The Orange Economy: A Literature Review

الاقتصاد البرتقالي: مراجعة لبعض الأدبيات

Fatima SAYAH [1] فاطمة سايح
University of Relizane, Algeria fatima.sayah@univ-relizane.dz

Received : 10.09.2024 Accepted: 02.11.2024 Published : 15.01.2025

Abstract: *In recent years, several colors of the economy have emerged, such as green, blue, yellow, red, purple, and pink. Among these colors, the so-called "orange economy" has emerged. Due to the multiplicity of definitions of this type of economy by organizations, institutions, and international bodies, this study attempted to provide a unified and comprehensive definition of the orange economy, in addition to its characteristics, origin, types, importance, and objectives, through a review of the literature.*
Keywords: ***O****range Economy,* ***D****efinition,* ***O****rigin;* ***I****mportance;* ***O****bjectives.*

ملخص: في السنوات الأخيرة، ظهرت العديد من ألوان الاقتصاد، مثل الأخضر والأزرق والأصفر والأحمر والأرجواني والوردي. من بين هذه الألوان، ظهر ما يسمى بـ «الاقتصاد البرتقالي». ونظرا لتعدد تعاريف هذا النوع من الاقتصاد من قبل المنظمات والمؤسسات والهيئات الدولية، حاولت هذه الدراسة تقديم تعريف موحد وشامل للاقتصاد البرتقالي، بالإضافة إلى خصائصه وأصله وأنواعه وأهميته وأهدافه، من خلال استعراض الأدبيات.
كلمات المفتاحية: الاقتصاد البرتقالي؛ تعريف؛ الأصل؛ الأهمية.

*author sent: SAYAH Fatima

1. Introduction

The orange economy, also called the creative economy, is an economic sector that focuses on the production and marketing of cultural and creative goods and services. This sector includes a wide range of activities, such as visual arts, music, cinema, television, fashion, design, cultural tourism, etc.

The Orange Economy is an evolving concept based on the contribution and potential of creative assets to contribute to the economy. It is known for constant innovation and creativity, which are the driving forces behind its growth. The name orange economy stems from its traditional signification as the colour of creativity. But as the influence of technology grew over time, it started to involve new sectors.

The Orange Economy is not limited to traditional creative sectors such as art and culture but also includes new sectors such as telecommunications, robotics, coding, and content creation, where ideas can be turned into goods and services (BBVA, s.d.).

According to United Nations Educational, Scientific and Cultural Organization (UNESCO), the Orange Economy accounts for 3% of global gross domestic product (GDP) and 30 million jobs worldwide. Inspired by ideas, it's known for constant innovation, singular products (not mass production) and digitalized processes.

Research problematic

The economic world is constantly changing as a result of the advances and trends in society. This means that things that were a good investment yesterday, today, are outdated and obsolete. And the opposite is also true: there are new trends and possibilities to exploit. This is the case of the so-called Orange Economy, unknown to many and overlooked by others.

Until recently, the Orange Economy attracted minimal levels of attention in different policy debates on strategies for sustainable development in the world.

On this subject, the problem of our research is the following:

What do we mean by orange economy?

The following sub-questions arise from the main problem:

- What is the meaning of the orange economy?
- What are its characteristics ?

- What is its importance and its objectives?
- What are its types?

Research Methodology

In order to review the literature, we relied on a descriptive approach to define and determine the concept of the orange economy.

2. Definitions, Origin and Characteristics of the orange economy

2.1. Definitions of the Orange Economy

We've heard of the green economy , the blue economy, the yellow economy and the purple economy... Now, researchers are taking a closer look at the so-called "orange economy". With no set definition, the core of the orange economy encompasses a wide array of cultural and creative goods and services from architectural design and performing arts to film, games, fashion, music and video games.

Creative goods and services include art that can hang on your wall, print newspapers and crafts, but also works that are "experienced" such as gastronomy and live music. Beyond the physical realm, they include gaming apps on your phone, advertising on TV, and streamed movies. The infrastructure that supports our interaction with creative goods and services are also part of the orange economy, such as stadiums, fiber-optic networks and museums... (Durkin, 2020).

