the multi-sectoral measures considered most relevant for CCI and those designed expressly to combat the economic and social impact of the pandemic on the CCI sector, with the aim of guaranteeing the survival of cultural structures, and workers and companies devoted to the sector, thus making effective the right of access to culture.

TABLE 3.1 AID TO CCI SECTOR

	Measure	Description	Administration	Date
MULTI-SECTORAL	**Extraordinary payments for the self-employed**	Measures so that self-employed workers affected in their work by COVID-19 could access extraordinary payments for interruption of activity.	State, Basque Government	Royal Decree Law 8/2020 of 17 March
	Flexibilisation of Temporary Redundancy Plan	Flexibilisation measures in the mechanisms of temporary adjustment of activity to avoid dismissals	State	Royal Decree Law 8/2020 of 17 March
	Financing and liquidity	Credits, guarantees…	State Elkargi Basque Finance Institute	Royal Decree Law 11/2020 of 31 March Decree 106/2021 of 9 March
	Tax facilities	Moratorium on social security payments, delayed payments, expediting…	State, Regional Governments (Araba, Bizkaia, Gipuzkoa)	Royal Decree Law 11/2020 of 31 March
	Consultancy services	Business consultancy	Basque Government	Throughout the pandemic
	Help for small and medium-sized businesses	Help for small cultural businesses forced to reduce their activity or stop it completely. Object of the subsidy: fixed or structural costs of societies or associations.	Basque Government (SPRI)	Decree 106/2021 of 9 March
SPECIFIC TO THE SECTOR	**Special unemployment subsidy conditions for artists**	End of obligation to accredit lack of activity arising from COVID-19 due to the difficulties involved for sector workers. To calculate the days of activity that generate the right to the payment, calculation will be made from 14 March 2019 to 14 March 2020, considering this date as that of the legal situation of unemployment without the need to provide documentation.	State	Royal Decree Law 19/2020 of 26 May
	Flexibilisation of conditions of aid and compensation of effects.	Adaptation of subsidies to the circumstances and income compensation for cancellations and postponements	State	Royal Decree Law 17/2020 of 5 May
	Specific financing and liquidity (CREA-SRG)	Access to financing of sector agents in more favourable conditions, low interest rate, lower initial commission and flexibility of payments.	State	Royal Decree Law 17/2020 of 5 May
	Support for health adaptation	Resources to adapt facilities and activities to hygiene and safety conditions (for example, help for cinemas)	State	Royal Decree Law 17/2020 of 5 May
	Promotion/advertising	Campaigns to promote attendance at cultural facilities or the carrying out of cultural activities	State, Regional Governments	Throughout the pandemic

	Measure	Description	Administration	Date
SPECIFIC TO THE SECTOR	**Subsidies to cultural activity**	Maintenance and creation of subsidies to cultural projects and activity	State, Basque Government, Regional Governments (Eskena Garatu, Piztu Kultura, Araba) City Councils (Bilbao Aurrera, Donostia, Gasteiz …)	Royal Decree Law 17/2020 of 5 May Different open calls during the whole pandemic
	Specific consultancy services	Consultancy for artists and culture professionals	Basque Government (KSI Egokitu) Regional Governments (K-bulegoa, Kulturaraba)	09/2020
	Extraordinary aid for culture professionals	Aid for culture professional people whose activities were cancelled or postponed as a consequence of the declaration of the state of alarm.	Lanbide	29/01/2021
	Culture voucher	Citizens' cheque for cultural expenditure	Basque Government, Regional Governments (Araba, Bizkaia, Gipuzkoa), City Halls	Throughout the pandemic
	Public cultural programming	Hiring of artists and culture professionals	City Councils	Throughout the pandemic

Source: Own preparation from the Basque Observatory of Culture (2020)

4 COVID-19 AND THE BUSINESS DEMOGRAPHIC OF THE CCI

As mentioned in Retegi et al (2022b), the number of CCI companies in the CAE suffered a slight fall between 2010 and 2015 and a later recovery between 2015 and 1 January 2020, exceeding the levels of the start of the decade. During said period, **cultural** companies fell 5.5% and **creative** companies increased by 15.2%, fundamentally arising from the **Language** and **Design industries**, which increased by 53.42% and 48.77% respectively.

However, in March 2020, as a consequence of the socio-health measures to contain the pandemic, the economy in general and CCI were drastically affected. The confinement of people and the cessation of activities had a great effect on the functioning of businesses. Only some activities belonging to CCI such **Fashion manufacture**, **Publishing** and **Media** were considered essential activities, at least partially, and as included in Section 2, were able the carry out their activities in the most critical period of restrictions.

In this section, there is a precise evaluation of the business demographic in the period of most critical effect of the pandemic on the economy, that is, between 1 January 2020 and 1 January 2021. To do this, different sources have been used, such as DIRAE-EUSTAT as well as the perimeter of CCI defined in Retegi et al. (2022a).

The evolution of the CCI sector in the CAE in said period is presented in Table 4.1. Specifically, it assesses the number of existing companies in the CAE with headquarters inside or outside the CAE, the ratio of the number of CCI companies per 100,000 inhabitants and the ratio of the percentage of companies in comparison with the total number of companies in the CAE.

TABLE 4.1 EVOLUTION OF CCI COMPANIES IN THE CAE (PERIOD 01.01.2020 TO 1.02.2021)

	No. of comp. (01.01.2020)	No. of comp. (01.01.2021)	Var. No. comp. 2021 vs. 2020 (%)	No. companies per 100,000 inhab. (01.01.2020)	No. companies per 100,000 inhab. (01.01.2021)	Var. No. of comp. per 100,000 inhab. 2021 vs. 2020 (%)	No. companies/ Total companies CAE (01.01/2020) (%)	No. companies/ Total companies CAE (01.01/2021) (%)	Var. No. of comp. /Total comp. CAE 2021 vs. 2020 (p.p.)
1. CULTURAL	**7.149**	**7.109**	**-0,56**	**325,0**	**324,1**	**-0,26**	**4,64**	**4,66**	**0,02**
PERFORMING ARTS	**1.414**	**1.398**	**-1,13**	**64,3**	**63,7**	**-0,84**	**0,92**	**0,92**	**0,00**
1.- INHERENT	833	848	1,80	37,9	38,7	2,09	0,54	0,56	0,02
2.- AUXILIARY	581	550	-5,34	26,4	25,1	-5,04	0,38	0,36	-0,02
VISUAL ARTS	**1.421**	**1.426**	**0,35**	**64,6**	**65,0**	**0,65**	**0,92**	**0,93**	**0,01**
1.- INHERENT	1.421	1.426	0,35	64,6	65,0	0,65	0,92	0,93	0,01
AUDIOVISUAL AND MULTIMEDIA	**1.513**	**1.540**	**1,78**	**68,8**	**70,2**	**2,09**	**0,98**	**1,01**	**0,03**
1.- INHERENT	641	639	-0,31	29,1	29,1	0,00	0,42	0,42	0,00
2.- AUXILIARY	872	901	3,33	39,6	41,1	3,63	0,57	0,59	0,02
BOOKS AND THE PRESS	**1.771**	**1.714**	**-3,22**	**80,5**	**78,2**	**-2,93**	**1,15**	**1,12**	**-0,03**
1.- INHERENT	1.010	969	-4,06	45,9	44,2	-3,79	0,66	0,64	-0,02
2.- AUXILIARY	761	745	-2,10	34,6	34,0	-1,82	0,49	0,49	0,00
MUSIC	**592**	**603**	**1,86**	**26,9**	**27,5**	**2,16**	**0,38**	**0,40**	**0,02**
1.- INHERENT	546	556	1,83	24,8	25,4	2,14	0,35	0,36	0,01
2.- AUXILIARY	46	47	2,17	2,1	2,1	2,39	0,03	0,03	0,00
HERITAGE, MUSEUMS, ARCHIVES AND LIBRARIES	**438**	**428**	**-2,28**	**19,9**	**19,5**	**-2,01**	**0,28**	**0,28**	**0,00**
1.- INHERENT	118	121	2,54	5,4	5,5	2,99	0,08	0,08	0,00

	No. of comp. (01.01.2020)	No. of comp. (01.01.2021)	Var. No. comp. 2021 vs. 2020 (%)	No. companies per 100,000 inhab. (01.01.2020)	No. companies per 100,000 inhab. (01.01.2021)	Var. No. of comp. per 100,000 inhab. 2021 vs. 2020 (%)	No. companies/ Total companies CAE (01.01/2020) (%)	No. companies/ Total companies CAE (01.01/2021) (%)	Var. No. of comp. /Total comp. CAE 2021 vs. 2020 (p.p.)
2.- AUXILIARY	320	307	-4,06	14,6	14,0	-3,78	0,21	0,20	-0,01
2. CREATIVE	**9.737**	**9.534**	**-2,11**	**442,7**	**434,6**	**-1,81**	**6,32**	**6,25**	**-0,07**
ARCHITECTURE	**3.113**	**3.028**	**-2,73**	**141,5**	**138,1**	**-2,44**	**2,02**	**1,98**	**-0,04**
1.- INHERENT	3.113	3.028	-2,73	141,5	138,1	-2,44	2,02	1,98	-0,04
DESIGN	**790**	**801**	**1,39**	**35,9**	**36,5**	**1,70**	**0,51**	**0,53**	**0,02**
1.- INHERENT	790	801	1,39	35,9	36,5	1,70	0,51	0,53	0,02
LANGUAGE INDUSTRIES	**4.141**	**4.020**	**-2,97**	**188,3**	**183,2**	**-2,68**	**2,69**	**2,63**	**-0,06**
1.- INHERENT	4.141	4.020	-2,97	188,3	183,2	-2,68	2,69	2,63	-0,06
FASHION MANUFACTURE	**537**	**518**	**-3,54**	**24,4**	**23,6**	**-3,24**	**0,35**	**0,34**	**-0,01**
1.- INHERENT	537	518	-3,54	24,4	23,6	-3,24	0,35	0,34	-0,01
ADVERTISING	**1.147**	**1.157**	**0,87**	**52,1**	**52,8**	**1,17**	**0,74**	**0,76**	**0,02**
1.- INHERENT	1.107	1.115	0,72	50,3	50,8	1,03	0,72	0,73	0,01
2.- AUXILIARY	40	42	5,00	1,8	1,9	5,49	0,03	0,03	0,00
VIDEO GAMES	**9**	**10**	**11,11**	**0,4**	**0,5**	**12,20**	**0,01**	**0,01**	**0,00**
1.- INHERENT	9	10	11,11	0,4	0,5	12,20	0,01	0,01	0,00
Grand total	**16.886**	**16.643**	**-1,45**	**767,7**	**758,8**	**-1,16**	**10,97**	**10,91**	**-0,06**

Source: Own preparation based on DIRAE data

On the whole, and for the period of analysis, the number of CCI companies suffered a decline of 1.45% during 2020, going from 16,886 to 16,643 companies, a decline of 243 companies. The ratio of number of companies per 100,000 inhabitants was thus reduced from 767.7 to 758.8, representing a fall of 1.16%.

If we compare the percentage of CCI companies to the whole of companies in the Basque economy, it is recorded that it fell very slightly from 10.97% to 10.91%, representing a fall of 0.06 percentage points (p.p.). This means that the impact suffered by CCI in the CAE during 2020, with regard to the number of companies, was practically similar to the average impact suffered by the whole of sectors of the Basque economy.

In Table 4.1, it can be seen that the impact on **creative** activities was greater than that on **cultural** activities. In the case of creative activities, there is a reduction of 203 companies, representing 83% of the decline in companies in the whole of CCI companies. This means that the number of creative companies in the CAE fell by 2.11% during 2020; likewise, the ratio of companies per 100,000 inhabitants fell by 1.81% and the representativeness of said companies in the economy also fell by 0.07 p.p.

Basically, the areas most affected within creative companies were, on the one hand, **Language industries**, with a reduction of 121 companies, which meant a loss of weight in the whole of Basque companies of 0.06 percentage points (the greatest of all the CCI areas) and, on the other hand, **Architecture**, with 85 fewer companies in the period with a fall of their representativeness in the whole of Basque companies of 0.04 percentage points, that is, the second largest fall of all the CCI areas.

