

# The Collective

# Quarterly

The Collective Quarterly is an opportunity for us to share, understand, and be inspired by the latest ideas, insights and innovation across the creative economy, tech and science.

As we step into 2024, the fusion of AI and creativity is not just a futuristic concept but a living reality, shaping the way we interact with the world around us. 2024 also promises the continued convergence of creativity, tech and science - a synergy that's sparking excitement and curiosity across a plethora of industries. The UK has always been a leader at this innovative intersection and with its wide-ranging efforts to become a global super-power in tech, science and innovation by 2030, what will become increasingly important in the face of fast-paced technological innovation, is how businesses tackle these changes with agility, optimism and a growth mind-set. In the wise words of our friends

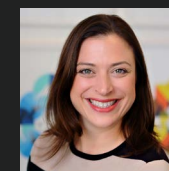
at The Future Laboratory: *"If you are ready for change, you can make a better future happen."*

And whilst we will continue to adjust to living in a permacrisis era, there is one recurring theme that shines strong for 2024 and that is the importance of, and the need for, collaboration: collaboration across sectors, across geographies, across generations and disciplines – this is where the magic happens, and this is how, collectively, we will tackle challenges and imagine new possibilities.

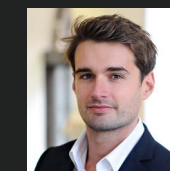
We look forward to bringing you quarterly topical insights and seeing you at our events this year. Sit back and enjoy.

**IDEAS AND INSIGHTS. SHARED.**

**The Collective by Lewis Silkin**



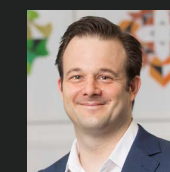
**Jo Farmer**  
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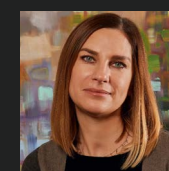
**Alan Hunt**  
Partner  
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**Cliff Fluet**  
Partner  
Lewis Silkin



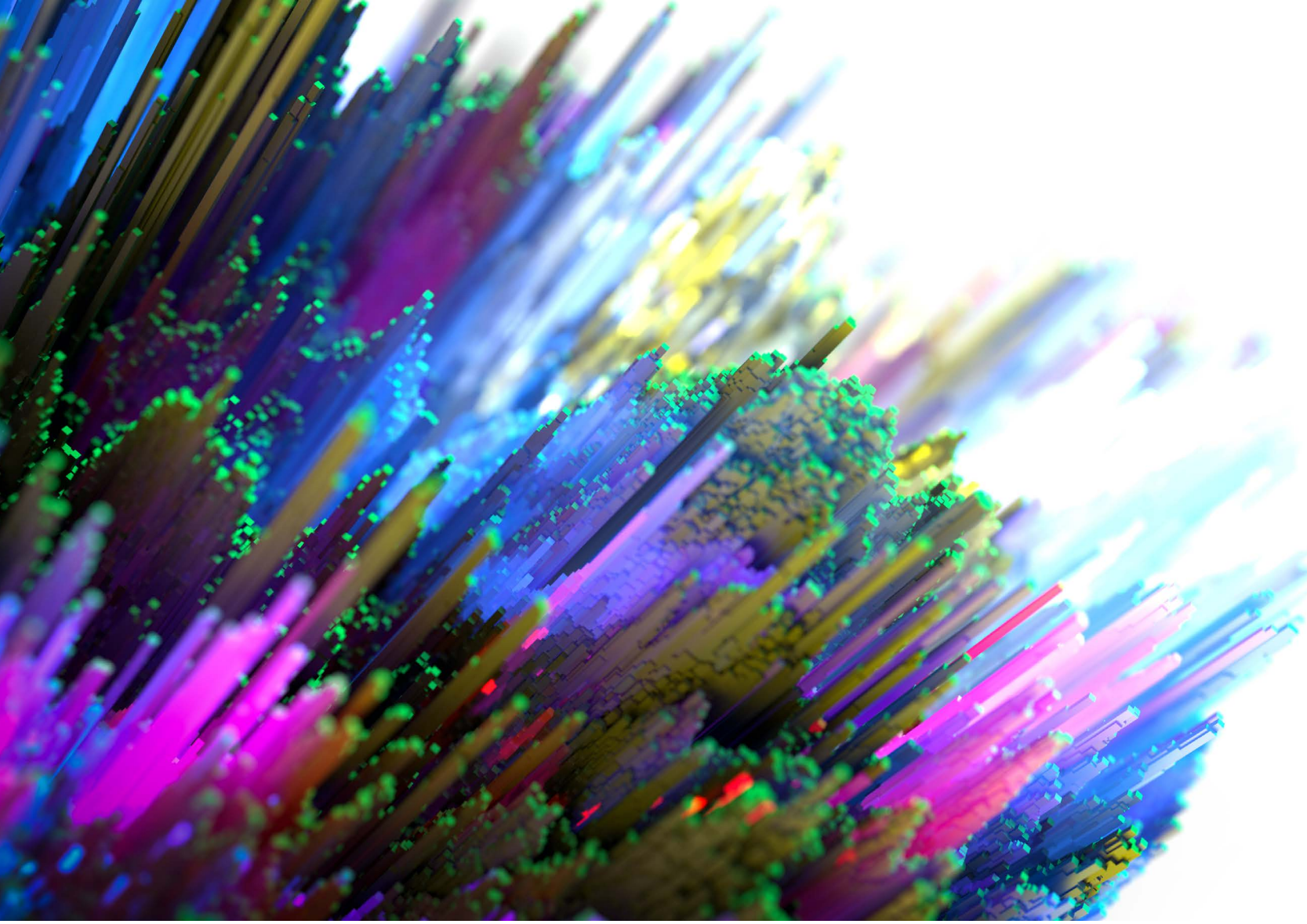
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# The creative economy