The orange economy owes its name to the orange color's association with culture and the creative industry. The name orange economy stems from its traditional signification as the colour of creativity. It used to centre on the industry of art and culture.

The orange economy refers to the world of culture, creative industry, and content creation. Therefore, the orange universe is called all those activities that transform knowledge into a good or a service that tries to promote, in addition to economic benefit, the development of culture and creativity. In other words, activities that, like cinema, are found within the world of culture.

The Orange Economy is a production model where goods and services have intellectual value because they are the product of the ideas and expertise of their creators. In other

words, it refers to all business rooted in creativity, involving things like art, culture, research, science and technology.

Defining the Orange Economy is a complex matter. Creating a universal definition is both absurd and unnecessary, sustain Felipe BuitragoRestrepo and Iván Duque, authors of "*The Orange Economy, an infinite opportunity.*" They explain that orange, a pigment used in ancient Egypt to adorn the tombs of the pharaohs, is the dominant color for culture, creativity and identity.

Several terms are used to allude to this phenomenon such as cultural industries, creative industries (in Spanish), leisure industries, content industries, copyright protected industries, cultural economy and creative economy.

The creative economy includes all the sectors whose goods and services are based on intellectual property: architecture, visual and performing arts, crafts, film, design, publishing, research and development, games and toys, fashion, music, advertising, software, TV and radio, and videogames. This is how it was defined by John Hawkins, a pioneer in the subject, at the beginning of the new millennium.

The Orange Economy is a production model where goods and services have intellectual value because they are the product of the ideas and expertise of their creators. In other words, it refers to all business rooted in creativity, involving things like art, culture, research, science and technology. That's why some call it the "creative economy" (Santander, 2022). The Orange Economy, as defined by Howkins (2002), encompasses cultural industries such as fashion, music, and film, as well as professional business services like architecture, animation, and advertising. The common feature across these various sectors is that they are all focused on the production of intellectual property(Barney & Marvinh , N. D, p. 178).

The Orange Economy are more complex to estimate, it holds considerable potential for current and future growth, which represents an opportunity for developing economies. From 2000 to 2010, it is estimated that the creative economy grew annually more than four times that of manufacturing in many OECD and developing countries (UNCTAD, 2010)(Barney & Marvinh , N. D, p. 178).

The Orange economy includes the cultural economy, the creative industries, and the areas that support creativity(Francisco & al, 2022, p. 3). It is chained activities that allow ideas to be transformed into cultural goods and services, whose value is based on intellectual property(Luz & al, 2019, p. 162).

The orange economy is a term coined by British economist John Howkins to describe the economic activity that is based on the production and commercialization of goods and services that are creative in nature. It includes a wide range of activities, such as:

- Arts and culture, such as music, film, theater, and visual arts;
- Design, such as fashion, architecture, and industrial design;
- Media, such as publishing, broadcasting, and advertising;
- New media, such as the internet and video games;
- Tourism, such as cultural tourism and ecotourism.

The Orange Economy, also known as the creative economy, is a production model where goods and services have intellectual value because they are the product of the ideas and expertise of their creators. It refers to all businesses rooted in creativity, including art, culture, research, science, and technology. The term was coined by British writer John Howkins, and the name orange economy stems from its traditional signification as the color of creativity. The Orange Economy accounts for 3% of global gross domestic product (GDP) and 30 million jobs worldwide(BBVA, s.d.).

Finally, there is no commonly accepted definition of the orange economy, and several institutions and organizations use their own definitions. The terms are used interchangeably: cultural economy, cultural industries, entertainment industries, leisure industries and creative economy(Official Use, 2020, p. 2). The table show some definitions from institutions and organizations that have focused their attention on these industries.