The number of **Fashion manufacture** companies in the CAE fell by 3.54%, from 537 to 518 companies, which made its weight in the whole of Basque companies fall by 0.01 p.p.

On the contrary, at the end of 2020 and in comparison with the beginning of the year, there were 11 more companies in the **Design** field and 10 more companies in the **Advertising** field in the CAE. Meanwhile, although it is large in percentage terms (11.11%), the **Video games** sector only added one company during the year.

In the case of **cultural** activities, the number of companies fell by 40, from 7,149 to 7,109 companies, a fall of 0.56%. The ratio of companies per 100,000 inhabitants fell by 0.26%. However, the fall in the number of cultural activities companies was lower than the economy average, which implies a slight increase (0.02 percentage points) of the weight of the number of cultural companies in the whole of the number of Basque companies.

The worst affected cultural area in terms of number of companies was **Books and the Press** with a reduction of 57 companies, which meant a fall of 3.22%, a 2.93% reduction in the ratio of numbers of companies per 100,000 inhabitants and a loss of representativeness in the whole of Basque companies of 0.3 percentage points.

The area with the second biggest fall in cultural companies was **Performing arts**, with 16 fewer companies, representing a fall of 0.56%. In this case, the behaviour of inherent activities and auxiliary activities was very unequal. Thus, inherent activities increased by 15 companies, while auxiliaries lost 31 companies. The sectors most affected by the reduction in the number of companies were **Other reservation service and related activities** and **Other amusement and recreational activities**, activities linked directly and indirectly to the gathering of people in the same physical area.

The area of **Heritage, Museums, Archives and Libraries** suffered a fall of 10 companies, but grew by 3 companies in inherent activities and lost 13 companies in auxiliary activities.

On the contrary, the **Audiovisual and Multimedia** field grew by 27 companies and its representativeness in the whole of Basque companies grew by 0.03 percentage points. The area of **Music** grew by 1.86% (11 companies) and **Visual arts** added 5 companies.

In short, the CCI sector, with regard to the number of companies in 2020, fell slightly more heavily than the whole of Basque companies, with the **creative** sector suffering more than the **cultural** sector. The Language industries and the area of **Books and the Press** showed the greatest number of losses, while the areas of **Audiovisual and Multimedia**, and **Design and Advertising** contributed the biggest growth in number of companies.

5 COVID-19 AND CCI EVOLUTION COMPARED WITH THE BRANCHES OF ACTIVITY

This section contains a comparative analysis of the evolution of CCI sector companies compared with the remaining branches of activity in the Basque economy. To do this, a comparison is made of the number of companies registered in the DIRAE database at two points in time: on 1 January 2020 and on the same date in 2021. In this regard, it is worth highlighting that, in this section, potential growths and decreases in the number of companies during the year are not evaluated, but rather the situation at two specific times of the year.

It must be stated that the CCI do not constitute an inherent branch of activity in accordance with the defined perimeter and that their activities are simultaneously included in different branches of activity. For example, the branch of activity **RR Recreational and cultural activities** includes some CCI activities such as **Performing arts**, its auxiliary activities, **the operation of arts facilities, Activities of libraries, Archives, Museums and other cultural activities such as the operation of historical sites and buildings, botanic gardens, zoological parks and nature reserves**. However, **Activities of games of chance and gambling** and sporting activities are found alongside these activities.

However, other CCI activities, such as, for example, **Architecture** activities are included in other branches of activity, such as **MA consultancy and technical activities**.

Table 5.1 includes the evolution of companies by branches of activity, ordered according to the reduction in the number of companies taking place during 2020. As is shown, the **CCI** sector is the third sector with the greatest reduction in number of companies (243 companies), behind the activities of **Trade and repair of vehicles** (723 companies) and **Agriculture, livestock and fishing** (639 companies). This was a 1.4% reduction in the number of companies. Next come **Hotel and catering** and **Technical consultancy and activities**, which includes **Architecture** services.

On the contrary, activities of **Construction, Other services, Real-estate activities** and **Health activities** showed greater growth with regard to the number of companies. The increase of 60 companies within **Recreational and cultural activities** stands out. This is basically due to the activities of **Artistic and literary creation**, which grew by 51 companies, and which is also included in the **Area of visual arts**.

TABLE 5.1 **EVOLUTION OF THE NUMBER OF COMPANIES IN THE A38 BRANCHES OF ACTIVITY COMPARED WITH THE CCI SECTOR (PERIOD 01.01.2020 TO 01.01.2021)**

A38 Sector Code	A38 branch of activity description	No. companies (01.01.2020)	No. companies (01.01.2021)	Var. No. companies 2021 vs. 2020	Var. No. companies 2021 vs. 2020 (%)
GG	Trade; repair of vehicles	31.436	30.713	-723	-2,3
AA	Agriculture, livestock and fishing	6.151	5.512	-639	-10,4
CCI	**Cultural and creative industries**	**16.886**	**16.643**	**-243**	**-1,4**
II	Hospitality industry	12.600	12.386	-214	-1,7
MA	Consultancy and technical activities	16.022	15.886	-136	-0,8
NN	Auxiliary services	5.366	5.261	-105	-2,0
CH	Metallurgy and metal products	3.109	3.049	-60	-1,9
MC	Other professional activities	4.912	4.854	-58	-1,2
PP	Education	5.205	5.151	-54	-1,0
CM	Furniture and other manufacturing	2.002	1.976	-26	-1,3
CB	Textiles, tailoring, leather and footwear	558	537	-21	-3,8
CG	Rubber, plastics and other non-metallics	634	615	-19	-3,0
MB	Research and development	390	377	-13	-3,3
CK	Machinery and equipment	556	544	-12	-2,2
CA	Food, drink and tobacco ind.	1.350	1.338	-12	-0,9
CC	Wood, paper and graphic arts	1.274	1.264	-10	-0,8
KK	Financial and insurance activities	2.844	2.835	-9	-0,3
QB	Social services activities	900	892	-8	-0,9

A38 Sector Code	A38 branch of activity description	No. companies (01.01.2020)	No. companies (01.01.2021)	Var. No. companies 2021 vs. 2020	Var. No. companies 2021 vs. 2020 (%)
CE	Chemical industry	177	172	-5	-2,8
CJ	Electrical material and equipment	215	210	-5	-2,3
EE	Water supply and sanitation	253	248	-5	-2,0
JA	Publishing, image, radio and television	1.088	1.084	-4	-0,4
OO	Public administration and defence; SS	438	435	-3	-0,7
DD	Electrical energy, gas and steam	131	129	-2	-1,5
CI	Information technology and electronic products	162	160	-2	-1,2
CL	Transport materials	167	165	-2	-1,2
BB	Extractive industries	39	38	-1	-2,6
CD	Coke ovens and oil refineries	1	1	-	0,0
CF	Manufacture of pharmaceutical products	29	31	2	6,9
TT	Household activities	9	12	3	33,3
JB	Telecommunications	268	274	6	2,2
HH	Transport and storage	10.109	10.153	44	0,4
JC	Information technology	1.978	2.027	49	2,5
RR	Recreational and cultural activ.	3.751	3.811	60	1,6
QA	Health activities	8.375	8.467	92	1,1
LL	Real-estate activities	2.824	2.959	135	4,8
SS	Other services	9.052	9.219	167	1,8
FF	Construction	19.596	19.769	173	0,9

Source: Own elaboration based on DIRAE data

The evolution of companies by branches of activity, ordered according to the percentage of reduction in the number of companies taking place during the period 2020-2021, is listed in Table 5.2. In accordance with the data obtained from DIRAE, the CCI are situated as the fifteenth branch of activity with the largest percentage of reduction of the number of companies in the Basque economy.

The branches of activity presenting a greater percentage reduction of their number of companies are, in order, **Agriculture, livestock and fishing**, **Textiles, tailoring, leather and footwear**, **Research and development** and **Rubber, plastics and other non-metallics**.

TABLE 5.2 EVOLUTION OF THE PERCENTAGE OF REDUCTION OF COMPANIES IN THE A38 BRANCHES OF ACTIVITY COMPARED WITH THE CCI SECTOR (PERIOD 01.01.2020 TO 01.01-2021)

A38 Sector Code	A38 branch of activity description	No. companies (01.01.2020)	No. companies (01.01.2021)	Var. No. companies 2021 vs. 2020	Var. No. companies 2021 vs. 2020 (%)
AA	Agriculture, livestock and fishing	6.151	5.512	-639	-10,4
CB	Textiles, tailoring, leather and footwear	558	537	-21	-3,8
MB	Research and development	390	377	-13	-3,3
CG	Rubber, plastics and other non-metallics	634	615	-19	-3,0
CE	Chemical industry	177	172	-5	-2,8
BB	Extractive industries	39	38	-1	-2,6
CJ	Electrical material and equipment	215	210	-5	-2,3
GG	Trade; repair of vehicles	31.436	30.713	-723	-2,3
CK	Machinery and equipment	556	544	-12	-2,2
EE	Water supply and sanitation	253	248	-5	-2,0
NN	Auxiliary services	5.366	5.261	-105	-2,0
CH	Metallurgy and metal products	3.109	3.049	-60	-1,9
II	Hospitality industry	12.600	12.386	-214	-1,7
DD	Electrical energy, gas and steam	131	129	-2	-1,5
CCI	**Cultural and creative industries**	**16.886**	**16.643**	**-243**	**-1,4**
CM	Furniture and other manufacturing	2.002	1.976	-26	-1,3
CI	Information technology and electronic products	162	160	-2	-1,2
CL	Transport materials	167	165	-2	-1,2
MC	Other professional activities	4.912	4.854	-58	-1,2
PP	Education	5.205	5.151	-54	-1,0
CA	Food, drink and tobacco ind.	1.350	1.338	-12	-0,9
QB	Social services activities	900	892	-8	-0,9
MA	Consultancy and technical activities	16.022	15.886	-136	-0,8
CC	Wood, paper and graphic arts	1.274	1.264	-10	-0,8
OO	Public administration and defence; SS	438	435	-3	-0,7
JA	Publishing, image, radio and television	1.088	1.084	-4	-0,4
KK	Financial and insurance activities	2.844	2.835	-9	-0,3
CD	Coke ovens and oil refineries	1	1	-	0,0
HH	Transport and storage	10.109	10.153	44	0,4
FF	Construction	19.596	19.769	173	0,9

A38 Sector Code	A38 branch of activity description	No. companies (01.01.2020)	No. companies (01.01.2021)	Var. No. companies 2021 vs. 2020	Var. No. companies 2021 vs. 2020 (%)
QA	Health activities	8.375	8.467	92	1,1
RR	Recreational and cultural activ.	3.751	3.811	60	1,6
SS	Other services	9.052	9.219	167	1,8
JB	Telecommunications	268	274	6	2,2
JC	Information technology	1.978	2.027	49	2,5
LL	Real-estate activities	2.824	2.959	135	4,8
CF	Manufacture of pharmaceutical products	29	31	2	6,9
TT	Household activities	9	12	3	33,3

Source: Own preparation based on DIRAE data

On the contrary, the branches of activity with the greatest percentage growth in number of companies are **Household activities** (albeit with a reduced number of companies), **Manufacture of pharmaceutical products**, **Real-estate activities**, **information technology** and **Telecommunications**.

The evolution shown in this section of CCI companies is coherent with the conclusion obtained in the *COVID-19 and the business demographic of the CCI* section, because the reduction suffered was slightly higher than average for the Basque economy.

6 CCI IN THE HISTORICAL TERRITORIES

This section presents the analysis and data regarding the evolution of the distribution of companies for each CCI sector according to the location of the headquarters in the Historical Territories (HT). As shown in Table 6.1, the number of CCI companies suffered a reduction in the three HT during the period under analysis.

Although said retraction was relatively similar for the three HT, it is worth highlighting that **Bizkaia**'s reduction was the largest, specifically 1.99% (170 companies). The fall of companies in Bizkaia took place, particularly, in the **creative** activities (2.85%) such as **Architecture** (3.08%), **Language industries** (3.92%), **Fashion manufacture** (3.29%) and **Advertising** (1.85%). Within **cultural** activities, the sectors showing the biggest impact were **Books and the Press** (2.84%), **Heritage, Museums, Archives and Libraries** (2.47%) and **Performing arts** (1.04%).