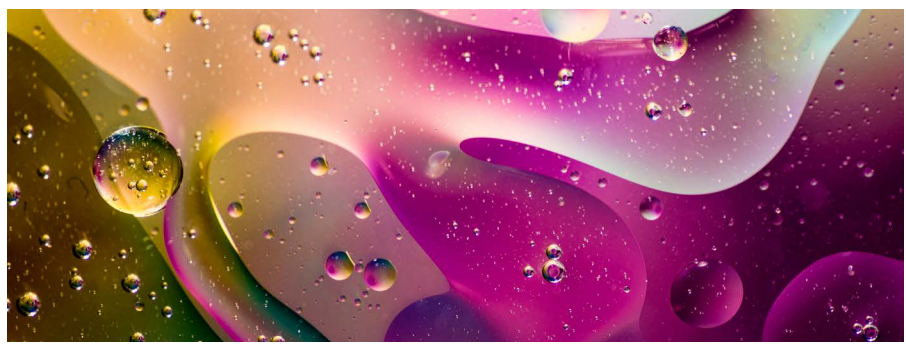
The creative sector is critically important for the UK economy and its growth. **Currently, the sector contributes £108 billion in gross value added (GVA) annually and employs one in five people in London and two million people across the UK.** According to Creative UK, **by 2025, with the right investment and support, the creative sector could contribute £132 billion in GVA for the UK's economy (which is more than the financial services, insurance and pension industries combined) and create 300,000 jobs.**

How do we achieve this growth? Well, the creative sector is wider than just art and music - it spans other industries, such as science, technology, and engineering. Indeed, in its policy paper on the **Creative Industries Sector Vision**, the Government reported that **"the sector increasingly relies on a fusion of creative and STEM (science, technology,**

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**The UK's Creative Industries are a global success story. Our creative content, products and services are world renowned, exercise significant soft power and deliver economic, social and health benefits to people and communities everywhere.**