Table 1.Orange EconomyDefinitions according to the institutions and organizations

Institutions and organizations	Definitions
United Nations Education Science and Culture Organization (UNESCO)	The cultural and creative industries are those that combine the creation, production and commercialization of creative contents that are intangible and of a cultural nature. These contents are usually protected by Copyright and can take the form of a good or a service. Besides all artistic and cultural production, they include architecture and advertising.
United Nations Conference on Trade and Development (UNCTAD)	The creative industries are at the core of the creative economy, and are defined as cycles of production of goods and services that use creativity and intellectual capital as their main input. They are classified by their role as heritage, art, media and functional creations.
World Intellectual Property Organization (WIPO)	The Copyright-based industries are those that are dedicated, interdependent, or that are directly or indirectly related with the creation, production, representation, exhibition, communication, distribution or retail of Copyright protected material.
Department of Culture, Media and Sports of the United Kingdom (DCMS)	The creative industries are those activities based on creativity, individual talent and skill, and that have the potential to create jobs and wealth through the generation and exploitation of intellectual property.
Economic Commission for Latin America and the Caribbean (ECLAC)	The content industries are: publishing, film, TV, radio, phonographic, mobile contents, independent audiovisual production, web contents, electronic games, and content produced for digital convergence (cross-media).
Inter-American Development Bank (IDB)	affirms that cultural industries include the goods and services that are traditionally associated with cultural policies, creative services and sports. It classifies them into three categories: Conventional (e.g., publishing, books, film, etc.), Others (e.g., opera, crafts, design, etc.) and New (e.g., software, videogames, etc.).

Source : Prepared by the author based on **ConnectAmericas,** https://connectamericas.com/content/orange-economy-how-define-it

2.2. Origin of the orange economy

The Orange economy, or the creative economy, was given this name in 2011. The term was coined by British writer John Howkins. It refers to everything that is developed through people's creativity and inspiration that becomes a good or service. It covers everything from a toy to a play, including the most scientific aspects of R+D.

Technological advances and development have brought the orange economy to a boiling point.The concept was made public for the first time in 2013. During a conference of the Inter-American Development Bank (IDB), the publication of a book dealing with the cultural and creative economy was presented. An economy that the authors of that book called the "orange economy." In thissense, Iván Duque and Felipe Buitrago, IDB consultants, were shaping a concept that, in their opinion, was presented as "an infinite opportunity." Thus, the authors highlighted the need, like the green economy, to coin a concept that tried to promote culture and ideation in the countries.

Why orange?

The color orange has been historically tied to youth and happiness. Many consider it to be the color that is the most fun, often associated with culture and creativity. Furthermore, the name orange comes from the fruit and a good way to eat an orange is to squeeze its juice. Something similar occurs with the creative economy – an orange we can squeeze as many times as needed using intellect(Parameswara & et al, 2021, p. 1553).

In this line, the orange color was selected, given the relationship between said color and the world of culture(Rodríguez-Insuasti & al, 2022, pp. 12-15)

Thus was born what today, more and more people, call the orange economy. Being the objective of its birth to promote a series of sectors, among which is the cultural and creative, which were considered little promoted by the Governments. This, with the aim of promoting and promoting these sectors, the authors of said book published a series of figures that showed the great benefits of the orange economy, as well as those of promoting talent and culture in the countries. Especially in those economies that are in full development, where culture is still a big problem in light of the indicators.

2.3. Characteristics of the orange economy

The orange economy has a set of characteristics, including(Sandri & Alshyab , 2022, p. 2)(Miguel Benavente & Grazzi, 2017, pp. 7-8):

- Creativity: The Orange Economy depends on human creativity, which is an essential element in the production of cultural goods and services.
- Diversity: The orange economy includes a wide range of activities, creating diverse job opportunities for individuals.
- Sustainability: The orange economy relies on natural and cultural resources, which can last for a long time.
- These industries co-ordinate their activities amongst themselves, transforming ideas into cultural and/or creative goods and services.
- The value of these assets is determined by their degree of innovation, reflected in intellectual property.
- Orangeeconomy is based on knowledge and information.
- Orangeeconomyisimmaterial.
- Orangeeconomy is often collaborative.
- Orangeeconomy is constantly evolving.