During 2020, **Gipuzkoa** suffered a drop in CCI companies of 0.84% (51 companies), mainly arising from the drop in **creative** activities (1.25%). The worst affected **creative** sectors were **Fashion manufacturing** (3.29%) and **Language industries** (1.19%) In the case of **cultural** activities, the effect is especially marked in activities related to **Books and the Press** (2.84%). However, the increase in activities related to **visual arts** (1.99%), **Audiovisual and Multimedia** (3.26%) and **Advertising** (3.66%) softened the retraction.

Finally, in **Araba**, there was a reduction of 0.88% (18 companies) and although the fall did not have an equal impact on cultural (0.67%) and creative (1.04%) activities, the difference was not very significant. In this territory, the increase in activities related to the **Audiovisual and multimedia** (6.21%), **Music** (4.76%) and **Advertising** (5.56%) sectors stands out. However, the decline in activities related to **Performing arts** (2.73%), **Books and the Press** (4.31%), **Heritage, Museums, Archives and Libraries** (4.41%), **Language industries** (3.49%) and **Fashion manufacturing** (3.92%) brought the total down.

TABLE 6.1 EVOLUTION OF CCI COMPANIES BY HT

	No. companies 01.01.2020				No. companies 01.01.2021				Var. No. companies 2021 vs. 2020 (%)		
	Araba	Bizkaia	Gipuzkoa	Rest of Spain	Araba	Bizkaia	Gipuzkoa	Rest of Spain	Araba (%)	Bizkaia (%)	Gipuzkoa (%)
1. CULTURAL	**901**	**3.574**	**2.561**	**113**	**895**	**3.546**	**2.554**	**114**	**-0,67**	**-0,78**	**-0,27**
PERFORMING ARTS	**183**	**671**	**547**	**13**	**178**	**664**	**541**	**15**	**-2,73**	**-1,04**	**-1,10**
1.- INHERENT	103	380	347	3	98	391	356	3	-4,85	2,89	2,59
2.- AUXILIARY	80	291	200	10	80	273	185	12	0,00	-6,19	-7,50
VISUAL ARTS	**196**	**769**	**452**	**4**	**193**	**767**	**461**	**5**	**-1,53**	**-0,26**	**1,99**
1.- INHERENT	196	769	452	4	193	767	461	5	-1,53	-0,26	1,99
AUDIOVISUAL AND MULTIMEDIA	**161**	**789**	**521**	**42**	**171**	**791**	**538**	**40**	**6,21**	**0,25**	**3,26**
1.- INHERENT	73	329	221	18	68	326	229	16	-6,85	-0,91	3,62
2.- AUXILIARY	88	460	300	24	103	465	309	24	17,05	1,09	3,00
BOOKS AND THE PRESS	209	880	643	39	200	855	617	42	-4,31	-2,84	-4,04
1.- INHERENT	115	495	372	28	109	480	350	30	-5,22	-3,03	-5,91
2.- AUXILIARY	94	385	271	11	91	375	267	12	-3,19	-2,60	-1,48
MUSIC	**84**	**303**	**200**	**5**	**88**	**311**	**199**	**5**	**4,76**	**2,64**	**-0,50**
1.- INHERENT	74	288	181	3	78	296	179	3	5,41	2,78	-1,10
2.- AUXILIARY	10	15	19	2	10	15	20	2	0,00	0,00	5,26
HERITAGE, MUSEUMS, ARCHIVES AND LIBRARIES	**68**	**162**	**198**	**10**	**65**	**158**	**198**	**7**	**-4,41**	**-2,47**	**0,00**
1.- INHERENT	10	36	67	5	13	35	69	4	30,00	-2,78	2,99
2.- AUXILIARY	58	126	131	5	52	123	129	3	-10,34	-2,38	-1,53
2. CREATIVE	**1.150**	**4.979**	**3.508**	**100**	**1.138**	**4.837**	**3.464**	**93**	**-1,04**	**-2,85**	**-1,25**
ARCHITECTURE	**418**	**1.524**	**1.161**	**10**	**415**	**1.477**	**1.126**	**10**	**-0,72**	**-3,08**	**-3,01**

	No. companies 01.01.2020				No. companies 01.01.2021				Var. No. companies 2021 vs. 2020 (%)		
	Araba	Bizkaia	Gipuzkoa	Rest of Spain	Araba	Bizkaia	Gipuzkoa	Rest of Spain	Araba (%)	Bizkaia (%)	Gipuzkoa (%)
1.- INHERENT	418	1.524	1.161	10	415	1.477	1.126	10	-0,72	-3,08	-3,01
DESIGN	**79**	**433**	**274**	**4**	**80**	**441**	**276**	**4**	**1,27**	**1,85**	**0,73**
1.- INHERENT	79	433	274	4	80	441	276	4	1,27	1,85	0,73
LANGUAGE INDUSTRIES	458	2.115	1.515	53	442	2.032	1.497	47	-3,49	-3,92	-1,19
1.- INHERENT	458	2.115	1.515	53	442	2.032	1.497	47	-3,49	-3,92	-1,19
FASHION MANUFACTURE	**51**	**304**	**174**	**8**	**49**	**294**	**167**	**8**	**-3,92**	**-3,29**	**-4,02**
1.- INHERENT	51	304	174	8	49	294	167	8	-3,92	-3,29	-4,02
ADVERTISING	**144**	**596**	**382**	**25**	**152**	**585**	**396**	**24**	**5,56**	**-1,85**	**3,66**
1.- INHERENT	143	568	371	25	149	556	387	23	4,20	-2,11	4,31
2.- AUXILIARY	1	28	11		3	29	9	1	200,00	3,57	-18,18
VIDEO GAMES		**7**	**2**			**8**	**2**			**14,29**	**0,00**
1.- INHERENT		7	2			8	2			14,29	0,00
Grand total	**2.051**	**8.553**	**6.069**	**213**	**2.033**	**8.383**	**6.018**	**207**	**-0,88**	**-1,99**	**-0,84**

Source: Own preparation based on DIRAE data

The distribution of CCI by HT as a percentage of the total of CCI companies in the CAE was stable. As Retegi et al. (2022b) shows, on 1 January 2020, Bizkaia represented 51.3% of companies with headquarters in the CAE, Gipuzkoa 36.4% and Araba 12.3%, and as shown in Table 6.2, on 1 January 2021, **Bizkaia** represented 51% of the total of companies with headquarters in the CAE, **Gipuzkoa** 36,6% and **Araba** 12.4%

TABLE 6.2 EVOLUTION OF THE DISTRIBUTION OF CCI BY HT AS A PERCENTAGE OF THE TOTAL OF CCI COMPANIES IN THE CAE

	No. companies/Total companies CCI CAE (01.01.2020)			No. companies/Total companies CCI CAE (01.01.2021)			Var. % 2021 vs. % 2020		
	Araba	Bizkaia	Gipuzkoa	Araba	Bizkaia	Gipuzkoa	Araba (%)	Bizkaia (%)	Gipuzkoa (%)
1. CULTURAL	**12,8**	**50,8**	**36,4**	**12,8**	**50,7**	**36,5**	**-0,1**	**-0,2**	**0,3**
PERFORMING ARTS	**13,1**	**47,9**	**39,0**	**12,9**	**48,0**	**39,1**	**-1,5**	**0,2**	**0,2**
1.- INHERENT	12,4	45,8	41,8	11,6	46,3	42,1	-6,5	1,1	0,8
2.- AUXILIARY	14,0	51,0	35,0	14,9	50,7	34,4	6,1	-0,4	-1,8
VISUAL ARTS	**13,8**	**54,3**	**31,9**	**13,6**	**54,0**	**32,4**	**-1,8**	**-0,5**	**1,7**
1.- INHERENT	13,8	54,3	31,9	13,6	54,0	32,4	-1,8	-0,5	1,7
AUDIOVISUAL AND MULTIMEDIA	**10,9**	**53,6**	**35,4**	**11,4**	**52,7**	**35,9**	**4,2**	**-1,7**	**1,3**
1.- INHERENT	11,7	52,8	35,5	10,9	52,3	36,8	-6,8	-0,9	3,6
2.- AUXILIARY	10,4	54,2	35,4	11,7	53,0	35,2	13,2	-2,3	-0,4
BOOKS AND THE PRESS	**12,1**	**50,8**	**37,1**	**12,0**	**51,1**	**36,9**	**-0,9**	**0,6**	**-0,6**
1.- INHERENT	11,7	50,4	37,9	11,6	51,1	37,3	-0,9	1,4	-1,6
2.- AUXILIARY	12,5	51,3	36,1	12,4	51,2	36,4	-0,9	-0,3	0,8
MUSIC	**14,3**	**51,6**	**34,1**	**14,7**	**52,0**	**33,3**	**2,8**	**0,8**	**-2,3**
1.- INHERENT	13,6	53,0	33,3	14,1	53,5	32,4	3,5	0,9	-2,9
2.- AUXILIARY	22,7	34,1	43,2	22,2	33,3	44,4	-2,2	-2,2	2,9
HERITAGE, MUSEUMS, ARCHIVES AND LIBRARIES	**15,9**	**37,9**	**46,3**	**15,4**	**37,5**	**47,0**	**-2,8**	**-0,8**	**1,7**
1.- INHERENT	8,8	31,9	59,3	11,1	29,9	59,0	25,6	-6,1	-0,5

	No. companies/Total companies CCI CAE (01.01.2020)			No. companies/Total companies CCI CAE (01.01.2021)			Var. % 2021 vs. % 2020		
	Araba	Bizkaia	Gipuzkoa	Araba	Bizkaia	Gipuzkoa	Araba (%)	Bizkaia (%)	Gipuzkoa (%)
2.- AUXILIARY	18,4	40,0	41,6	17,1	40,5	42,4	-7,1	1,2	2,0
2. CREATIVE	**11,9**	**51,7**	**36,4**	**12,1**	**51,2**	**36,7**	**1,0**	**-0,8**	**0,8**
ARCHITECTURE	**13,5**	**49,1**	**37,4**	**13,8**	**48,9**	**37,3**	**2,1**	**-0,4**	**-0,3**
1.- INHERENT	13,5	49,1	37,4	13,8	48,9	37,3	2,1	-0,4	-0,3
DESIGN	**10,1**	**55,1**	**34,9**	**10,0**	**55,3**	**34,6**	**-0,1**	**0,4**	**-0,7**
1.- INHERENT	10,1	55,1	34,9	10,0	55,3	34,6	-0,1	0,4	-0,7
LANGUAGE INDUSTRIES	**11,2**	**51,7**	**37,1**	**11,1**	**51,2**	**37,7**	**-0,7**	**-1,1**	**1,7**
1.- INHERENT	11,2	51,7	37,1	11,1	51,2	37,7	-0,7	-1,1	1,7
FASHION MANUFACTURE	**9,6**	**57,5**	**32,9**	**9,6**	**57,6**	**32,7**	**-0,3**	**0,3**	**-0,4**
1.- INHERENT	9,6	57,5	32,9	9,6	57,6	32,7	-0,3	0,3	-0,4
ADVERTISING	**12,8**	**53,1**	**34,0**	**13,4**	**51,6**	**35,0**	**4,5**	**-2,8**	**2,7**
1.- INHERENT	13,2	52,5	34,3	13,6	50,9	35,4	3,2	-3,0	3,4
2.- AUXILIARY	2,5	70,0	27,5	7,3	70,7	22,0	192,7	1,0	-20,2
VIDEO GAMES		**77,8**	**22,2**		**80,0**	**20,0**		**2,9**	**-10,0**
1.- INHERENT		77,8	22,2		80,0	20,0		2,9	-10,0
Grand total	**12,3**	**51,3**	**36,4**	**12,4**	**51,0**	**36,6**	**0,6**	**-0,6**	**0,6**

Source: Own preparation based on DIRAE data

Making an analysis by HT, **Araba** underwent growth of 0.6% over the total of CCI companies of the CAE with regard to 2020, due to the increase experienced in activities related to the **Audiovisual and multimedia**, **music**, **architecture** and **Advertising** sectors. Likewise, **Gipuzkoa** underwent growth of 0.6%, due to activities related to **visual arts**, **Audiovisual and multimedia**, **Heritage, Museums, Archives and Libraries**, **Language industries** and **Advertising** . However, **Bizkaia** experienced a fall of 0.6%, determined by the reduction in activities related to the **Audiovisual and multimedia**, **Heritage, Museums, Archives and Libraries** and **Advertising** sectors.