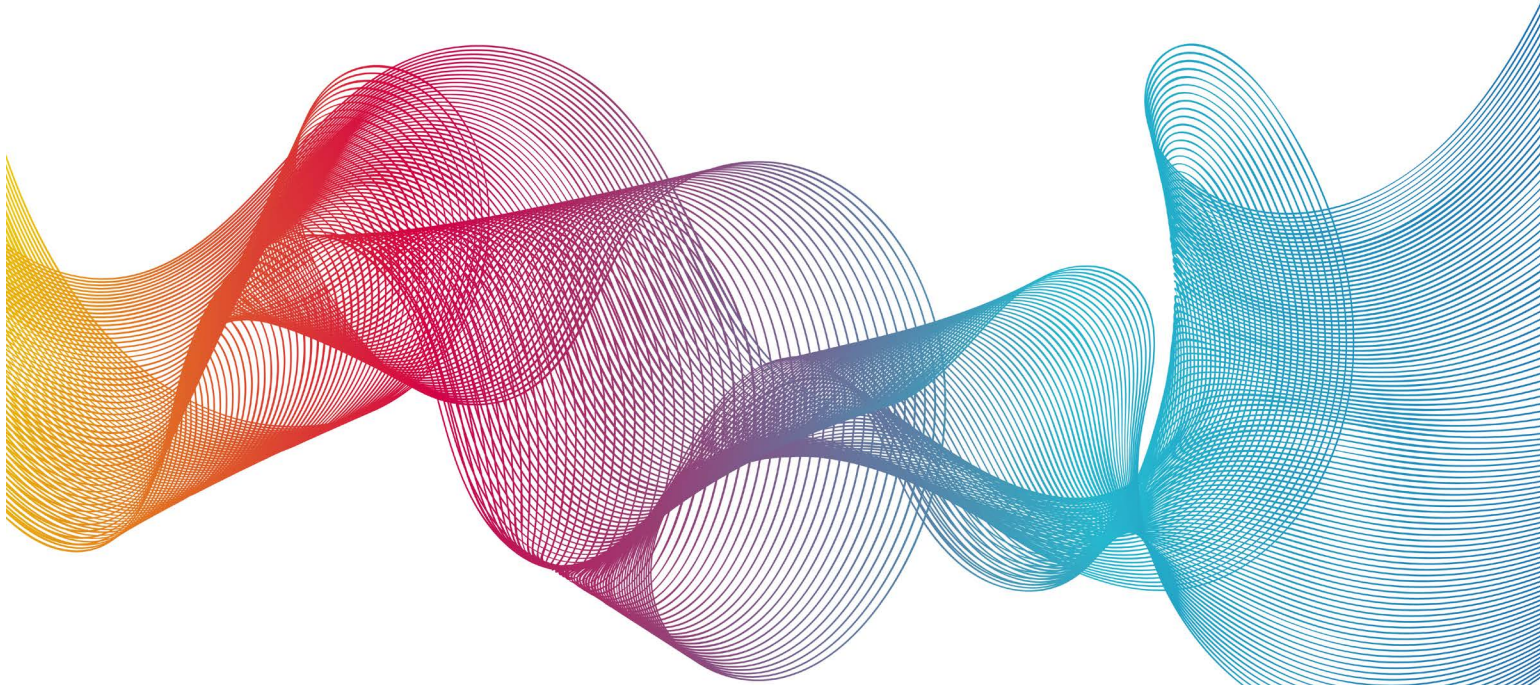
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“Creativity is the driving force in innovation. It's imperative that we prioritise and future-proof it, and in the face of challenges such as the ever-changing state of the nation, strategic investment in the creative industries is key to ensuring our continuing global success story.”

**Alan Hunt**, Co-Founder of The Collective by Lewis Silkin speaks to **Caroline Norbury OBE**, CEO of **Creative UK** and **Sir Chris Bryant MP**, Shadow Minister for Creative industries and Digital.

