

Industry and Higher Education

Call for papers

Special Issue: “Cultural and creative industries and the challenge of sustainable development: opportunities for higher education, businesses and communities”

Keywords: sustainability; cultural and creative industries; higher education; culture

Guest editors:

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In the last decade the relevance of universities’ “third mission” has been growing (Etzkowitz, 2008; Leydesdorff and Meyer, 2006) and knowledge transfer processes have shifted towards more active academic engagement in economic and social development. In this context, the concept of the entrepreneurial university has continued to evolve (Etzkowitz et al., 2000; Hytti, 2021), and a close relationship between the dynamics of university–industry collaborations and regional governance and development has been observed (Lazzeroni and Piccaluga, 2015). This relationship has been explored in various contexts, including that of the creative and cultural industries (CCIs) and the creative campus (Comunian and Gilmore, 2016).

Meanwhile, we have witnessed in recent years the emergence of a critical issue that now plays a leading role in policy debates and initiatives throughout the world: sustainability and the Sustainable Development Goals (SDGs). Starting from the seminal report “Our Common Future”, released in 1987 by the World Commission on Environment and Development, the term “sustainable” has become more and more widely used (WCED, 1987). The scientific debate about “sustainability”, embracing economic, environmental and social goals, has grown substantially in the last 15 years and ambitious programmes like the European Green Deal have been launched (Ratten et al., 2020).

Climate change, resource scarcity and social inequality are precipitating a revolution in companies’ behaviour and consumers’ habits. Consequently, in recent years higher education institutions (HEIs) have been launching programs to educate and train students to become responsible leaders. Environmental and social sustainability goals are now considered to be strategic competitive drivers.

CCIs are not immune from this challenge; indeed, these industries are among the pivotal actors that have the potential to provide original and unexpected solutions thanks to their creativity, skills and talent (Amabile, 1988) – solutions that can be transferred to other industrial sectors.

The UK Department for Culture, Media and Sport’s Creative Task Force defined CCIs as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property” (DCMS, 1998

and 2001: 5). Starting from this definition and initiatives carried out in the UK, many subsequent studies have underlined the unique contribution to economic growth and organizational design offered by the CCI (cf UNCTAD reports; Green Paper, 2010). The information and communication technologies revolution and the digital age have only accelerated this process (Benghozi et al., 2021; Salvador and Benghozi, 2021).

Considering the role played by HEIs and CCIs, we recognize that more knowledge is needed to provide a better understanding of their relations, collaborations and work in relation to sustainable development.

Like other industrial sectors, the CCIs are adopting sustainable practices to green their value chain: as highlighted by a report of EIF-KEA (2021), CCIs are rethinking the ways in which cultural products and services are produced and consumed by adopting more sustainable practices. Overall, we see an important shift – especially after the 2008 global financial crisis – towards creative social economies (Comunian et al. 2020) and engagement with environmental issues (Oakley and Banks, 2020). For example, recycled materials are being used in greater quantities in production processes; plastic bottles are being replaced by more eco-friendly solutions during cultural events; energy-saving lighting systems are being implemented in museums and other cultural spaces; certifications like the Creative Green Certification, designed specifically for the arts and CCIs by Julie’s Bicycle¹ are more and more common; the fashion industry is implementing eco-friendly practices in its production systems and is paying greater attention to the lifecycle of its products (cf. EIF-KEA, 2021).

Furthermore, collective movements are emerging to encourage artists and creators to take a stand on climate change and ecological emergencies and to increase awareness about more sustainable production and consumption choices (EIF-KEA, 2021).

Higher education and the knowledge it develops are potentially connected with all the 17 SDGs (United Nations General Assembly, 2015) but some are interconnected and are highly relevant to the specific area of interaction between higher education and CCIs (Duxbury et al., 2016). The connection between CCIs and SDGs spans a range of topics – often relating to the development of sustainable cities and communities (SDG 11). We suggest that there are three key issues in this context that require further exploration:

- *The connection between HEIs, CCIs and sustainable economic growth.* This relates to the need to engage with ideas of “decent work and economic growth”(8) but also improving “industry innovation and infrastructure” (9) and engaging with “responsible consumption and production” (12).
- *The connection between HEIs, CCIs and societal agendas for development.* In particular, the importance of “high-quality education” (4), “gender equality” (5) and “reduced inequalities” (10).
- *The connection between HEIs, CCIs and environmental agendas,* including “climate action” (13) “affordable and clean energy” (7) and the “protection of life on land” (15) and “below water” (14).