Like at the beginning of 2020, at the beginning of 2021, said distribution remained relatively stable across the different CCI areas, with the exception of **Heritage, Museums, Archives and Libraries**, where **Gipuzkoa** continued to concentrate a greater percentage of companies than **Araba** and **Bizkaia**, specifically 57% of the total, that is, 1.7% more than in 2020. In the case of activities related to **video games**, in 2021, Bizkaia continued to present a group of companies representing 80% of the total (although there are 7 companies in absolute terms), that is, 2.9% more than in 2020.

7 THE LEGAL STATUS OF THE CCI

With regard to the legal status of the entities making up the CCI sector in the CAE (Table 7.1), self-employed people (69.9%) is the most widely-used legal status in the CAE in the CCI sector, even after the COVID-19 pandemic. The pandemic has led to this status decreasing by 1.3% over CCI as a whole. On 1 January 2021, it was observed that, for **cultural** activities, and in the field of **Multimedia**, there had been an increase of 5% in the number of natural persons, affecting both inherent and auxiliary activities. Likewise, and in this case for the **Performing arts** sector, the legal status of self-employed persons showed an increase of 4% for inherent activities.

For the remaining legal statuses, in 2021 there was a decrease in public limited companies (4.1%), co-ownership (3.8%) and employee-owned companies (2.2%); in this scenario, the fall in cultural industry auxiliary activities cooperatives stands out (11.4%).

With regard to the impact of COVID-19 on the legal status of **creative** activities, the majority remain self-employed workers (73.8%) with a negative variation of 2.50%. In 2021, employee-owned companies accounted for 18.5% of the legal statuses used, resulting in a variation of 0.6% for the 2020-2021 period. Cooperatives show an increase of 6.5% in inherent activity for these industries.

TABLE 7.1 LEGAL STATUS OF CCI SECTOR COMPANIES IN THE CAE AND AVERAGE SIZE

	Public Limited Company			Cooperative			Limited Company			Self-employed persons		
	2020	2021	Δ %	2020	2021	Δ %	2020	2021	Δ %	2020	2021	Δ %
1. CULTURAL	**147**	**141**	**-4,10**	**155**	**152**	**-1,90**	**1.745**	**1.707**	**-2,20**	**4.303**	**4.332**	**0,70**
1.- INHERENT	77	76	-1,30	85	90	5,90	835	796	-4,70	3.042	3.083	1,30
2.- AUXILIARY	70	65	-7,10	70	62	-11,40	910	911	0,10	1.261	1.249	-1,00
PERFORMING ARTS	**18**	**15**	**-16,70**	**24**	**26**	**8,30**	**332**	**330**	**-0,60**	**835**	**839**	**0,50**
1.- INHERENT	8	8	0,00	11	13	18,20	160	157	-1,90	551	575	4,40
2.- AUXILIARY	10	7	-30,00	13	13	0,00	172	173	0,60	284	264	-7,00
VISUAL ARTS	**4**	**4**	**0,00**	**8**	**9**	**12,50**	**67**	**59**	**-11,90**	**1.285**	**1.305**	**1,60**
1.- INHERENT	4	4	0,00	8	9	12,50	67	59	-11,90	1.285	1.305	1,60
AUDIOVISUAL AND MULTIMEDIA	**46**	**44**	**-4,30**	**40**	**34**	**-15,00**	**602**	**597**	**-0,80**	**729**	**769**	**5,50**
1.- INHERENT	29	27	-6,90	24	23	-4,20	260	250	-3,80	266	279	4,90
2.- AUXILIARY	17	17	0,00	16	11	-31,30	342	347	1,50	463	490	5,80
BOOKS AND THE PRESS	**66**	**66**	**0,00**	**40**	**38**	**-5,00**	**531**	**517**	**-2,60**	**953**	**913**	**-4,20**
1.- INHERENT	32	33	3,10	19	19	0,00	221	208	-5,90	618	592	-4,20
2.- AUXILIARY	34	33	-2,90	21	19	-9,50	310	309	-0,30	335	321	-4,20
MUSIC	**4**	**3**	**-25,00**	**17**	**21**	**23,50**	**108**	**107**	**-0,90**	**343**	**352**	**2,60**
1.- INHERENT	2	2	0,00	16	19	18,80	101	99	-2,00	307	316	2,90
2.- AUXILIARY	2	1	-50,00	1	2	100,00	7	8	14,30	36	36	0,00
HERITAGE, MUSEUMS, ARCHIVES AND LIBRARIES	**9**	**9**	**0,00**	**26**	**24**	**-7,70**	**105**	**97**	**-7,60**	**158**	**154**	**-2,50**
1.- INHERENT	2	2	0,00	7	7	0,00	26	23	-11,50	15	16	6,70
2.- AUXILIARY	7	7	0,00	19	17	-10,50	79	74	-6,30	143	138	-3,50
2. CREATIVE	**73**	**65**	**-11,00**	**138**	**147**	**6,50**	**1.778**	**1.767**	**-0,60**	**7.209**	**7.032**	**-2,50**
1.- INHERENT	71	64	-9,90	138	147	6,50	1.754	1.739	-0,90	7.195	7.019	-2,40
2.- AUXILIARY	2	1	-50,00	0	0	0,00	24	28	16,70	14	13	-7,10
ARCHITECTURE	**8**	**8**	**0,00**	**31**	**33**	**6,50**	**490**	**493**	**0,60**	**2.476**	**2.388**	**-3,60**
1.- INHERENT	8	8	0,00	31	33	6,50	490	493	0,60	2.476	2.388	-3,60
DESIGN	**0**	**0**	**0,00**	**14**	**14**	**0,00**	**125**	**124**	**-0,80**	**620**	**637**	**2,70**
1.- INHERENT	0	0	0,00	14	14	0,00	125	124	-0,80	620	637	2,70
LANGUAGE INDUSTRIES	**19**	**18**	**-5,30**	**56**	**57**	**1,80**	**579**	**574**	**-0,90**	**3.159**	**3.051**	**-3,40**
1.- INHERENT	19	18	-5,30	56	57	1,80	579	574	-0,90	3.159	3.051	-3,40
FASHION MANUFACTURE	**16**	**14**	**-12,50**	**8**	**11**	**37,50**	**101**	**94**	**-6,90**	**380**	**370**	**-2,60**
1.- INHERENT	16	14	-12,50	8	11	37,50	101	94	-6,90	380	370	-2,60
ADVERTISING	**30**	**25**	**-16,70**	**28**	**31**	**10,70**	**477**	**475**	**-0,40**	**572**	**584**	**2,10**
1.- INHERENT	28	24	-14,30	28	31	10,70	453	447	-1,30	558	571	2,30
2.- AUXILIARY	2	1	-50,00	0	0	0,00	24	28	16,70	14	13	-7,10
VIDEO GAMES	**0**	**0**	**0,00**	**1**	**1**	**0,00**	**6**	**7**	**16,70**	**2**	**2**	**0,00**
1.- INHERENT	0	0	0,00	1	1	0,00	6	7	16,70	2	2	0,00
Grand total	**220**	**206**	**-6,40**	**293**	**299**	**2,00**	**3.523**	**3.474**	**-1,40**	**11.512**	**11.364**	**-1,30**

Community property			Local corporation			Other company			Aut. Religious Org.			Total 2020	Total 2021	Total Δ %	Average company size 2021
2020	2021	Δ %	2020	2021	Δ %	2020	2021	Δ %	2020	2021	Δ %				
213	**205**	**-3,80**	**16**	**14**	**-12,50**	**547**	**536**	**-2,00**	**22**	**22**	**0,00**	**7.148**	**7.109**	**-0,50**	**2,85**
137	131	-4,40	16	14	-12,50	356	350	-1,70	20	19	-5,00	4.568	4.559	-0,20	2,63
76	74	-2,60	0	0	0,00	191	186	-2,60	2	3	50,00	2.580	2.550	-1,20	3,23
30	**30**	**0,00**	**0**	**0**	**0,00**	**175**	**157**	**-10,30**	**0**	**1**	**0,00**	**1.414**	**1.398**	**-1,10**	**2,73**
16	16	0,00	0	0	0,00	87	79	-9,20	0	0	0,00	833	848	1,80	2,14
14	14	0,00	0	0	0,00	88	78	-11,40	0	1	0,00	581	550	-5,30	3,65
29	**25**	**-13,80**	**0**	**0**	**0,00**	**27**	**24**	**-11,10**	**0**	**0**	**0,00**	**1.420**	**1.426**	**0,40**	**1,22**
29	25	-13,80	0	0	0,00	27	24	-11,10	0	0	0,00	1.420	1.426	0,40	1,22
30	**26**	**-13,30**	**0**	**0**	**0,00**	**65**	**69**	**6,20**	**1**	**1**	**0,00**	**1.513**	**1.540**	**1,80**	**3,99**
12	11	-8,30	0	0	0,00	49	48	-2,00	1	1	0,00	641	639	-0,30	5,03
18	15	-16,70	0	0	0,00	16	21	31,30	0	0	0,00	872	901	3,30	3,25
107	**105**	**-1,90**	**0**	**0**	**0,00**	**65**	**66**	**1,50**	**9**	**9**	**0,00**	**1.771**	**1.714**	**-3,20**	**3,35**
63	60	-4,80	0	0	0,00	49	49	0,00	8	8	0,00	1.010	969	-4,10	3,05
44	45	2,30	0	0	0,00	16	17	6,30	1	1	0,00	761	745	-2,10	3,74
17	**18**	**5,90**	**14**	**12**	**-14,30**	**84**	**86**	**2,40**	**5**	**4**	**-20,00**	**592**	**603**	**1,90**	**2,59**
17	18	5,90	14	12	-14,30	84	86	2,40	5	4	-20,00	546	556	1,80	2,69
0	0	0,00	0	0	0,00	0	0	0,00	0	0	0,00	46	47	2,20	1,3
0	**1**	**0,00**	**2**	**2**	**0,00**	**131**	**134**	**2,30**	**7**	**7**	**0,00**	**438**	**428**	**-2,30**	**2,91**
0	1	0,00	2	2	0,00	60	64	6,70	6	6	0,00	118	121	2,50	6,52
0	0	0,00	0	0	0,00	71	70	-1,40	1	1	0,00	320	307	-4,10	1,49
238	**218**	**-8,40**	**10**	**10**	**0,00**	**283**	**285**	**0,70**	**7**	**7**	**0,00**	**9.736**	**9.531**	**-2,10**	**1,38**
238	218	-8,40	10	10	0,00	283	285	0,70	7	7	0,00	9.696	9.489	-2,10	1,37
0	0	0,00	0	0	0,00	0	0	0,00	0	0	0,00	40	42	5,00	3,69
49	**50**	**2,00**	**0**	**0**	**0,00**	**57**	**55**	**-3,50**	**1**	**1**	**0,00**	**3.112**	**3.028**	**-2,70**	**1,32**
49	50	2,00	0	0	0,00	57	55	-3,50	1	1	0,00	3.112	3.028	-2,70	1,32
21	**17**	**-19,00**	**0**	**0**	**0,00**	**10**	**9**	**-10,00**	**0**	**0**	**0,00**	**790**	**801**	**1,40**	**1,46**
21	17	-19,00	0	0	0,00	10	9	-10,00	0	0	0,00	790	801	1,40	1,46
126	**117**	**-7,10**	**10**	**10**	**0,00**	**186**	**184**	**-1,10**	**6**	**6**	**0,00**	**4.141**	**4.017**	**-3,00**	**0,81**
126	117	-7,10	10	10	0,00	186	184	-1,10	6	6	0,00	4.141	4.017	-3,00	0,81
28	**23**	**-17,90**	**0**	**0**	**0,00**	**4**	**6**	**50,00**	**0**	**0**	**0,00**	**537**	**518**	**-3,50**	**2,45**
28	23	-17,90	0	0	0,00	4	6	50,00	0	0	0,00	537	518	-3,50	2,45
14	**11**	**-21,40**	**0**	**0**	**0,00**	**26**	**31**	**19,20**	**0**	**0**	**0,00**	**1.147**	**1.157**	**0,90**	**3**
14	11	-21,40	0	0	0,00	26	31	19,20	0	0	0,00	1.107	1.115	0,70	2,97
0	0	0,00	0	0	0,00	0	0	0,00	0	0	0,00	40	42	5,00	3,69
0	**0**	**0,00**	**0**	**0**	**0,00**	**0**	**0**	**0,00**	**0**	**0**	**0,00**	**9**	**10**	**11,10**	**2,5**
0	0	0,00	0	0	0,00	0	0	0,00	0	0	0,00	9	10	11,10	2,5
451	**423**	**-6,20**	**26**	**24**	**-7,70**	**830**	**821**	**-1,10**	**29**	**29**	**0,00**	**16.884**	**16.640**	**-1,40**	**2,01**

Source: Own preparation based on DIRAE data

The average size of **cultural and creative** activity companies was 2.01 persons, from 1 January 2021. For cultural sector companies, the average size was 2.85 persons, and for the creative sector it was lower: 1.38 persons. Among the Cultural Industries are companies in the **Audiovisual** sector - inherent activity stand out, with an average size of 5.03 persons, and the **Heritage, Museums, Archives and Libraries** sector - inherent activities, with an average size of 6.52 persons. On the other hand, the audiovisual sector is made up of smaller companies, with an average size of 1.22 persons.