The notion of creativity and the creative economy is evolving. The definition of creativity is based on the interaction between human creativity, intellectual property, ideas, knowledge and technology, while the creative economy encompasses all industries that depend on creative activities. The concept of the creative economy is closely linked to the “knowledge economy”, a key driver of endogenous growth through investment in human capital(United Nations, 2022, p. 1).

3. Areas, Types and Objectives of the orange economy

3.1. Areasof the orange economy

The orange economy refers to all those activities that are directly related to the world of culture, art or creativity. In this sense, a series of activities that consist of transforming ideas into goods and services related to the world of culture.
Thus, we can summarize the activities that this economy integrates into the following(Al-Jubeiri, 2022):

- Cultural economy ;

- Creative industries ;
- Creativity support ;
- Products, services or developments that are related to the world of culture.

However, as it is a term that is under development, more activities could be incorporated into the relationship. Hawkins classified other 15 activities in this area, and these different areas included the arts and extended into areas of technology. At that time, Hawkins estimated the transaction volume of this economy in various parts of the world at the equivalent of $2.2 trillion - in 2019, during the 74th session of the General Assembly. For the United Nations, 2021 has been declared the year of the “creative economy” in order to achieve sustainable development in the world. In this declaration, it was recognized that the “creative economy” is at the forefront of the solutions that the world is expected to use to face challenges and difficulties.

The orange economy is based on the interaction between human creativity, technology and knowledge. It is the economy that relies on the generation and commercialization of creativity to appear in cultural investment trends and in the cultural and creative industries.

UNESCO has divided the creative economy into seven cultural domains to facilitate the presentation and classification of data, including advertising, hospitality, clothing, textiles and cinemas, which are linked to the tourism and tourism sector. entertainment, leading to improved quality of life.

Its activities also include the areas of building cities and urban areas, as well as creating an urban environment that enables and stimulates knowledge, innovation and creativity and thus contributes to creating development and cultural prosperity and developmental(Al-Jubairi, 2022).

Because automating once manual processes with machines has made for an economy influenced by talent, imagination and culture, the Orange Economy is considered a booming, wealth-creating sector. Here are some ideas to consider if the individual want to work in the Orange Economy.

Here are some ideas to consider if the individual want to work in the Orange Economy, like Arts and culture, (Contains

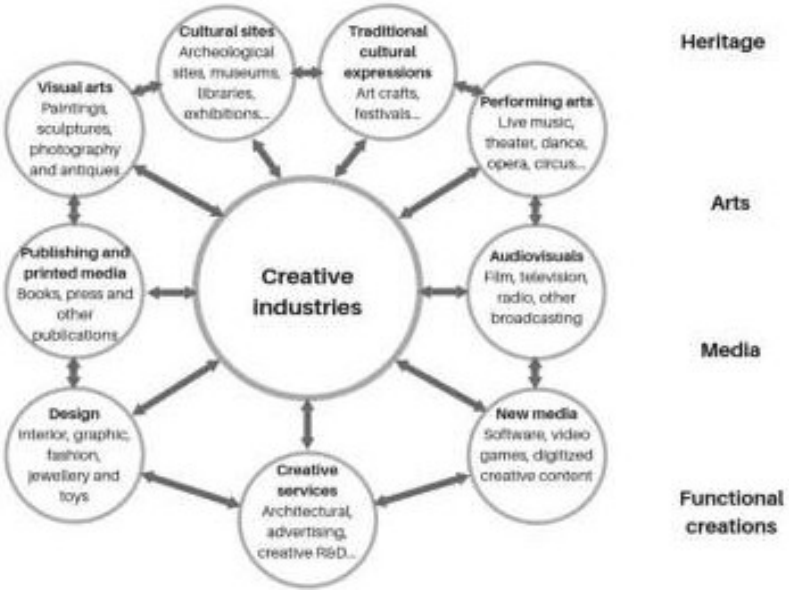
music, film, theater, and visual arts) and Design,(Includes fashion, architecture, and industrial design) and Media, (such as publishing, broadcasting, and advertising) andNew media, (Includes the internet and video games) and Tourism, (Includes cultural tourism and ecotourism).
Some professions can be added:

- **Art.** Theatre, film, painting, dance and sculpture are some types of art with growing business potential to promote the culture. Dance and theatre companies are ways of capitalizing on talent. Also, online on-demand platforms for streaming TV series, films and music are proof of how art can generate revenue and create jobs.
- **Communications.** Without a doubt, communication and information sector has changed considerably in recent years. Media outlets, old and new, are using digital channels and social media to share content with audiences and make money, mainly through advertising and subscription fees. Jobs like “community manager”, “influencer” and “streamer” all originated online.
- **Food.** Culinary arts are a prominent industry in the Orange Economy, where the tradition, skill and heritage behind food prove their ability to drive business. Gastronomy can turn a place into a tourist destination or an ingredient into an export. With apps to reserve tables, see a menu, look at dishes and give ratings and opinions, technology is playing a major role in this industry’s growth.
- **Coding.** As with other jobs, technology is vital to value-add goods and services. That’s why software development is such a fast-growing, key industry in the Orange Economy. The different possibilities it offers are endless, from creating a smartphone apps to market products and services to designing virtual shops in the metaverse to give customers unique experiences.
- **Entrepreneurship**. In particular, the Orange Economy represents an opportunity to modernize or transform sectors in need of new production models to become sustainable and eco-friendly. And creative and tech-driven

entrepreneurship and innovation play an important role in addressing new needs(Santander, 2022).

The following figure summarizes all areas of the orange economy :

Figure.1.UNCTAD Classification of the Creative Industries



Source: Barney Pacheco and Marvinh Pacheco, Digitization of the Orange Economy as a driver of sustainable development, p. 178.

3.2. Types of orange economy

The orange economy can be divided into several types, according to the activities that it includes. On one hand, there is the traditional creative economy, which includes the arts and culture sector. This sector includes activities such as music, film, theater, visual arts, literature, and fashion. On the other hand, there is the digital creative economy, which includes the new media sector. This sector includes activities such as the internet, video games, and social media(Al-Jubeiri, 2022).

The orange economy can be divided into several types, depending on the activities it includes. We can distinguish the following:

- The traditional creative economy: it includes the visual arts, music, cinema, television, literature, theater, etc.
- The technological creative economy: it includes digital industries, such as video games, software, mobile applications, etc.

• Sustainable creative economy: This includes industries that are committed to environmental protection, such as ecotourism, environmental art, etc.

3.3. Objectives of the orange economy

The orange economy seeks to achieve a set of goals, which boils down to the following:

- To foster innovation and reduce inequalities.
- Creating job opportunities: The orange economy provides various job opportunities for individuals, which contributes to reducing unemployment.
- Promoting economic development: The orange economy contributes to enhancing economic development by creating investment opportunities and increasing productivity.
- Preserving cultural heritage: The orange economy contributes to preserving cultural heritage by reviving and disseminating it, and promoting culture and heritage.

4. Principles and importance of the orange economy

4.1. Principles of the orange economy

The orange economy is based on the following principles:

- Creativity: The orange economy is based on the creativity and innovation of individuals and businesses. The orange economy depends on continuous innovation to create new products and services.
- Diversity: The orange economy is open to diversity and welcomes new talent.
- Inclusion: The orange economy aims to reduce inequalities and promote social inclusion.
- Human capital: The orange economy depends on creative and talented human capital.
- Infrastructure: The orange economy requires adequate infrastructure, such as museums, theaters and universities.
- Cultural environment: The cultural environment contributes to the prosperity of the orange economy.
- Collaboration: The orange economy depends on cooperation between various actors, such as governmental and private institutions and civil society.