 [Listen to the podcast here](#)



**engineering and mathematics) skills that are often highly specialist, alongside commercial, practical and technical skills.”**

Accordingly, in order to see growth in the creative sector, we must invest in all of these skills and industries, as well as the traditional “arts.”

Sadly, the UK has sat on its laurels and other countries are catching up with our success. **Investment has halved in the past decade, in part due to a loss of EU funding.** However, the Government has proposed new initiatives, including the Creative Industries Sector Vision, the International Technology Strategy, and the Science and Technology Framework, which aim to invest in the UK's creatives and innovators across all industries. A great example of how the Government is investing in collaboration across industries in order to grow the creative sector is evidenced by **its investment of £75.6 million** to build **“the largest**

**virtual production research and development network in Europe to put the UK at the forefront of advancements in visual effects, motion-capture technology, and AI for the screen industries and live performance.”**

In addition, four new research and development facilities will be established to drive the next generation of screen technology and on-set virtual production, funded by an **additional £63 million** of new industry investment as part of UKRI's Convergent Screen Technologies and performance in Realtime (CoSTAR) programme.

It is here – at the convergence of art, technology, and science – through the sharing of ideas and expertise between teams, that businesses can create a self-sustaining ecosystem which fosters creation and innovation. Because when different worlds collide, there's an awfully big bang – and we can't wait to hear it.



# From collaboration to polarisation



“  
Innovation and change  
cannot happen in silos,  
it's a team sport.  
”

At The Collective by Lewis Silkin's **xCHANGE 2023** conference, we were joined by guest creatives, innovators, entrepreneurs and policy-makers to explore how the power of ideas can be used to harness the opportunities and skills needed for an innovative future.

The Storytellers by Accenture's **Marie-Shireen Hadid** and Vice-Dean of Interdisciplinarity Entrepreneurship at UCL, **Ruth Morgan**, spoke about the value of leveraging shared experiences, whilst also creating space for the exploration of differing viewpoints, all in the name of collaboration.

And Deputy CEO at the MHP Group, **Nick Barron**, shared his insight into what happens when, instead of collaboration, we witness increasing polarisation: The rise of the “super-distruster”, a cohort who are increasingly sceptical of consensus and more likely to view institutions as elite and untrustworthy, pose a challenge for businesses and for collaboration alike.

## The transformative power of storytelling - Marie-Shireen Hadid

The human brain is hard-wired for stories – we think, dream, and remember in stories. As children, we are told stories to teach us fundamental truths about the world and our place in it. We use stories to find clarity and meaning but, most of all, to create shared experiences between ourselves in the roles of storyteller and listener. Stories, therefore, are powerful tools which we can use to communicate more effectively with others and ultimately, collaborate.

But how does one tell a good story?  
By using key fundamental elements:

1. Pride and purpose: why do you care about the subject?
2. The challenge (or opportunity): what is the challenge (or opportunity) you face?
3. The plan: what do you need to achieve a solution to the challenge (or to harness the opportunity)?
4. The desired destination: where will you end up?

Happy Storytelling!

Read more on [The Storytellers' website](#).

## Disruptive thinking takes a meadow - Ruth Morgan

“Our definition of disruptive thinking is thinking that breaks the normal pattern. It challenges the usual ways things work, not for the sake of it, but to uncover insights and ideas that can create more vibrant communities, better societies, successful businesses and joyful lives.”

Think of a meadow.

A meadow is made up of different plants, flowers, and wildlife with diverse needs and ways of thriving, all co-existing together – just like any organisation, institution, or society at large. The benefit of such a diverse environment is that it encourages diversity – of experiences, perspectives, approaches, and goals.



Be more Bee: by “going into the meadow” and collaborating with others, we can use this diversity to our advantage, like bees moving from flower to flower in order to cross-pollinate the meadow, creating a space where there is curiosity and exploration, and where a real thirst for understanding can thrive.

Read more on Ruth's [Disruptive Thinking Blog](#).