For the creative industries, companies in the **Advertising** sector - auxiliary activities have a size of 3.69 persons, compared to the average size of 0.81 persons in the **Language industries** - inherent activities sector

8 TURNOVER OF CULTURAL AND CREATIVE ACTIVITIES

Although they are partial data because they do not include information about small businesses, the invoicing data of **cultural and creative** activities show a fall in turnover of almost 22% for the **cultural sector** and 25% for the **creative sector**.

To discover the turnover for cultural and creative activities, data has been sourced from SABI, which gathers financial information from Spanish and Portuguese companies. The data presented below are for guidance only, because they do not contain information for natural persons.

Thus, Table 8.1 presents the variation in turnover in the early stages in the period prior to the crisis. 2018-2019. In the period prior to the COVID-19 crisis, companies in the CCI sector showed a slight increase in turnover (4%), in both the **cultural and creative** sectors.

TABLE 8.1 CCI TURNOVER IN THE CAE

	2018	2019	2020	Var.% Turnover (18-19) (%)	Var.% Turnover (19-20) (%)
CULTURAL	1.316.067.383	1.371.954.061	1.063.547.382	4,2	-22,0
CREATIVE	723.266.355	749.828.127	563.818.019	3,7	-25,0

Source: Own preparation based on SABI data

However, for the 2019-2020 period, and marked in the latter year by the COVID-19 confinement period and de-escalation, during which neither the cultural or creative sectors could carry out their activities normally, a fall in turnover of 22% for the cultural sector and 25% for the creative sector was observed.

9 EMPLOYMENT IN THE VALUE CHAINS OF THE CCI

In this section, a comparative analysis is made of the evolution of employment by value chains of the Cultural and Creative Industries between 1 January 2020 and 1 January 2021 according to data obtained from EUSTAT. Table 9.1 shows that the employment total in the CCI fell by 563 jobs, that is, 1.66%.

Cultural activities show a drop of 309 jobs, that is, 1.5% compared to 1 January 2020. Said fall is mainly derived from employment in **Performing arts**, which lost 258 jobs (6.33%). In this case, the behaviour of inherent and auxiliary activities was very unequal, with inherent activities showing a reduction of 26 jobs, compared with the loss of 232 jobs (10.37%) in auxiliary activities. This decline in employment in auxiliary activities is in line with the drop suffered in companies with these same activities.

The **Books and the Press** sector also shows a disparity with regard to the loss of employment between inherent and auxiliary activities. There were 118 job losses in inherent activities as opposed to 6 jobs in auxiliary activities, which means a total of 112 job losses (1.91%) in the sector as a whole. On the other hand, sectors such as **music** (40 jobs), **visual arts** (39 jobs) and **Heritage, Museums, Archives and Libraries** (34 jobs) show a drop in the number of jobs.

On the contrary, the increase experienced by the **Audiovisual and media** sector stands out, with an increase of 174 jobs (2.91%), mainly located in auxiliary activities (166 jobs, that is, a 6.01% increase).

TABLE 9.1 EVOLUTION OF CCI EMPLOYMENT IN THE CAE (1 JANUARY 2020 - 1 JANUARY 2021)

	No. jobs (01.01.2020)	No. jobs (01.01.2021)	Var. No. jobs 2021 vs. 2020 (%)	Var. No. jobs 2021 vs. 2020 (%)	No. jobs/Total jobs CAE (01.01.2020) (%)	No. jobs/Total jobs CAE (01.01.2021) (%)	Var. No. jobs/Total jobs CAE 2021 vs. 2020 (p.p.)
1. CULTURAL	**20.552**	**20.243**	**-309**	**-1,50**	**2,23**	**2,23**	**0,00**
PERFORMING ARTS	**4.077**	**3.819**	**-258**	**-6,33**	**0,44**	**0,42**	**-0,02**
1.- INHERENT	1.840	1.814	-26	-1,41	0,20	0,20	0,00
2.- AUXILIARY	2.237	2.005	-232	-10,37	0,24	0,22	-0,02
VISUAL ARTS	1.772	1.733	-39	-2,20	0,19	0,19	0,00
1.- INHERENT	1.772	1.733	-39	-2,20	0,19	0,19	0,00
AUDIOVISUAL AND MULTIMEDIA	**5.972**	**6.146**	**174**	**2,91**	**0,65**	**0,68**	**0,03**
1.- INHERENT	3.208	3.216	8	0,25	0,35	0,35	0,00
2.- AUXILIARY	2.764	2.930	166	6,01	0,30	0,32	0,02
BOOKS AND THE PRESS	**5.853**	**5.741**	**-112**	**-1,91**	**0,64**	**0,63**	**-0,01**
1.- INHERENT	3.069	2.951	-118	-3,84	0,33	0,32	-0,01
2.- AUXILIARY	2.784	2.790	6	0,22	0,30	0,31	-0,01
MUSIC	**1.599**	**1.559**	**-40**	**-2,50**	**0,17**	**0,17**	**0,00**
1.- INHERENT	1.522	1.498	-24	-1,58	0,17	0,16	-0,01
2.- AUXILIARY	77	61	-16	-20,78	0,01	0,01	0,00
HERITAGE, MUSEUMS, ARCHIVES AND LIBRARIES	**1.279**	**1.245**	**-34**	**-2,66**	**0,14**	**0,14**	**0,00**
1.- INHERENT	792	789	-3	-0,38	0,09	0,09	0,00
2.- AUXILIARY	487	456	-31	-6,37	0,05	0,05	0,00
2. CREATIVE	**13.430**	**13.176**	**-254**	**-1,89**	**1,46**	**1,45**	**-0,01**

	No. jobs (01.01.2020)	No. jobs (01.01.2021)	Var. No. jobs 2021 vs. 2020 (%)	Var. No. jobs 2021 vs. 2020 (%)	No. jobs/Total jobs CAE (01.01.2020) (%)	No. jobs/Total jobs CAE (01.01.2021) (%)	Var. No. jobs/Total jobs CAE 2021 vs. 2020 (p.p.)
ARCHITECTURE	**4.002**	**3.990**	**-12**	**-0,30**	**0,43**	**0,44**	**-0,01**
1.- INHERENT	4.002	3.990	-12	-0,30	0,43	0,44	-0,01
DESIGN	**1.165**	**1.173**	**8**	**0,69**	**0,13**	**0,13**	**0,00**
1.- INHERENT	1.165	1.173	8	0,69	0,13	0,13	0,00
LANGUAGE INDUSTRIES	**3.354**	**3.249**	**-105**	**-3,13**	**0,36**	**0,36**	**0,00**
1.- INHERENT	3.354	3.249	-105	-3,13	0,36	0,36	0,00
FASHION MANUFACTURE	**1.301**	**1.269**	**-32**	**-2,46**	**0,14**	**0,14**	**0,00**
1.- INHERENT	1.301	1.269	-32	-2,46	0,14	0,14	0,00
ADVERTISING	**3.581**	**3.470**	**-111**	**-3,10**	**0,39**	**0,38**	**-0,01**
1.- INHERENT	3.385	3.315	-70	-2,07	0,37	0,36	-0,01
2.- AUXILIARY	196	155	-41	-20,92	0,02	0,02	0,00
VIDEO GAMES	**27**	**25**	**-2**	**-7,41**	**0,00**	**0,00**	**0,00**
1.- INHERENT	27	25	-2	-7,41	0,00	0,00	0,00
Grand total	**33.982**	**33.419**	**-563**	**-1,66**	**3,69**	**3,67**	**-0,02**

Source: Own preparation from DIRAE data

Although in absolute terms **creative** activities show a smaller loss of employment than **cultural** activities (254 jobs) in percentage terms, the fall is greater (1.89%), mainly caused by the fall in employment in **Advertising** (111 jobs) and **Language industries** (105 jobs).

If we observe the percentage weight represented by employment in the value chains associated with CCI companies compared to the whole of companies in the Basque economy, it is recorded that it fell very slightly from 3.69% to 3.67%, representing a fall of 0.02 percentage points.

10 EVOLUTION OF THE BRANCHES OF ACTIVITY WITH CCI IN THE COVID-19 PERIOD

This section presents the analysis of the evolution of employment in the A38 branches of activity of the *Clasificación Nacional de Actividades Económicas* (CNAE) [Standard Industrial Classification (SIC)] in which CCI are present during 2020, the period when the COVID-19 pandemic had the greatest effect on the economy.

For each branch of activity, Table 10.1 presents employment for CCI activities on 31 December 2020, variation with regard to the start of the same year and percentage of variation experienced during the year.

TABLE 10.1 EVALUATION OF THE CCI BRANCHES OF ACTIVITY (1 JANUARY 2020 - 31 DECEMBER 2020)

	Manufac-turing	Commer-cial	Publishing, audio-visuals, radio and television and information technology	Professional, scientific and technical activities	Education	Recreational and cultural activities	TOTAL
Employment on 31.12.2020	3.974	1.281	8.260	11.143	3.577	5.184	33.419
Variation in employment vs. 01.01.2020	- 45	- 60	99	- 285	- 103	- 169	- 563
Percentage of reduction	-1,12 %	-4,47 %	1,21 %	-2,50 %	-2,80 %	-3,16 %	-1,66 %

FSource: Own preparation from EUSTAT data

As can be seen, on 31 December 2020, CCI activities employed 33,419 persons, after having lost 563 jobs, which meant a reduction of 1.66% with regard to the same date the previous year.

From the perspective of branches of activity, CCI activities jobs are basically based in **Professional, scientific and technical activities** (11,143 jobs) and **publishing, audiovisuals, radio and television and information technology** (8,260 jobs); together representing 58% of total employment.

Recreational and cultural (5,184 jobs), **manufacturing** (3,974 jobs), **education** (3,577) and **commercial** (1,281 jobs) activities complete the total employment.

Existing employment in CCI companies on 31 December 2020 distributed according to the value chains and branch of activity they belong to, are presented in Table 10.2.