- Sustainability: The orange economy seeks to achieve its goals in a sustainable manner.

4.2. Importance of the orange economy

Technology is key to turning an idea into a business. In Antiquity, it made agriculture the world's main economic activity. In today's new production models, knowledge, tradition, skill, creativity and talent are creating the most wealth in the world. The orange (or creative) economy is an increasingly important driver of economic development in the world.The creative economy is a feasible development option(Henderson & al, 2022).

The orange economy is important for several reasons. It contributes to the cultural and social fabric of society. It helps to preserve and promote cultural heritage, and it provides a platform for creativity and expression. Second, it creates jobs and generates economic activity. The orange economy is a major source of employment, and it can help to boost economic growth in developing countries. Third, it can help to improve the quality of life. The orange economy can provide access to education, healthcare, and other essential services.

The orange economy is a growing sector, which represents a significant part of the global economy. In 2022, it represented approximately 3.4% of global GDP, or $2.2 trillion. It is also a major job-creating sector, employing around 30 million people worldwide.

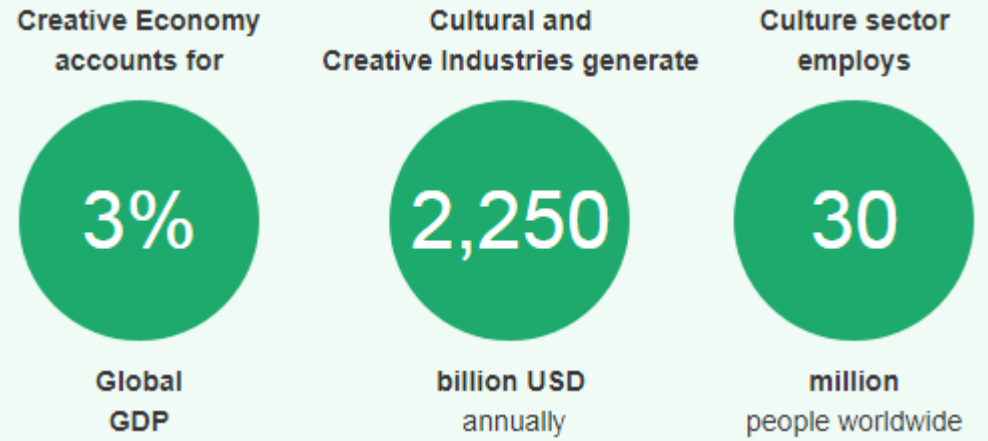
According to the book "La economíanaranja. Oportunidadinfinita" (The Orange Economy: Infinite Opportunities), written by economic expert in this field, Felipe Buitrago, if the creative economy were a product: it would have the fifth greatest volume of business in the world. If it were a country, it would be the fourth economic power with a GDP of $4.3 billion, 2.5 times the planet's military expenditure, and a total of 144 million workers.

According to the United Nations Conference on Trade and Development (UNCTAD) exports of creative goods and services rose 134% from 2002 and 2011.

A 2015 analysis by Ernst & Young presented in their report, attempts to quantify the value generated by cultural and creative industries in the orange economy. It suggests the global

industry generated $2.25 billion in revenue, supporting 29.5 million jobs in 2013. The creative economy exceeded the value of the global telecoms services industry and the entire GDP of India – and this was before the digital streaming boom (see **Fig. 2**).

Figure.2.Benefits of the orange economy



Source: https://en.unesco.org/commemorations/international-years/creativeeconomy2021.

The Asia-Pacific region accounts for more than one-third of global sales and 43 % of jobs associated with cultural and creative industries. Visual arts and television broadcasts accounted for nearly 40 % of the value generated by the industry and 35 % of jobs. Other parts of the industry such as newspapers and book publishing employ more people but generate less revenue. Sales of e-books, music, videos and games generated $66 billion in 2013. Content sales in turn drove sales of digital devices and subscriptions to online media and streaming platforms and the advertising on them. Thanks to the cultural and creative output as driving the online economy's rapid growth. Ernst & Young estimates creative content yielded $22 billion in advertising revenues in 2013 for online media and free streaming websites such as YouTube.

