

Investing in the Creative Economy - Creativity. Investment. Impact. Recap and Replay

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Key takeaways from Laura’s discussion with Pathstone’s Chief Impact Officer, [Erika Karp](#), are highlighted below. Please also see the resources listed at the bottom for links to other sources of information Laura cited during the webinar. To access the video replay, click [here](#).

- The creative economy relates to art, design, and culture. Definitions can vary based on region, and can include fashion, film & TV, video games, food, the visual art market, immersive experiences, health & beauty, and other creative industries.
- There are clear linkages between creative economy investments, local economic development, and economic empowerment, particularly for BIPOC entrepreneurs.
- Values-aligned capital can help enable a creative middle class in the United States.
- Much more can be done: currently, only 13% of museums, key community cultural touchstones, invest their endowments in active alignment with their values.
- Impact funds that are supportive of creative industries, coincidentally, do some of the best work supporting BIPOC communities, according to Laura.

Resources:

Upstart Co-Lab. "Creativity, Culture & Capital: Impact Investing in the Global Creative Economy." Accessed March 22, 2023. <https://upstartco-lab.org/creativity-culture-and-capital-impact-investing-in-the-global-creative-economy/>.

Upstart Co-Lab. "Cultural Institutions Investing for Values and Mission." Accessed March 22, 2023. <https://upstartco-lab.org/cultural-institutions/>.

Upstart Co-Lab. "Inclusive Creative Economy Strategy." Accessed March 22, 2023. <https://upstartco-lab.org/inclusive-creative-economy-strategy/>.