TABLE 10.2 CCI EMPLOYMENT (31 DECEMBER 2020)

	Manufac-turing	Commer-cial	Publishing, audio-visuals, radio and television and information technology	Professional, scientific and technical activities	Education	Recreational and cultural activities	TOTAL
1. CULTURAL	**2.705**	**1.281**	**8.080**	**1.677**	**1.316**	**5.184**	**20.243**
PERFORMING ARTS				402		3.417	3.819
VISUAL ARTS				755		978	1.733
AUDIOVISUAL AND MULTIMEDIA			6.106	40			6.146
BOOKS AND THE PRESS	2.644	1.255	1.818	24			5.741

	Manufac-turing	Commer-cial	Publishing, audio-visuals, radio and television and information technology	Professional, scientific and technical activities	Education	Recreational and cultural activities	TOTAL
MUSIC	61	26	156		1.316		1.559
HERIT., MUSEUMS, ARCHIVES AND LIB.				456		789	1.245
2. CREATIVE	**1.269**	**–**	**180**	**9.466**	**2.261**	**–**	**13.176**
ARCHITECTURE				3.990			3.990
DESIGN				1.173			1.173
LANGUAGE INDUSTRIES				988	2.261		3.249
FASHION MANUFACTURE	1.269						1.269
ADVERTISING			155	3.315			3.470
VIDEO GAMES			25				25
Grand total	**3.974**	**1.281**	**8.260**	**11.143**	**3.577**	**5.184**	**33.419**

Source: Own preparation from EUSTAT data

Cultural activities are concentrated in the branch of **Publishing, audiovisuals, radio, television and information technology** (8,080 jobs) and in **Recreational and cultural activities** (5,184 jobs) Employment in said branches of activity represents 66% of employment of cultural value chains.

Creative activities are fundamentally supported by **Professional, scientific and technical activities** (9,466 jobs) which make up 72% of employment of creative value chains.

Among the **Professional, scientific and technical activities** (11,143 jobs) **architecture, Advertising and Design** stand out, all of which are activities in the creative field. Among **Publishing, audiovisuals, radio and television and Information technology** activities (8,260 jobs) **Audiovisual and multimedia** makes up 73% of employment in its branch of activity.

The **Performing arts** value chain is the most representative in **Recreational and cultural activities**, bringing together 3,417 jobs in said branch of activity.

The industrial activity of **Books and the Press** and **Fashion manufacturing** make up almost the whole manufacturing branch of activity. **Education** activities comprise **music** training and **language industry** training. **Books and the Press** trade activity essentially represents the totality of commercial activities.

To continue with the analysis of CCI employment by branch of activity, Table 10.3 presents the data for the variation of employment at the beginning and end of 2020.

TABLE 10.3 VARIATION OF CCI EMPLOYMENT IN 2020

	Manufac-turing	Commer-cial	Publishing, audiovisuals, radio and television and information technology	Professional, scientific and technical activities	Education	Recreational and cultural activities	TOTAL
1. CULTURAL	**−13**	**−60**	**142**	**−172**	**−37**	**−169**	**−309**
PERFORMING ARTS				−33		−225	−258
VISUAL ARTS				−98		59	−39
AUDIOVISUAL AND MULTIMEDIA			187	−13			174
BOOKS AND THE PRESS	3	−64	−53	2			−112
MUSIC	−16	4	8		−37		−41
HERIT., MUSEUMS, ARCHIVES AND LIB.				−30		−3	−33
2. CREATIVE	**−32**		**−43**	**−113**	**−66**		**−254**
ARCHITECTURE				−12			−12
DESIGN				8			8
LANGUAGE INDUSTRIES				−39	−66		−105
FASHION MANUFACTURE	−32						−32
ADVERTISING			−41	−70			−111
VIDEO GAMES			−2				−2
Grand total	**−45**	**−60**	**99**	**−285**	**−103**	**−169**	**−563**

Source: Own preparation from EUSTAT data

CCI activities suffered a total drop of 563 jobs in 2020: 309 jobs in cultural activities and 254 jobs in creative activities.

From the perspective of branches of activity, **Professional, scientific and technical activities** (285 jobs) and **Recreational and cultural activities** (169 jobs) suffered the greatest reduction in employment. The total loss of employment is completed with the reduction in **education activities** (103 jobs), **commercial activities** (60 jobs) and **manufacturing activities** (45 jobs).

Only **Publishing, audiovisuals, radio and television and information technology** experienced employment growth (99 jobs) supported by the increase in the activities of the value chain of **Audiovisual and multimedia** and a slight growth in **Music**, that is, in their cultural activities.

Among cultural activities, the branches of activity that lost most jobs are **Professional, scientific and technical activities**. (172 jobs) and **Recreational and cultural activities** (169 jobs) As has been mentioned before, **cultural** activities related to the branch of activity **publishing, audiovisuals, radio and television and information technology** experienced a growth in jobs (142 jobs)

Among **creative** activities, employment was significantly reduced in the **Professional, scientific and technical activities** (113 jobs) and **education activities** (66 jobs) branches, followed by **Professional, scientific and technical activities** (43 jobs) and **manufacturing** (32 jobs) branches.

To conclude this section, Table 10.4 contains an analysis of the percentage drop in employment of CCI activities between the beginning and the end of 2020. As a whole, said activities show a drop in employment of 1.66% during 2020. There was a 1.50% drop in cultural activities and a 1.89% drop in creative activities.

TABLE 10.4 % VARIATION OF CCI EMPLOYMENT IN 2020

	Manufac-turing	Commer-cial	Publishing, audiovisuals, radio and television and information technology	Professional, scientific and technical activities	Education	Recreational and cultural activities	TOTAL 2021
1. CULTURAL	**-0,48**	**-4,47**	**1,79**	**-9,31**	**-2,71**	**-3,16**	**-1,50**
PERFORMING ARTS				-7,59		-6,18	-6,33
VISUAL ARTS				-11,49		6,42	-2,20
AUDIOVISUAL AND MULTIMEDIA			3,16	-24,53			2,91
BOOKS AND THE PRESS	0,11	-4,85	-2,83	9,09			-1,91
MUSIC	-20,78	18,18	5,41		-2,71		-2,54
HERIT., MUSEUMS, ARCHIVES AND LIB.				-6,22		-0,38	-2,60
2. CREATIVE	**-2,46**		**-19,28**	**-1,18**	**-2,85**		**-1,89**
ARCHITECTURE				-0,30			-0,30
DESIGN				0,69			0,69
LANGUAGE INDUSTRIES				-3,80	-2,85		-3,14
FASHION MANUFACTURE	-2,46						-2,46
ADVERTISING			-20,92	-2,07			-3,10
VIDEO GAMES			-7,41				-7,41
Grand total	**-1,12**	**-4,47**	**1,21**	**-2,50**	**-2,80**	**-3,16**	**-1,66**

Source: Own preparation from EUSTAT data

The **commercial activities** branch of activity was the most affected in its percentage of reduction with a loss of 4.47% of employment, which accounts for 60 jobs in absolute terms. **Music** trade grew by 18.18% (although there were only 4 additional jobs) and jobs dropped by 4.85% in trade in **Books and the Press**.

Then, employment in **Recreational and cultural activities** dropped by 3.16% although this contrasts with growth in employment in **Performing arts** (6.18%) and **visual arts** (6.42%). Employment in **Heritage, Museums, Archives and Libraries** dropped by 0.38%.

Education activities were reduced by 2.80%, with 2.71% in **music** and 2.85% in **Language industries**.

Professional, scientific and technical activities lost 2.50% of its jobs with highly differing behaviour in its value chains, from a growth of 9.09% in **Books and the Press** (2 jobs) to a reduction of 24.53% in **Audiovisual and multimedia** (13 jobs). **Design** activities showed a slight growth of 0.69%.

The **manufacturing** dimension of the CCI reduced employment by 1.12%, with a decrease of 20.78% in the area of **music** and a fall of 2.46% in the creative dimension of **Fashion manufacture**.

11 EVOLUTION OF SOCIAL SECURITY AFFILIATIONS

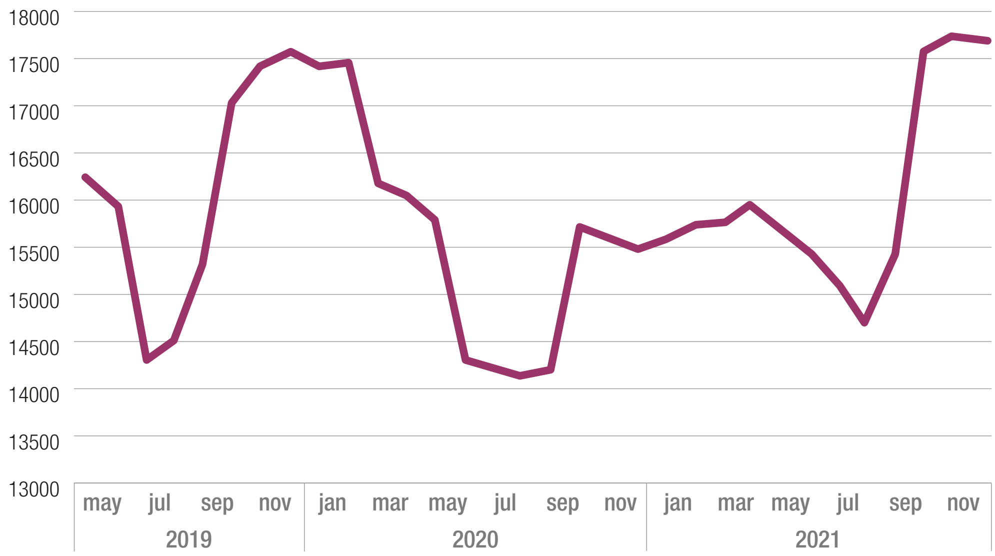
This section shows the evolution of Social Security affiliations in the Basque Country within the branch of activity **RR Recreational and cultural activities**. As described in section COVID-19 and CCI evolution compared with the remaining branches of activity, and in accordance with the defined perimeter, CCI are included in different branches of activity of the economy. Therefore, although the branch of activity RR Recreational and cultural activities can be considered one of the most representative of its sector, it does not include the totality of the CCI and includes some game of chance and gambling activities and sporting activities which are not considered CCI.

As can be seen in Graphic 11.1, during 2020, the branch of activity RR Recreational and cultural activities shows a fall in the number of affiliations (general scheme and special scheme for self-employed workers-RETA). The year began with 17,555 affiliated persons, but in August 2020, the lowest number of registered persons since May 2019 was reached: 14,156 affiliated persons. In addition, the average number of affiliated persons during 2020 was less than the average for the years 2019 and 2021, due to the negative effect of COVID-19 on the number of persons affiliated in said branch of activity.

However, as the graphic shows, affiliations have increased considerably since August 2021 and reached 17,667 affiliated persons in December, exceeding values prior to the pandemic.

Analysing the evolution of affiliations as a whole from May 2019 to December 2021, two trends can be observed: on the one hand, a clear fall in affiliations over the summer months (June - August) and, on the other hand, an increase in the last quarter of the year (September - December). This shows a clear seasonal effect that was also present in 2020.

GRAPHIC 11.1 **EVOLUTION OF SOCIAL SECURITY AFFILIATIONS IN THE BRANCH OF ACTIVITY RR RECREATIONAL AND CULTURAL ACTIVITIES**



Source: Own preparation from Social Security data

12 PROGRAMMING OF CULTURAL AND CREATIVE ACTIVITIES IN THE CAE

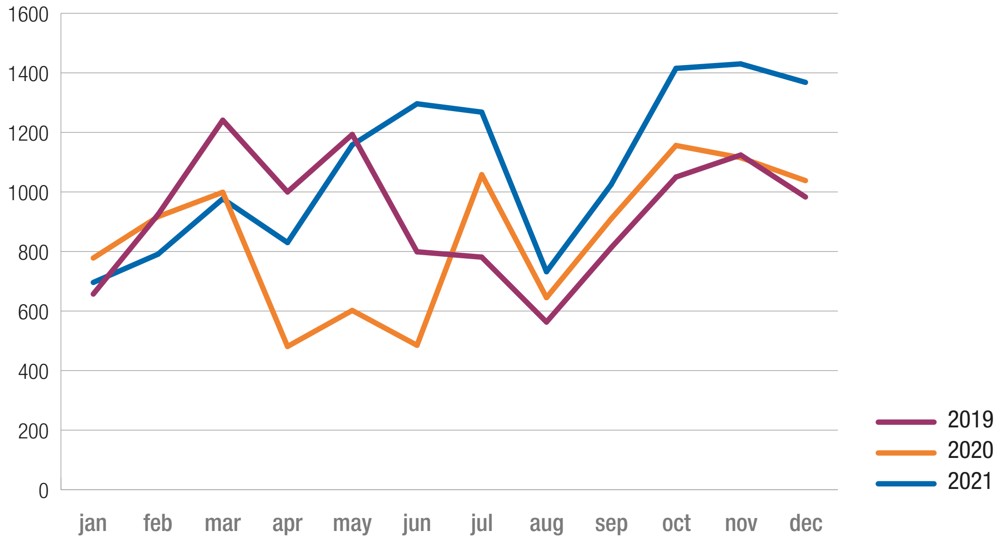
This section presents the results of the comparative analysis of cultural and creative activities programmed in the Basque Country from 2019 to 2021, which is of interest when it comes to studying the impact of COVID-19 in the CCI, because pandemic containment measures meant, in some cases, the cancellation, postponement and reduction of the programming of cultural and creative activities.

