

I think that one of the essential skills in the creative industry is understanding the economic impact of your work and how you can keep your work sustainable, especially with the current focus on sustainability in the world. Focusing on making the industry more sustainable will attract more people to it. Sustainability is an important thing to incorporate as creative industries have been used as a strategic factor in sustainable development, with it being often economically prosperous (BETLEJ and KAČERAUSKAS, 2021). This approach has launched many companies and cities to seek ways to become creative as 'sustainable economic growth is an economic development that attempts to satisfy the needs of humans' especially with newer generations becoming more aware and wanting to be creative 'but in a manner that sustains natural resources and the environment for future generations' (KRÚPOVÁ, TRÚCHLIKOVÁ, and BARTEKOVÁ, 2021)

Adapting and changing is important as it will hopefully prove fruitful in keeping interest in the industry, especially in theatre where it could be argued the interest is dwindling. I think that the set design industry could follow in the route of the fashion industry as it changes from its linear system to a circular vision one 'that is restorative and regenerative by design and provides benefits for business, society, and the environment. (Ellen MacArthur Foundation 2017).

Although the creative industry is only in its beginning of striving for sustainability, the creative economy is based on innovative ideas and not on exploitation of resources so it could be argued that the innovativeness will lead us into sustainable economic development (Howkins, 2013)

Bibliography

BETLEJ, A. and KAČERAUSKAS, T., 2021. Urban Creative Sustainability: The Case of Lublin. *Sustainability*, 13(7), pp. 4072.

KRÚPOVÁ, K., TRÚCHLIKOVÁ, M. and BARTEKOVÁ, M.K., 2021. Sustainability in the Most Globalized Sectors of Creative Industries in Slovakia. *Les Ulis*: EDP Sciences.

Ellen MacArthur Foundation (2017) *A New Textiles Economy* Available at <https://emf.thirdlight.com/link/kccf8o3ldtmd-y7i1fx/@/preview/1?o> Accessed 15/10/22

Howkins, J. (2013). *The creative economy: How people make money from ideas*. Penguin Books.

REFLECTION

Overall, my similarity score came out as 40% which isn't what I was hoping for but I can see why. I used longer citations than needed and could've power phrased some of them for the essay to be more coherent. I particularly struggled with the using correct information and choosing which fits in better especially since it's the first time I'm using referencing in my work. I didn't do as well as I hoped to but now that I know how to use it next time it'll be easier for me.

Marking myself id give myself a 41%, I engaged with a range of resources, but I think I relied on them too much. I didn't attempt to evaluate much and left many of my point undeveloped. Overall, I think I concentrated and relied on my citations too much