## The rise of the “Super Distruster” - Nick Barron

The recent polarisation tracker by the **MHP Group** revealed that nearly one-third (29%) of UK adults are “Super Distrusters” – that's approximately 16 million individuals. Such a substantial number of people aren't from a single background; rather, super distrusters span all ages, ethnicities, socio-economic classes, political affiliations, and educational backgrounds.

Super distrusters view themselves as iconoclasts; they are more sceptical of consensus and more likely to view institutions as elite

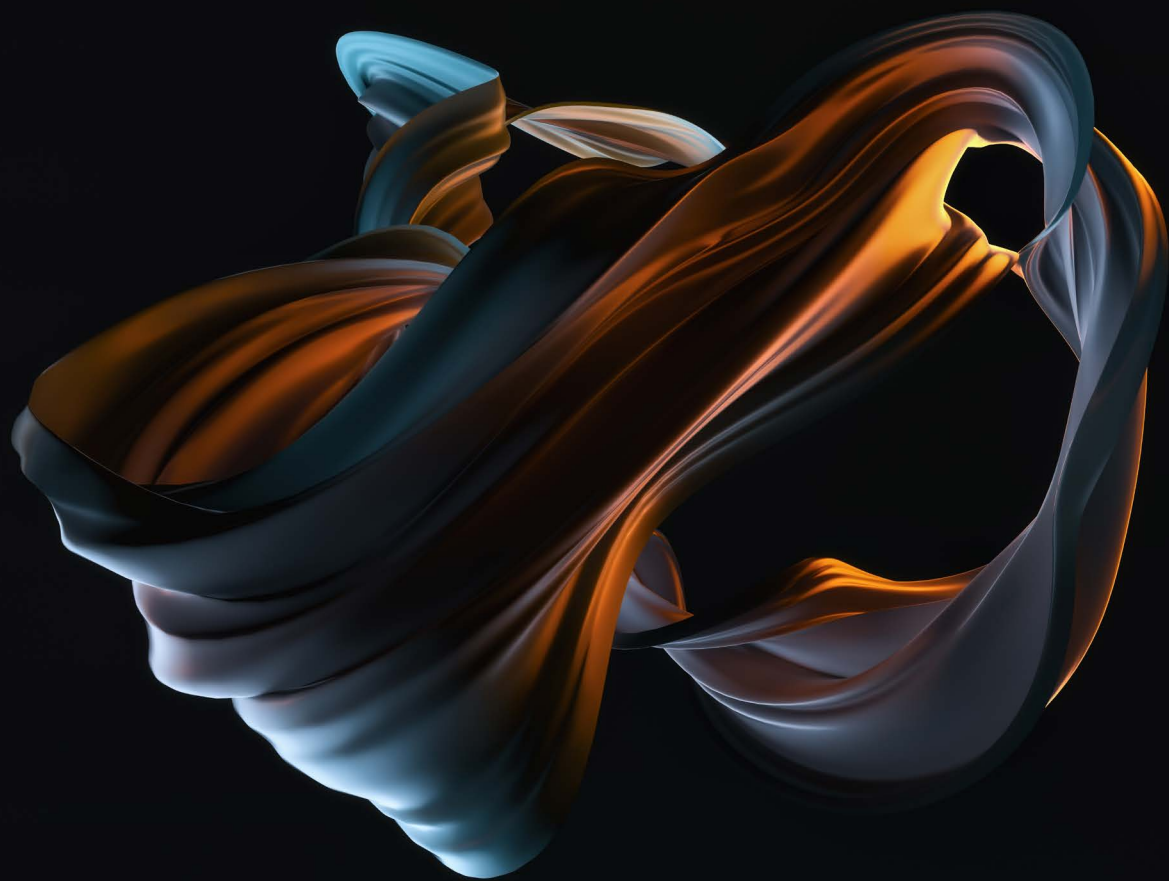
and untrustworthy - motivated by ideological zeal, determined to push through their ideas without consultation or consideration for the impact on people. This can, of course, present challenges. Given the increasing number of super distrusters in the UK, it would be prudent for businesses to engage with, rather than discount these individuals. There are three opportunities in which to bring super distrusters on side:

1. Do not attempt to marginalise super distrusters; instead, listen to, and engage with, their concerns in order to build trust.
2. Do not dismiss critics who hold concerns about the dystopian power of technology; instead, consider emphasising the role that technology can play in individual empowerment (rather than simply the systemic efficiency of technology).
3. Be more transparent about your motives and hold institutions to account on behalf of the consumer.

[Download the MHP Polarisation Tracker Wave 6 here.](#)



# AI raises the bar for creativity



Artificial Intelligence (AI) has been propelled into the spotlight this year. Whilst there is tremendous apprehension about the potential of generative AI to replace people in many jobs, at **xCHANGE 2023** we wanted to focus instead on the opportunities. We discussed how AI is not intended to replace or stifle creativity but rather to aid and augment it by alleviating mundane tasks and allowing people to focus on elements that require human-level decision making and creative energy, for more impactful work.

**AI in music: how many Beethovens might there have been, if only they had access to a piano?**

As part of the 'AI Super Power' panel, we learnt how AI is used by pioneering organisations (such as, **NumberEight**, **DAACI** and **AudioStack**) as a tool to foster and democratise creativity and productivity. Indeed, despite concerns about the dangers of AI, it was described as *“one of the most profound, consequential technologies”* and compared by Lewis Silkin's very own **Cliff Fluet** to the invention of steam and electricity in terms of its potential impact. By using AI, businesses have the opportunity to widen access to the creative sector – the question was asked: How many Beethovens might there have been, if only they had had access to a piano?

- **NumberEight – Abhishek Sen** taught us that personalisation and privacy protection can go hand in hand; we don't have to sacrifice either for the best personalised experience on our mobiles.
- **DAACI – Ken Lythgoe** was a passionate advocate for the ethical use of AI to help composers and musicians evolve their creations.
- **AudioStack – Timo Kunz** showed us how AI can manipulate audio production time, from weeks to minutes and mere seconds.

## Lewis Silkin's Digital, Commerce and Creative Report

We have recently published our 2024 Digital, Commercial and Creative 'DCC' Report which reflects on key industry and legal developments from 2023, and looks ahead to 2024 highlighting the exciting opportunities and challenges for the year to come, including our latest AI insights:

### AI and advertising

Generative AI is still in its infancy in relative terms, but growing exponentially, and is set to transform the ad industry. The possibilities are many and varied, including generating tailored ads that resonate uniquely with each individual viewer, as well as the ability to churn out dynamic campaigns that evolve according to consumer response. Take a look at **our thoughts** on this new guidance for AI generated ads.

### AI and the arts

The opportunities created by AI for performers are vast: we are potentially heading towards passive income for performers, who by licencing their image or voice might not have to step foot on set or in a studio again. In the musical world, Grimes recently released her own **AI tool** offering a split of royalties for any works derived from her AI generated voice, and an **AI-generated Drake and The Weeknd song** went viral on social media. The downside to this is that there are significant risks that performers may be exploited or have their voice or **their likeness used in a manner detrimental to their reputation**, given gaps in the current intellectual property (IP) framework. Check out **our article** on Equity's AI Toolkit for performers as part of its campaign to *“Stop AI Stealing the Show.”*