The nurturing talent in the cultural and creative sector is important to economic development and growth. Cultural and creative industries tend to employ more youth and women and can offer more flexible work environments.

For example, American artists are 3.5 times more likely to be self-employed than U.S. workers overall. On the downside, many of the associated jobs are gigs – or temporary work – and

remuneration might rely heavily on acquiring and asserting intellectual property rights (Durkin, 2020). It is also a major driver of innovation and economic growth.In 2022, it represented approximately 3.4% of global GDP, or $2.2 trillion. It is also a major job-creating sector, employing around 30 million people worldwide. The orange economy is a growing sector of the global economy. In future, it was estimated to be worth $2.5 trillion and to employ over 35 million people. It is also a major driver of innovation and economic growth.

This information can be summarized in the following table:

Table 2. Benefits and Importance of the Orange Economy

Economic Growth	$2.25 trillion USD: The value of the global orange economy in 2020. 3% of global GDP: The orange economy's contribution to global GDP in 2020. 30 million jobs: The number of jobs provided by the orange economy worldwide. 7.4%: The growth rate of the global orange economy between 2013 and 2020, which is faster than the growth of the global economy as a whole.
Social Development	$1.4 billion USD: The value of exports of cultural goods and services in 2020. $4.5 billion USD: The value of cultural tourism in 2020. 250 million people: The number of people working in the cultural sector worldwide.
Environmental Sustainability	$2.5 billion USD: The value of investments in sustainable orange economy projects in 2020. 10%: The percentage decrease in greenhouse gas emissions from creative industries between 2013 and 2020.
Improving Quality of Life	92%: The percentage of people who believe that culture has a positive impact on their lives. 75%: The percentage of people who believe that the arts have an important role in their education.

Source : Prepared by the author based on the Previous information.

4.3. Importance of the Orange Economy in Algeria

The creative economy contributed around 3% of Algeria's GDP in 2019, according to estimates by the Algerian Ministry of Culture, and 3.4% in 2020. It contributed $2.5 billion USD to Algeria's GDP in 2020. It experienced a remarkable growth rate of 5.8% between 2013 and 2020.

The size of the creative industries market in Algeria was estimated at around $800 million USD in 2020. The Algerian government allocated a budget of 300 million Algerian dinars (approximately $2.3 million) to support the creative industries sector in the 2023 budget. The creative industries sector contributes to the creation of around 10,000 direct jobs in Algeria, according to estimates for 2021 (https://www.m-culture.gov.dz/).

The value of exports of cultural goods and services from Algeria reached $1.1 billion USD in 2020. Cultural tourism in Algeria generated revenues of $2.2 billion USD in 2020. It employed around 150,000 people in 2020, compared to just 25,000 in 2017. The number of institutions operating in the creative industries sector in Algeria is around 3,500 small and medium-sized enterprises, according to 2020 statistics. The value of investments in sustainable orange economy projects in Algeria in 2020 is estimated at around $1.5 billion USD (https://www.ons.dz/).

The creative economy in Algeria has a bright future. With continued government support and investment, it can play a major role in driving economic growth and development in the country.

5. CONCLUSION

The Orange Economy includes all the sectors whose goods and services are based on intellectual property, such as architecture, visual and performing arts, crafts, film, design, publishing, research and development, games and toys, fashion, music, advertising, software, TV and radio, and video games. The Orange Economy is important for the jobs agenda, as it plays a vital role in income generation and job creation, especially for youth and women.

The orange economy is important for several reasons. First, it contributes to the cultural and social fabric of society. It helps to preserve and promote cultural heritage, and it provides a platform for creativity and expression. Second, it creates jobs and generates economic activity. The orange economy is a major source of employment, and it can help to boost economic growth in developing countries. Third, it can help to improve the quality of life. The orange economy can provide access to education, healthcare, and other essential services.