Data from Kulturklik, the online cultural schedule of the CAE, have been used to prepare this section. This schedule is fuelled by the programming of the main programming agents and the events registered on the platform by private agents, making it the most complete source available.

Generally, in 2020 the number of events programmed dropped 8.48% with regard to 2019 and in 2021 it increased 27.51% compared to 2020. As can be seen in Graphic 12.1 Evolution of CCI activities programmed and featured in Kulturklik, between March and June 2020, coinciding with the beginning of the pandemic, there was a sharp fall in programmed cultural and creative activities gathered by this tool compared with the previous months of the same year and the same period in 2019 and 2021. It can also be identified that the lowest troughs of the same, that is, the periods in which a fewer number of activities were held, coincided with the different waves of the pandemic.

However, from June 2020, the number of programmed activities began to recover and reached pre-pandemic levels from July. During the period July-December 2020, the number of programmed activities was higher than for the whole of 2019.

GRAPHIC 12.1 EVOLUTION OF CCI ACTIVITIES PROGRAMMED AND FEATURED IN KULTURKLIK



Source: Own preparation based on Kulturklik data

To complete this analysis, Table 12.1 presents data obtained from Kulturklik, by type of activity. There is a total reduction of activities held in 2020 with regard to 2019, arising from the fall in activities such as **concerts** (20.49%), **exhibitions** (21.82%), **festivals** (25.41%) and **fiestas** (74.07%) The increase in the total of activities held in 2021 with regard to 2020 is explained by the growing organisation of activities like **concerts** (57.03%), **conferences** (51.72%), **dance shows** (42.06%), **exhibitions** (37.89%), **festivals** (19.05%), **audiovisual projections** (21.97%) and **theatre** (27.60%). However, **competitions** (16.13%), **courses-workshops** (15.47%), **fiestas** (82.54%) and **conferences, congresses and trade fairs** (22.22%) were reduced considerably with regard to 2020.

Likewise, in 2020, the year the pandemic began, 6.15% of activities programmed and registered in Kulturklik were cancelled. It can be seen that the type of activity that suffered the greatest number of cancellations was that relating to activities requiring the gathering of relatively large groups, such as **concerts** (11.24%), **dance shows** (6.04%), **festivals** (8.79%), **audiovisual projections** (4.74%) and **theatre** (7.20%). In 2021, the percentage of cancelled activities dropped to 0.29%. This reduction in cancellations was due to the sector agents adapting to the restrictions and regulations imposed by administrations to slow down the pandemic, and which, for that reason, made it was unnecessary to cancel them.

Finally, with regard to the activities carried out **online**, it can be seen that in 2020, 5.99% of activities were carried out in this way. Analysing the data by type of activity, **children's activities** (7.42%) **conferences** (17.67%), **courses-workshops** (11.09%) and **conferences, congresses and trade fairs** (28.79%) were the types of activity with the greatest percentage of online activities featured in Kulturklik. That suggests that this type of activity are those that have worked on migrating of their products to the online format. In 2021, the percentage of activities carried out online dropped to 0.29%.

TABLE 12.1 EVOLUTION OF CULTURAL ACTIVITIES COLLECTED IN KULTURKLIK BY TYPE OF ACTIVITY

Type of activity	No. of activities 2019			No. of activities 2020			No. of activities 2020			Var. No. of activities 2020 vs 2019 (%)	Var. No. of activities 2021 vs 2020 (%)
	Total activities	Cancelled (%)	Online (%)	Total activities	Cancelled (%)	Online (%)	Total activities	Cancelled (%)	Online (%)		
Children's activity	1323	0,15	0,68	1416	3,81	7,42	1423	1,12	0,35	7,03	0,49
Concert	3255	0,49	0,00	2588	11,24	3,75	4064	2,88	0,12	-20,49	57,03
Competition	144	0,00	0,00	155	3,23	2,58	130	0,00	0,00	7,64	-16,13
Conference	502	0,20	0,20	464	2,80	17,67	704	0,14	0,71	-7,57	51,72
Course-workshop	464	0,00	0,43	433	0,23	11,09	366	0,27	3,01	-6,68	-15,47
Dance	446	0,00	0,00	447	6,04	3,13	635	1,73	0,00	0,22	42,06
Exhibition	935	0,00	0,00	731	0,41	3,01	1008	0,00	0,10	-21,82	37,89
Festivals (Gazteinformazioa)	366	0,00	0,00	273	8,79	6,23	325	0,31	0,31	-25,41	19,05
Fiestas	243	0,00	0,00	63	0,00	6,35	11	9,09	0,00	-74,07	-82,54
Conferences, congresses and trade fairs	134	0,00	0,00	198	1,01	28,79	154	0,00	2,60	47,76	-22,22
Others	510	0,00	0,00	615	3,90	9,43	637	1,57	0,00	20,59	3,58
Presentation	23	0,00	0,00	0	0,00	0,00	0	0,00	0,00	-100,00	-
Audiovisual projections	838	0,00	0,00	801	4,74	2,87	977	0,31	0,00	-4,42	21,97
Theatre	1945	0,57	0,00	2000	7,20	3,95	2552	1,68	0,24	2,83	27,60
Grand total	**11128**	**0,27**	**0,11**	**10184**	**6,15**	**5,99**	**12986**	**1,57**	**0,29**	**-8,48**	**27,51**

Source: Own preparation based on Kulturklik data

13 | CONCLUSIONS

The CCI sector was one of the first to be affected by the decree of the state of alarm in March 2020, and it has been one of the last to resume normal economic activity; and they have been affected along with the remaining sectors of the economy. Only activities like **Fashion manufacture**, **publishing** and **media** continued to function during the most restrictive periods of the pandemic.

Therefore, the aim of the research conducted by Orkestra - Basque Institute of Competitiveness presented in this publication, was to gain thorough knowledge of the impact of COVID-19 on the CCI sector in the CAE with regard to diverse economic variables. Below, we present the main conclusions arrived at from said analysis.

With regard to the **business demographic** of the CCI in the CAE, a total of 243 companies were lost, meaning a fall of 1.45%. **Creative** activities suffered a greater fall, amounting to 2.11%, as opposed to a 0.56% in **cultural** activities. The general impact of the worst phase of the pandemic on the number of CCI companies, calculated as a fall of 0.06 percentage points, was slightly higher than on the whole of sectors in the Basque economy.

This trend with regard to the rest of the Basque economy is also reflected in **the comparison of the CCI with the other branches of activity**. CCI are the third sector in terms of the greatest reduction in the number of companies, behind **Trade and repair of vehicles** and **Agriculture, livestock and fishing**. When carrying out this analysis by percentage of the reduction of the number of companies during 2020, the CCI sector drops to fifteenth position (1.4%). The sectors showing the greatest percentage reduction of companies are as follows: **Agriculture, livestock and fishing** (10.4%); **Textiles, tailoring, leather and footwear** (3.8%) and **Research and development** (3.3%).

The loss of companies was similar in the three **historical territories**, but headed by Bizkaia (1.99%) mainly due to the drop in companies in **creative** activities such as **architecture** and **Language industries**. The fall in Gipuzkoa (0.84%) is mainly focussed on **Fashion manufacture** within the **creative** industries, and the area of **Books and the Press** in the case of **cultural** activities. Araba, with a loss of 0.88%, shows an upturn in **Audiovisual and multimedia** (6.21%) and **music** (4.76%).

The pandemic did not have a great effect on the **legal nature** of the CCI, with 60.9% using the formula of self-employed person, which is a variation of 1.3%. In the case of **cultural** activities, there is a reduction of in public limited companies (4.1%) and in employee-owned companies (3.8%). In **creative activities**, employee-owned companies weakened by 0.6%, and in contrast, cooperatives showed an increase in their own activities of 6.5%.

As for what took place in employment in the whole of the CCI sector, during 2020, 563 **jobs** were lost, representing a drop of 1.66%. More than half of them were concentrated in the **cultural** industries: 309, that is, a drop of 1.5%, and there was a difference in behaviour between inherent activities (a drop of 26 jobs) and auxiliary activities (loss of 232 jobs). With regard to the **creative** industries, they suffered a smaller fall in absolute terms, 254 jobs, but greater in percentage terms, 1.89%.

Below is a table summarising what took place in companies and employment between 1 January 2020 and 1 January 2021 for each of the value chains making up the **cultural industries**.

TABLE 13.1 **SUMMARY OF WHAT TOOK PLACE IN COMPANIES AND EMPLOYMENT IN EACH VALUE CHAIN OF CULTURAL INDUSTRIES.**

PERFORMING ARTS

Companies

- The value chain has lost 16 companies, that is, 1.13% with regard to 2019.
  - Inherent activities have gained15 companies, an increase of 1.8%.
  - Auxiliary activities have lost 31 companies, a fall of 5.34%.
    - This value chain accounts for 0.92% of the total number of companies in the CAE. It has not changed with regard to 2019.
    - As for the distribution of companies by HT, Araba suffered a fall of 2.73% (5 companies), Bizkaia 1.04% (7 companies) and Gipuzkoa 1.1% (6 companies).

Employment

- 258 jobs have been lost, that is, 6.33% with regard to 2019.
  - Inherent activities have lost 26 jobs, a fall of 1.41%.
  - Auxiliary activities have lost 232 jobs, a fall of 10.37%.
- This value chain accounts for 0.42% of total employment in the CAE, 0.02 percentage points lower than in 2019.
- Employment in this value chain is split into two branches of activity, Professional, scientific and technical activities, which lost 33 jobs compared to 2019 (7.59%) and Recreational and cultural activities, which lost 225 jobs (6.18%).

VISUAL ARTS

Companies

- The value chain has added 5 companies, that is, 0.35% with regard to 2019.
  - The total increase has taken place in inherent activities.
- This value chain accounts for 0.93% of the total number of companies in the CAE. It has increased 0.01 percentage points with regard to 2019.
- As for the distribution of companies by HT, Araba suffered a fall of 1.53% (3 companies), Bizkaia 0.26% (2 companies) and Gipuzkoa experienced an increase of 1.99% (9 companies).

Employment

- 39 jobs have been lost, that is, 2.2% with regard to 2019.
  - The total decrease has taken place in inherent activities.
- This value chain accounts for 0.19% of total employment in the CAE, the same as in 2019.
- Employment in this value chain is split into two branches of activity, Professional, scientific and technical activities, which lost 98 jobs compared to 2019 (11.49%) and Recreational and cultural activities, which gained 59 jobs (6.42%).

AUDIOVISUAL AND MULTIMEDIA

Companies

- The value chain has added 27 companies, that is, an increase of 1.78% with regard to 2019.
  - Inherent activities have lost 2 companies, a fall of 0.31%.
  - Auxiliary activities have gained 29 companies, an increase of 3.33%.
- This value chain accounts for 1.01 % of the total number of companies in the CAE. It has increased 0.03 percentage points with regard to 2019.
- As for the distribution of companies by HT, Araba experienced an increase of 6.21% (10 companies), Bizkaia 0.25% (2 companies) and Gipuzkoa 3.26% (17 companies).