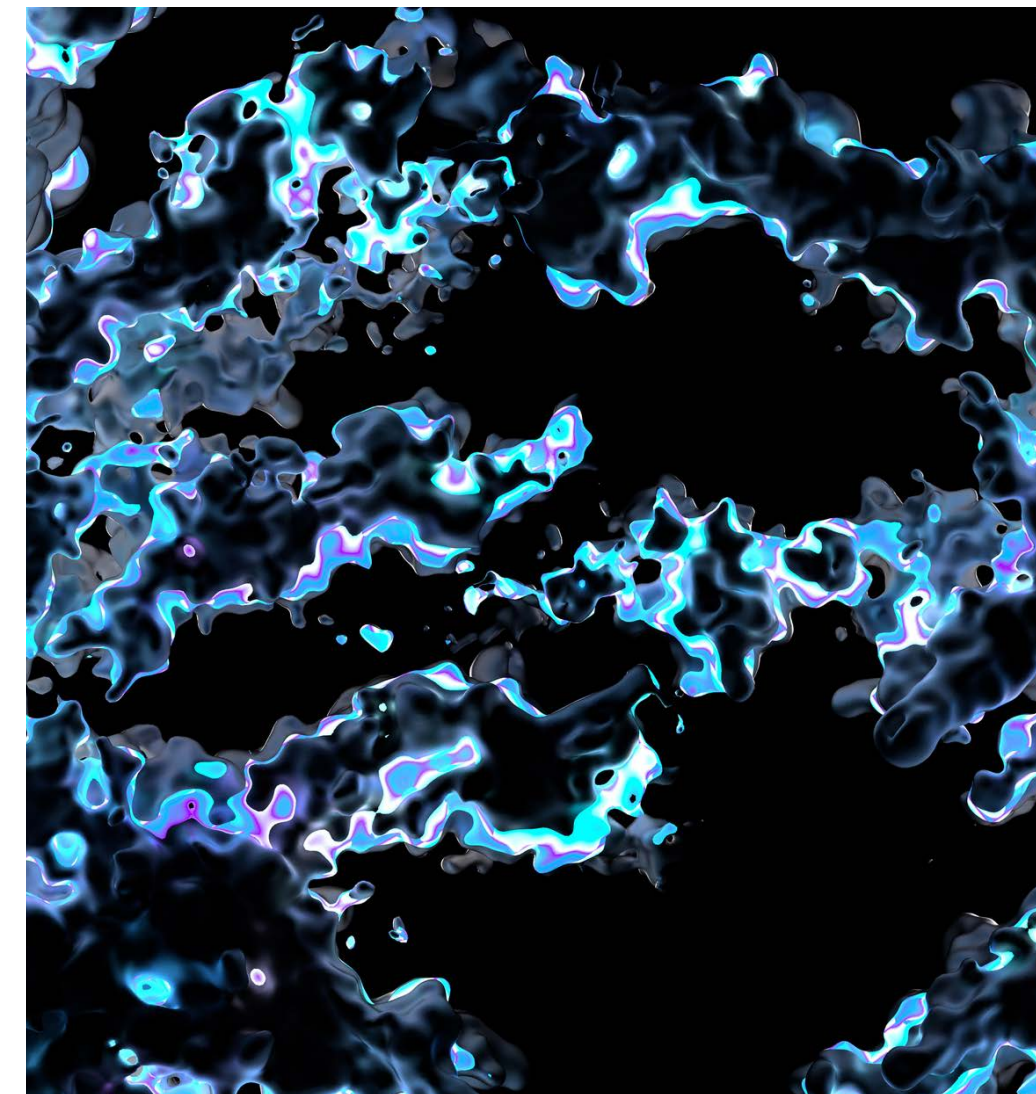
## AI and music

Want to hear more? Lewis Silkin's AI expert, Cliff Fluet also recently chatted with Music Ally's Editor Joe Sparrow about the bigger-picture possibilities and repercussions that AI could have on the music industry including real-time music detection, metadata, and personalised discovery. Find out whether the music business is really prepared for the impact of AI, and discover some of the applications of AI in the music industry that you might not have yet considered.



[Listen to the podcast here](#)

Read the full Digital, Commerce & Creative report here





# Quantum computing - the here and now

The concept of quantum computing isn't new, but its use by businesses is.

