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UK'S CREATIVE AND TECH CITIES OF TOMORROW REVEALED

Huawei, the global technology company, has unveiled its New Renaissance Hotspots report which shows that the UK is seeing a new age of technology and creativity with Edinburgh, Norwich and Nottingham ranking highest for innovation.

The New Renaissance Hotspots Report, commissioned by Huawei and authored independently by the Institute of Arts and Ideas and Kjaer Global, explores how hundreds of years after the original Renaissance, we are witnessing a similar cultural frisson of big ideas, driving innovation and change.

Analysis of both quantitative data and qualitative research, saw cities within ten European countries scored against three key drivers: Creativity, Connectivity and Innovation to establish the cities at the epicentre of today's explosion in ideas and creativity.

The in-depth analysis scored cities based on key indicators, such as the number of creative and knowledge-based jobs, levels of engagement with digital creativity and cultural activities, as well as the diversity of integration with new technologies. It also considered how well cities were prepared for the future, analysing the number of graduates in key creative and technology-based fields and looking at applications for patents in ICT.

As a result of this 'New Renaissance', the report predicts that a raft of new job opportunities and roles will arise.

The study also highlighted how the New Renaissance will be responsible for the creation of more than 1.1 million jobs* across Europe by 2025 and 1.47 million jobs by 2030.

Justin Costello, head of marketing, consumer business group, Huawei UK & Ireland said: "The European renaissance was a time of empowerment – largely driven by technology - when art and design was set free of its traditional constraints and new ideas flourished. At Huawei, we believe we are the forefront of a New Renaissance, fuelled by AI."

"Our newly launched flagship - the Huawei P20 Pro - pushes the boundaries of design and innovation, giving people a smartphone experience that empowers them to achieve and do more. With AI embedded into its core and the world's first Leica triple lens camera, we're redefining what's possible with a smartphone, and hope our device inspires creative communities across the UK and beyond."

Anne Lise Kjaer from Kjaer Global said: "The world is changing; complexity in society and business growth is changing the future of jobs and skills. Evolving technologies, notably robotics and Artificial Intelligence (AI) are driving automation of ever more traditional jobs and rewriting the rules of education and skills. To this end, individuals as well as organisations will need to adopt a growth mindset and nurture the creativity, agility and lifelong learning skills that will make us, not just resilient, but thriving as the world changes."