Employment

- It has increased by 174 jobs, that is, 2.91% with regard to 2019.
  - Inherent activities have gained 8 jobs, an increase of 0.25%.
  - Auxiliary activities have gained 166 jobs, an increase of 6.01%.
- This value chain accounts for 0.68% of total employment in the CAE, 0.03 percentage points more than in 2019.
- Employment in this value chain is split into two branches of activity; Publishing, audiovisuals, radio, television and information technology which gained 187 jobs compared to 2019 (3.16%) and Professional, scientific and technical activities, which lost 13 jobs (24.53%).

BOOKS AND THE PRESS

Companies

- The value chain has lost 57 companies, that is, 3.22% with regard to 2019.
  - Inherent activities have lost 41 companies, a fall of 4.06%.
  - Auxiliary activities have lost 16 companies, a fall of 2.10%.
- This value chain accounts for 1.12% of the total number of companies in the CAE, a decrease of 0.03 percentage points with regard to 2019.
- As for the distribution of companies by HT, Araba suffered a fall of 4.31% (9 companies), Bizkaia 2.84% (25 companies) and Gipuzkoa 4.04% (26 companies).

Employment

- 112 jobs have been lost, that is, 1.91% with regard to 2019.
  - Inherent activities have lost 118 jobs, a fall of 3.84%.
  - Auxiliary activities have gained 6 jobs, an increase of 0.22%.
- This value chain accounts for 0.63% of total employment in the CAE, 0.01 percentage points lower than in 2019.
- Employment in this value chain is split into four branches of activity; manufacturing activities, which gained 3 jobs compared to 2019 (0.11%), commercial activities, which lost 64 jobs (4.85%), Publishing, audiovisuals, radio, television and information technology, which lost 53 jobs (2.83%) and Professional, scientific and technical activities. which gained 2 jobs (9.09%).

MUSIC

Companies

- The value chain has added 11 companies, that is, 1.86% with regard to 2019.
  - Inherent activities have gained 10 companies, a rise of 1.83%.
  - Auxiliary activities have gained 1 company, an increase of 2.17%.
- This value chain accounts for 0.40% of the total number of companies in the CAE, an increase of 0.02 percentage points with regard to 2019.
- As for the distribution of companies by HT, Araba experienced an increase of 4.76% (4 companies), Bizkaia 2.64% (8 companies) and Gipuzkoa a fall of 0.5% (1 company).

Employment

- 40 jobs have been lost, that is, 2.50% with regard to 2019.
  - Inherent activities have lost 24 jobs, a fall of 1.58%.
  - Auxiliary activities have lost 16 jobs, a fall of 20.78%.
- This value chain accounts for 0.17% of total employment in the CAE. There is no change from 2019.
- Employment in this value chain is split between four branches of activity, although it is concentrated, above all, in education, which has lost 37 jobs (2.71%). In addition, it also accounts for jobs in manufacturing activities, which lost 16 jobs (20.78%), commercial activities, which gained 4 (18.18%) and publishing, audiovisuals, radio and television and information technology, which gained 8 (5.41%).

HERITAGE, MUSEUMS, ARCHIVES AND LIBRARIES

Companies

- The value chain has lost 10 companies, that is, 2.28% with regard to 2019.
  - Inherent activities gained 3 companies, an increase of 2.54%.
  - Auxiliary activities lost 13 companies, a fall of 4.06%.
- This value chain accounts for 0.28% of the total number of companies in the CAE. It has not changed with regard to last year.
- As for the distribution of companies by HT, Araba suffered a fall of 4.41% (3 companies), Bizkaia 2.47% (4 companies) and Gipuzkoa has not changed.

Employment

- 34 jobs have been lost, that is, 2.66% with regard to 2019.
  - Inherent activities have lost 3 jobs, a fall of 0.38%.
  - Auxiliary activities have lost 31 jobs, a fall of 6.37%.
- This value chain accounts for 0.14% of total employment in the CAE. There is no change from 2019.
- Employment in this value chain is split into two branches of activity, Professional, scientific and technical activities, which lost 30 jobs compared to 2019 (6.22%) and Recreational and cultural activities, which lost 3 jobs (0.38%).

Source: Own preparation

Therefore, the conclusion can be reached that, within cultural value chains, **Books and the Press**, **Performing arts** and **Heritage, Museums, Archives and Libraries** accumulated a fall in companies. However, the number of companies in the areas of **visual arts**, **Audiovisual and multimedia** and **music** grew. As for employment, the two worst affected branches were **Performing arts** and **Books and the Press**. On the contrary, the **Audiovisual and multimedia** value chain experienced a notable increase in employment.

As for the creative industries, during the period under analysis they lost 203 companies, that is, 2.11% with regard to 2019, reducing the weight of the industry in the total of the companies in the CAE from 6.32% to 6.25%. Employment was down by 254 persons, that is, 1.89% compared to the previous period. The weight of said industry with regard to the whole of employment in the CAE only dropped by 0.01 percentage points, from 1.46% to 1.45%.

Below, as was the case with the value chains of the cultural industries, is a table summarising what took place in companies and employment between 1 January 2020 and 1 January 2021 for each of the value chains making up the **creative industries**.

TABLE 13.2 **SUMMARY OF WHAT TOOK PLACE IN COMPANIES AND EMPLOYMENT IN EACH VALUE CHAIN OF CREATIVE INDUSTRIES.**

ARCHITECTURE

Companies

- The value chain has lost 85 companies, that is, 2.73% with regard to 2019.
  - Said reduction took place entirely within inherent activities.
- This value chain accounts for 1.98% of total of companies in the CAE, 0.04 percentage points lower than in 2019.
- As for the distribution of companies by HT, Araba suffered a fall of 0.72% (3 companies), Bizkaia 3.08% (47 companies) and Gipuzkoa 3.01% (35 companies).

Employment

- 12 jobs have been lost, that is, 0.30% with regard to 2019.
  - Said reduction took place entirely within inherent activities.
- This value chain accounts for 0.44% of total employment in the CAE, 0.01 percentage points lower than in 2019.
- Employment in this value chain is concentrated in the branch of activity of Professional, scientific and technical activities, which lost 12 jobs compared to 2019 (0.30%).

DESIGN

Companies

- The value chain has added 11 companies, that is, an increase of 1.39% with regard to 2019.
  - Said increase took place entirely within inherent activities.
- This value chain accounts for 0.53% of total of companies in the CAE, 0.02 percentage points lower than in 2019.
- As for the distribution of companies by HT, Araba experienced an increase of 1.27% (1 company), Bizkaia 1.85% (8 companies) and Gipuzkoa 0.73% (2 companies).

Employment

- It has increased by 8 jobs, that is, 0.69% with regard to 2019.
  - Said increase took place entirely within inherent activities.
- This value chain accounts for 0.13% of total employment in the CAE. There is no change from 2019.

Employment in this value chain is concentrated in the branch of activity of Professional, scientific and technical activities, which gained 8 jobs compared to 2019 (0.69%).

LANGUAGE INDUSTRIES

Companies

- The value chain has lost 121 companies, that is, 2.97% with regard to 2019.
  - Said reduction took place entirely within inherent activities.
- This value chain accounts for 2.63% of total of companies in the CAE, 0.06 percentage points lower than in 2019.
- As for the distribution of companies by HT, Araba suffered a fall of 3.49% (16 companies), Bizkaia 3.92% (83 companies) and Gipuzkoa 1.19% (18 companies).

Employment

- 105 jobs have been lost, that is, 3.13% with regard to 2019.
  - Said reduction took place entirely within inherent activities.
- This value chain accounts for 0.36% of total employment in the CAE. There is no change from 2019.
- Employment in this value chain is concentrated into two branches of activity; education, which gained 66 jobs compared to 2019 (2.85%) and Professional, scientific and technical activities, which lost 39 jobs (3.80%).

FASHION MANUFACTURE

Companies

- The value chain has lost 19 companies, that is, 3.54% with regard to 2019.
  - Said reduction took place entirely within inherent activities.
- This value chain accounts for 0.34% of total of companies in the CAE, 0.01 percentage points lower than in 2019.
- As for the distribution of companies by HT, Araba suffered a fall of 3.92% (2 companies), Bizkaia 3.29% (10 companies) and Gipuzkoa 4.02% (7 companies).

Employment

- 32 jobs have been lost, that is, 2.46% with regard to 2019.
  - Said reduction took place entirely within inherent activities.
- This value chain accounts for 0.14% of total employment in the CAE. There is no change from 2019.
- Employment in this value chain is concentrated in the manufacturing branch of activity, which lost 32 jobs compared to 2019 (2.46%).

ADVERTISING

Companies

- The value chain gained 10 companies, that is, 0.87% with regard to 2019.
  - Inherent activities gained 8 companies, an increase of 0.72%.
  - Auxiliary activities have gained 2 companies, an increase of 5%.
- This value chain accounts for 0.76% of total of companies in the CAE, 0.02 percentage points lower than in 2019.
- As for the distribution of companies by HT, Araba experienced an increase of 5.56% (8 companies), Bizkaia a fall of 1.85% (11 companies) and Gipuzkoa an increase of 3.66% (14 companies).

Employment

- 111 jobs have been lost, that is, 3.10% with regard to 2019.
  - Inherent activities have lost 70 jobs, a fall of 2.07%.
  - Auxiliary activities have lost 41 jobs, a fall of 20.92%.
- This value chain accounts for 0.38% of total employment in the CAE, 0.01 percentage points lower than in 2019.
- Employment in this value chain is split into two branches of activity; the activities of Publishing, audiovisuals, radio, television and information technology which lost 41 jobs compared to 2019 (20.92%) and Professional, scientific and technical activities, which lost 70 jobs (2.07%).

VIDEO GAMES

Companies

- The value chain added 1 company, that is, 11.11% with regard to 2019.
  - Said increase took place entirely within inherent activities.
- This value chain accounts for 0.01% of the total number of companies in the CAE. It has not changed with regard to 2019.
- As for the distribution of companies by HT, Bizkaia increased 14.29% (1 company), while Araba and Gipuzkoa remained the same as in 2019.

Employment

- 2 jobs have been lost, that is, 7.41% with regard to 2019.
  - Said reduction took place entirely within inherent activities.
- This value chain accounts for 0% of total employment in the CAE. There is no change from 2019.
- Employment in this value chain is concentrated in the branch of activity of Publishing, audiovisuals, radio, television and information technology, which lost 2 jobs compared to 2019 (7.41%).

Source: Own preparation

Therefore, the conclusion is also reached that, among creative value chains, in terms of companies, **Language industries** and **architecture** are the worst affected. As compensation, **Design** and **Advertising** activities added new companies during the pandemic. As for employment, the worst affected value chains are **Language industries** and **Advertising** .

To complete this research regarding employment, an analysis of **social security** affiliations has been carried out, both in the general scheme and the special scheme for the self-employed (RETA), taking into account that CCI are not totally included in the branches of activity. The main conclusions reached are that, for the **RR** branch *Recreational and cultural activities*, COVID-19 had a negative effect on the number of affiliations in 2020, with 2021 showing an upturn exceeding pre-pandemic values. Likewise, two trends are detected for the 2019-2021 period. On the one hand, there is a clear fall in affiliations in the summer period. On the other hand, there is an upturn in the last quarter of the year.

The research closes with an analysis of **cultural and creative activities** collected in the Kulturklik portal for the 2019-2021 period. When the pandemic began, there was a sharp fall in programmed cultural and creative activities, with the milestones of the different waves of the pandemic coinciding with the periods when least activity was programmed. It is worth noting that children's activities, conferences and courses and workshops adapted most quickly to the digital challenge, thus avoiding the cancellation of events.

This snapshot regarding the evolution of cultural and creative industries during 2020-2021 and the effect the pandemic had on them at different levels enables us to discover that the sector suffered an impact slightly higher than other sectors of the Basque economy and enables the identification of activities and activity sub-sectors to guide public policy for the recovery and strengthening of the sector.

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EUSKO JAURLARITZA
GOBIERNO VASCO

KULTURA ETA HIZKUNTZA POLITIKA SAILA

DEPARTAMENTO DE CULTURA Y POLÍTICA LINGÜÍSTICA

Kulturaren Euskal Behatokia
Observatorio Vasco de la Cultura

Orkestra
INSTITUTO VASCO DE COMPETITIVIDAD
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