**Funding of start-ups focussed on quantum technologies rose to \$1.4 billion in 2021** as businesses began to unlock its real-world value. This investment shows no sign of slowing down, but what exactly is quantum computing and how can it help you?

According to **AWS**, quantum computers ***“are able to solve certain types of problems faster than classical computers by taking advantage of quantum mechanical effects, such as superposition and quantum interference. Some applications where quantum computers can provide such a speed boost include machine learning (ML), optimization, and simulation of physical systems.”***



Computers that can solve complex problems very quickly? Sounds great! IBM think so too – they partnered with the Cleveland Clinic in March 2023 to unveil the **Cleveland Clinic-IBM Discovery Accelerator**, a quantum computer which also uses AI and hybrid cloud to accelerate biomedical research into screening and optimising drugs targeted to specific proteins, predicting cardiovascular risk following non-cardiac surgery, finding effective existing drugs to help patients with Alzheimer's and other diseases, and developing treatments and vaccines for pathogens and virus-related diseases.

As well as life sciences, McKinsey & Co suggest that the automotive, financial services, and chemicals industries will also be able to harness the benefits of quantum computing to increase their value by up to £1 trillion by 2035. This harnessing is already happening – in its February 2023 edition, entitled “The Quantum Leap”, **Time magazine** reported that companies like BASF and Bosch have run pilot projects using quantum algorithms to ***“double foreign-exchange trading profits and catch almost four times as many production-line defects.”***

By using quantum computing to help with processes like financial modelling, route and traffic optimisation, manufacturing, chemical research, AI and machine learning, and battery optimisation, businesses can harness the power of quantum computing in real-life applications to accelerate and streamline key processes – and we all know that every business appreciates the importance of speed and simplicity on the ever-crucial bottom line.

So, what are you waiting for?



# Trends in global innovation



Innovation remains a dynamic force, shaping industries across the globe. Staying on top of these developing trends and strategically integrating them into business models will be crucial for organisations seeking sustained growth and competitiveness.



The global innovation environment is facing a challenging period characterised by significant uncertainty. Data collected for the 2023 **World Intellectual Property Organisation (WIPO) Global Innovation Index** have shown that while government and top corporate research and development budgets have grown over the past year, venture capital innovation investments have declined, reflecting a worsening climate for risk finance.

Global investment in science and innovation has been impacted over the recent business cycle by widespread high inflation, armed conflict, and supply chain disruption. Despite these impacts on innovation investment, **the world economy is projected to continue to grow overall next year, albeit at a slower growth rate, particularly in advanced economies.** Significant technological progress in recent years, particularly in the fields of IT, health, mobility and energy have created new growth opportunities. This includes the wave of innovation built on artificial intelligence, the increased efficiency of green supercomputing and innovations leading to the increasing affordability of renewable energy. While the adoption of new technology is growing, penetration often remains low, and a key challenge continues to be converting novel innovation into tangible benefits that flow to everyone, everywhere.

Drilling down into individual countries, WIPO has again ranked the UK as an innovation leader on the Global Innovation Index. The UK economy was ranked 4th amongst the 132 economies on its innovation capacities, highlighting its strengths in creative outputs and exports, its well-regarded university sector, and its environmental performance. The UK government has set out a vision of the country as a global hub for innovation, with its Innovation Strategy identifying

boosting innovation in the private sector as a key driver of the UK's future prosperity. Other countries identified by WIPO to watch include China, which following a rapid ascent over the past decade remains the sole middle-income economy within the top 30 of the Index; and Indonesia, which remains an innovation overperformer with strengths in finance for startups and its entrepreneurship policies and culture.

Looking further forward, the **Future Laboratory** has identified accelerative technologies, the impact of the climate crisis and resource scarcity, evolving population demographics and increasing social and political fragmentation as some of the key drivers transforming the world over the next decade. While global carbon dioxide emissions continue to grow, ambitious targets are emerging, backed by tangible action plans which will have significant impacts on innovative activities in the years to come.