¹ See <https://juliesbicycle.com/creativegreen-certification/>

This Special Issue of *Industry and Higher Education* offers an opportunity to discover how CCIs are embracing the challenge of SDGs and to highlight best practices for the implementation of sustainable solutions through HEI–industry collaboration in various CCI sectors.

Research questions and topics include, but are not limited to, the following:

- What role do HEIs play or what role can they play in developing creative human capital engaged in a sustainability agenda?
- What role can businesses networks and platforms led or developed by HEIs play in developing local and national level agendas for sustainable CCIs?
- What opportunities for collaboration are emerging between HEIs and CCIs in relation to the SDGs?
- How does the presence of HEI and CCI networks support the SDGs agenda?
- What practices are being implemented and could be considered as “smart” solutions for the sustainable growth of CCIs and HEIs?

The initial ideas behind this call were developed in the course of preparing the Special Session on “Cultural and creative industries and the challenge of sustainable development: opportunities for universities, policy, industries and communities” chaired by the Guest Editors at the 20th Triple Helix Conference in Florence, 27–29 June 2022.

We invite contributions that will enlighten our understanding of sustainability matters in the arts and cultural sector and further our collective knowledge concerning the mission of HEIs and their recent development of programmes oriented towards education in sustainability.

The Special Issue aims at collecting original contributions on these topics. We welcome original qualitative or quantitative contributions in the form of theoretical, conceptual and empirical papers.

Submission and review process

All submissions will be desk-reviewed by the Guest Editors. Only selected manuscripts will be sent for anonymous review by two external reviewers.

All submissions must be written in fluent English and should comply with the journal’s guidelines, available at: <https://uk.sagepub.com/en-gb/eur/industry-and-higher-education/journal202558#submission-guidelines>.

Full papers should preferably be between 4,000 and 8,000 words. Papers should be submitted online at <https://mc.manuscriptcentral.com/ihe>. Please include in your covering letter that the paper is submitted to the ‘CCIs, SDGs & IHE special issue’.

For enquiries concerning the suitability of planned submissions, please contact Professor Elisa Salvador, ESSCA School of Management (elisa.salvador@essca.fr) including in your message the title of your proposed paper and an abstract of around 200 words.

Submission deadline:

The final date for submission of papers is **Monday 31 October 2022**.

About the Guest Editors

Salvador Elisa (HDR, University of Paris 13; PhD, University of Turin) has worked on innovation policy for the Italian National Research Council (CNR) and was awarded CNR's Promotion of Research 2005 prize. She has collaborated with the Polytechnic of Turin and with the ESCP-Europe Business School; she taught at IÉSEG School of Management; she worked as a researcher at Ecole Polytechnique, Paris, investigating R&D and innovation in the cultural and creative industries. Currently she is a Professor at ESSCA School of Management, where she coordinates the Master's course in Managing Creativity and Innovation and the Bachelor's course on Managing Innovation.

Roberta Comunian is Reader in Creative Economy at the Department of Culture, Media and Creative Industries at King's College London. She is interested in cultural policy, cultural and creative work and creative higher education. She has published extensively on the role of creative and cultural industries in local development. She has coordinated two AHRC international research networks of the Arts and Humanities Research Council (AHRC) and is currently involved in the H2020 EU funded project DISCE: Developing Inclusive and Sustainable Creative Economies.

About the journal

Industry and Higher Education, published bimonthly by Sage, focuses on the multifaceted and complex relationships between higher education institutions and business and industry. It looks in detail at the processes and enactments of academia–business cooperation as well as examining the significance of that cooperation in wider contexts, such as regional development, entrepreneurship and innovation ecosystems. While emphasizing the practical aspects of academia–business cooperation, IHE also locates practice in theoretical and research contexts, questioning received opinion and developing our understanding of what constitutes truly effective cooperation.

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