The orange economy is increasingly recognized for its relevance to achieving the Sustainable Development Goals through its potential to promote innovation, create jobs, increase cohesion and contribute to the well-being of societies, as it assumes both commercial and cultural values.

Finally, the orange economy can be defined as a set of activities that, in an interlocking way, allow ideas to be transformed into cultural goods and services whose value is determined by their intellectual property content. The orange universe is composed of the cultural economy and creative industries, and their intersection where conventional cultural industries are found and areas of support for creativity.

Bibliography List :

Al -Jubeiri, Economy, A. (2022). Abdul Rahman Ahmed Al - Jubeiri, Economy, Orange Economy - What is, its Definition and its concept, Economy in Arabic. Récupéré sur https://shorturl.at/BFW07,

Al-Jubairi, A. (2022, 11 4). The orange economy in brief, economic culture... Récupéré sur https://shorturl.at/AEMU0

Henderson , M., & al. (2022). NEW ECONOMICS FOR SUSTAINABLE DEVELOPMENT, CREATIVE ECONOMY. United Nations Economist Network.

Parameswara, A., & et al. (2021). The Role of Place Identity, Local Genius, Orange Economy and Cultural Policies for Sustainability of Intangible Cultural Heritage in Bali. International Journal of Sustainable Development and Planning Vol. 16, No. 8, December.

Sandri , S., & Alshyab , N. (2022). Orange Economy: definition and measurement – the case of Jordan, International Journal of Cultural Policy, DOI: 10.1080/10286632.2022.2055753, p. 2. International Journal of Cultural Policy, DOI: 10.1080/10286632.2022.2055753.

Barney, P., & Marvinh , P. (N. D). Digitization of the Orange Economy as a driver of sustainable development. p. 178.

BBVA. (s.d.). The Orange Economy: creativity is a great business. Récupéré sur https://www.bbva.com/en/innovation/orange-economy-creativity-great-business/

Durkin, A. (2020, July 24). Récupéré sur globaltrademag: https://www.globaltrademag.com/the-orange-economy-where-creativity-is-an-economic-asset/

Francisco , J., & al. (2022). Measuring the Sustainability of the Orange Economy, Sustainability 2022, 14, 3400. https://doi.org/10.3390/su14063400, p. 3. Sustainability, 14, 3400. https://doi.org/10.3390/su14063400, p. 3.

Luz , A., & al. (2019). Luz A. Gaviria Roa, Harvey Gómez Castillo and Holman Montiel Ariza, Orange Economy: Study on the Behavior of Cultural and Creative Industries in Colombia. International Journal of Mechanical Engineering and Technology 10(12), .

Miguel Benavente, J., & Grazzi, M. (2017). Public policies for creativity and innovation: promoting the orange economy in Latin America and the Caribbean.

Official Use. (2020). Orange Economy: As a Driver of Jobs for Youth, Solutions for Youth Employment. Official Use.

Rodríguez-Insuasti, H., & al. (2022). Creative Economy: A Worldwide Research in Business, Management and Accounting. Sustainability, 14, 16010. https://doi.org/10.3390/su1423160.

Santander. (2022, 9 15). Orange Economy: What is it and how can we live on it? . Récupéré sur Santander, 15/09/2022, Orange Economy: What is it and how can we live on it? : https://www.santander.com/en/stories/orange-economy?00EC70B1-1C9C-1A4D-BAE8-

C33E0D767E87_kfa_cup_C6FA3ED5_6D17_47D1_B6E2_F4B02CC905E0_

United Nations. (2022). Creative Economy Outlook. United Nations, Geneva.

ConnectAmericas,https://connectamericas.com/content/orange-economy-how-define-it

https://en.unesco.org/commemorations/international-years/creativeeconomy2021

https://www.m-culture.gov.dz/

https://www.ons.dz/