



- Created in 2008 ADDICT is a non-profit association based in Porto.
- ADDICT was recognized by the Ministry of Economy as the Cluster of Creative Industries in the North Region of the country.



**BOOSTING
THE
CREATIVE
ECONOMY**

- Founded by 10 key entities:

Associação Comercial do Porto
Associação Empresarial do Porto
Associação Nacional de Jovens Empresários
Casa da Música
Fundação da Juventude
Fundação de Serralves
Porto Vivo, SRU
Universidade de Aveiro
Universidade Católica Portuguesa
Universidade do Porto



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02. MISSION

ADDICT contributes towards the future of society through culture and creativity enhancement leading to an increase of its transformative and integrative influence on economy.



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03. VISION

ADDICT is a driving force of the creative economy in the national and international context influencing, through the cultural and creative dimension, the value chain in a transversal and multisectorial way.



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04. CREATIVE ECONOMY



*"Creativity helps all the people to understand.
A way to communicate together, a way to challenge
ourselves, to find solutions for other people."*

Sam Baron, Fabrica IT

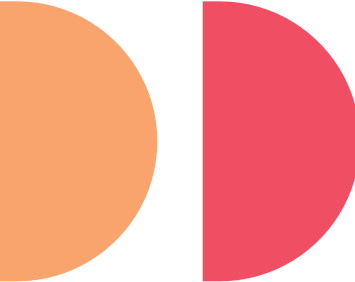




“Neither creativity nor economics is new, but what is new is the nature and extent of the relationship between them and how they combine to create extraordinary value and wealth”

John Howkins





"Has described an emerging "creative class" of professional, scientific and artistic workers who value individuality, meritocracy, diversity and openness, and whose presence generates economic, social and cultural dynamism, especially in urban areas, which he called "creative cities". In these creative cities Florida argues members of the "creative class" find the conditions they need to think, plan and act with imagination in harnessing opportunities

...the economy is moving from a corporate-centered system to a people- driven one

everyone

everywhere

everything

"Creativity, which once gave added value, is now mandatory in today's globally connected economy as vital to cultural, economical and social growth."

Richard Florida



United Nations definition

- an evolving concept based on creative assets
- potentially generating economic growth and development
- holding the potential to foster income generation, job creation and export earnings while promoting social inclusion, cultural diversity and human development
- embracing economic, cultural and social aspects interacting with technology, intellectual property and tourism
- a set of knowledge-based economic activities with a development dimension and cross-cutting linkages at macro and micro levels to the overall economy.

05. WHAT DO WE DO

CONSULTANCY:

- Strategy Consulting
- Project Development

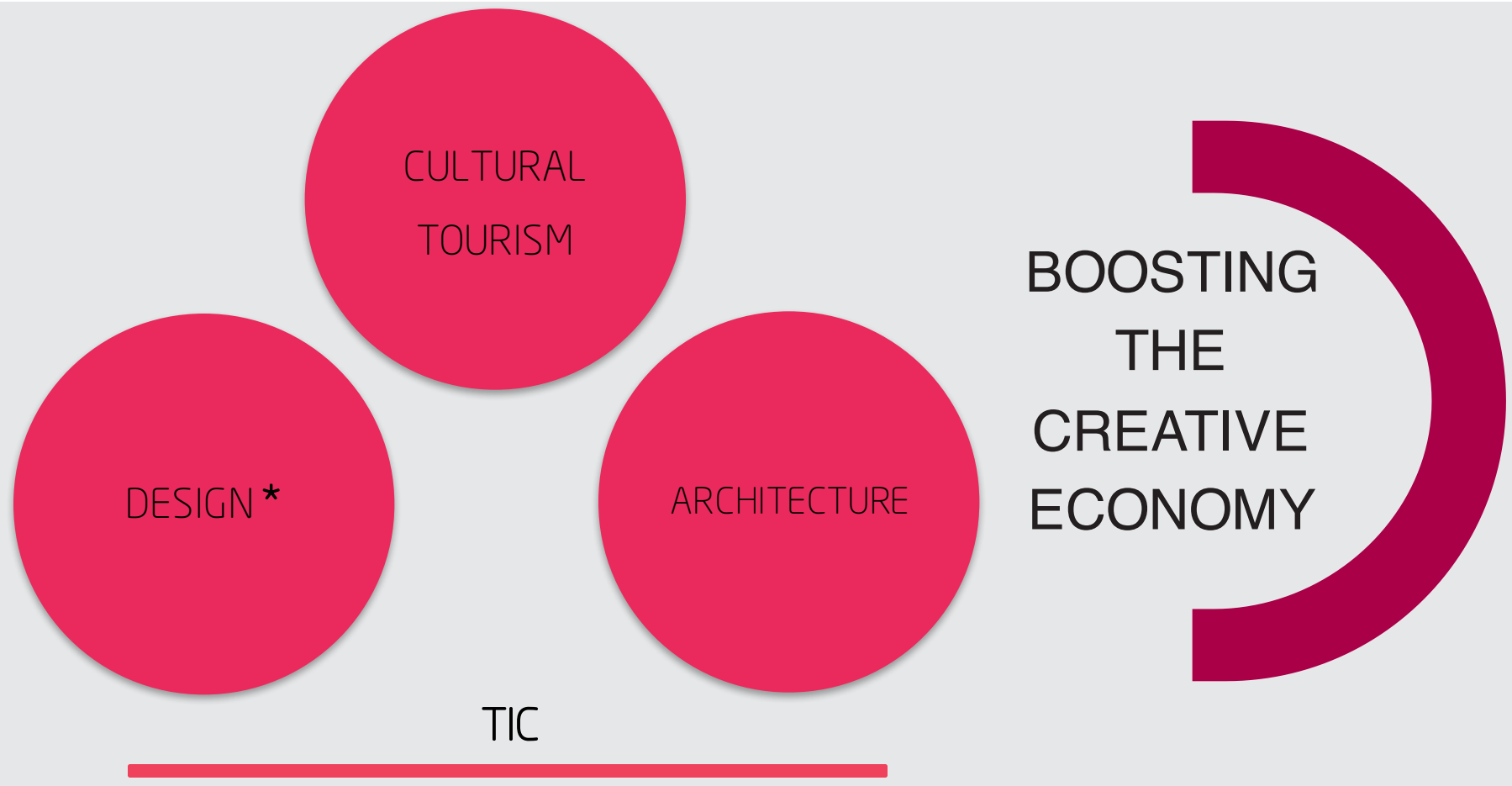


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CREATIVITY

ECONOMY

06. FOCUS IN THE CREATIVE ECONOMY



* DESIGN THINKING as a methodology of work



WE VALUE CREATIVITY!





WHAT OFFERS ADDICT?

- Knowledge of the Portuguese market:

Creative spaces

FabLabs

Creative Hubs

Co-works

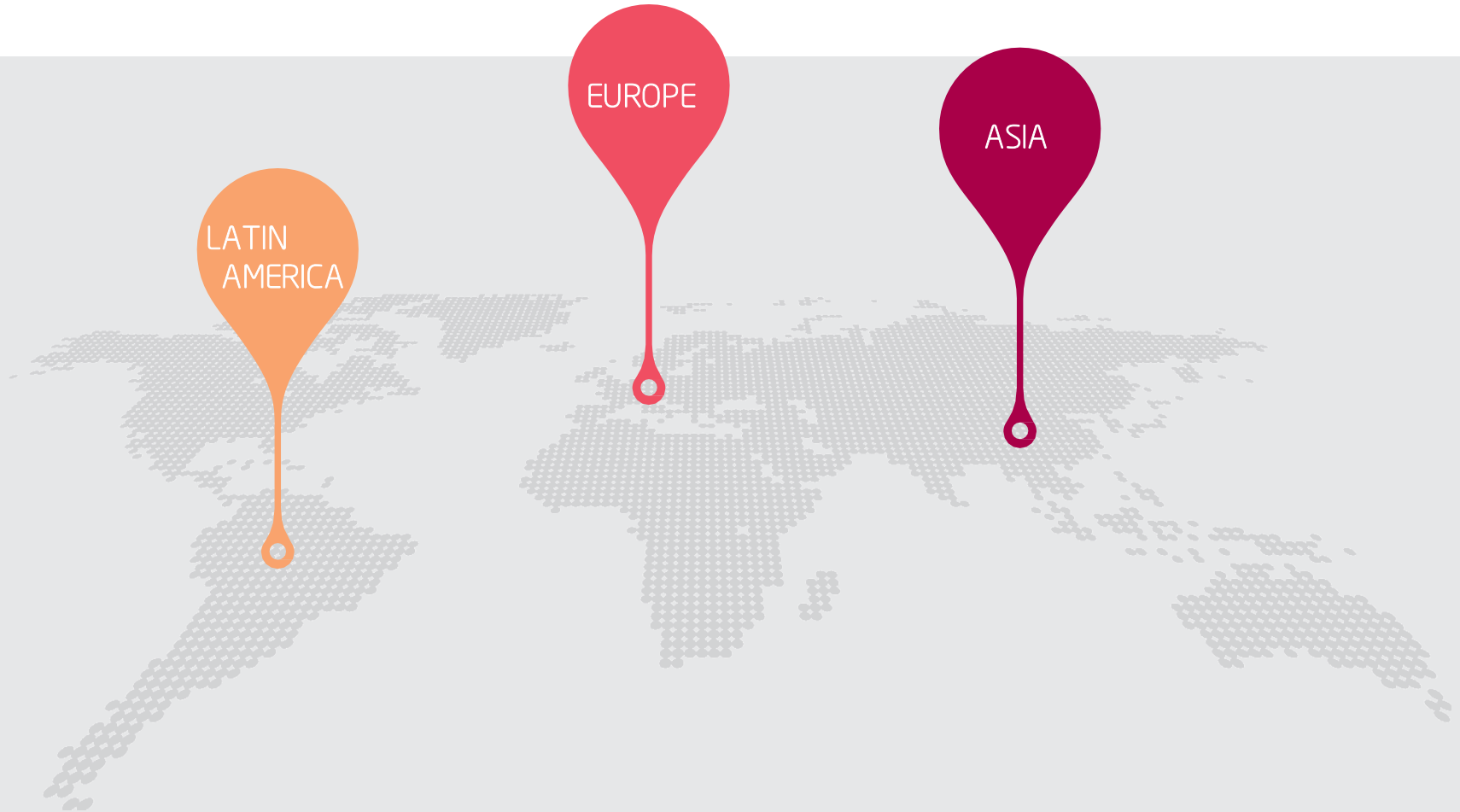
...

- Creative people: architects, designers and players on the cultural tourism sector



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07 . PROJECT DEVELOPMENT





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#creativeeconomy

#consultancy

#design

#architecture

#culturaltourism





THANK YOU!

OBRIGADA!

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