



**HEART/NSTA TRUST
CAREER DEVELOPMENT
SERVICES UNIT**




Let's Talk...

CAREER


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Orange Economy






Orange economy?
What is that? And why the colour orange?




Well the orange economy is any business rooted in creativity. It used to focus only on art and culture, but as the impact of technology grew over time, it started to involve new sectors, like telecommunications, robotics, coding and content creation, where ideas could be turned into good and services.



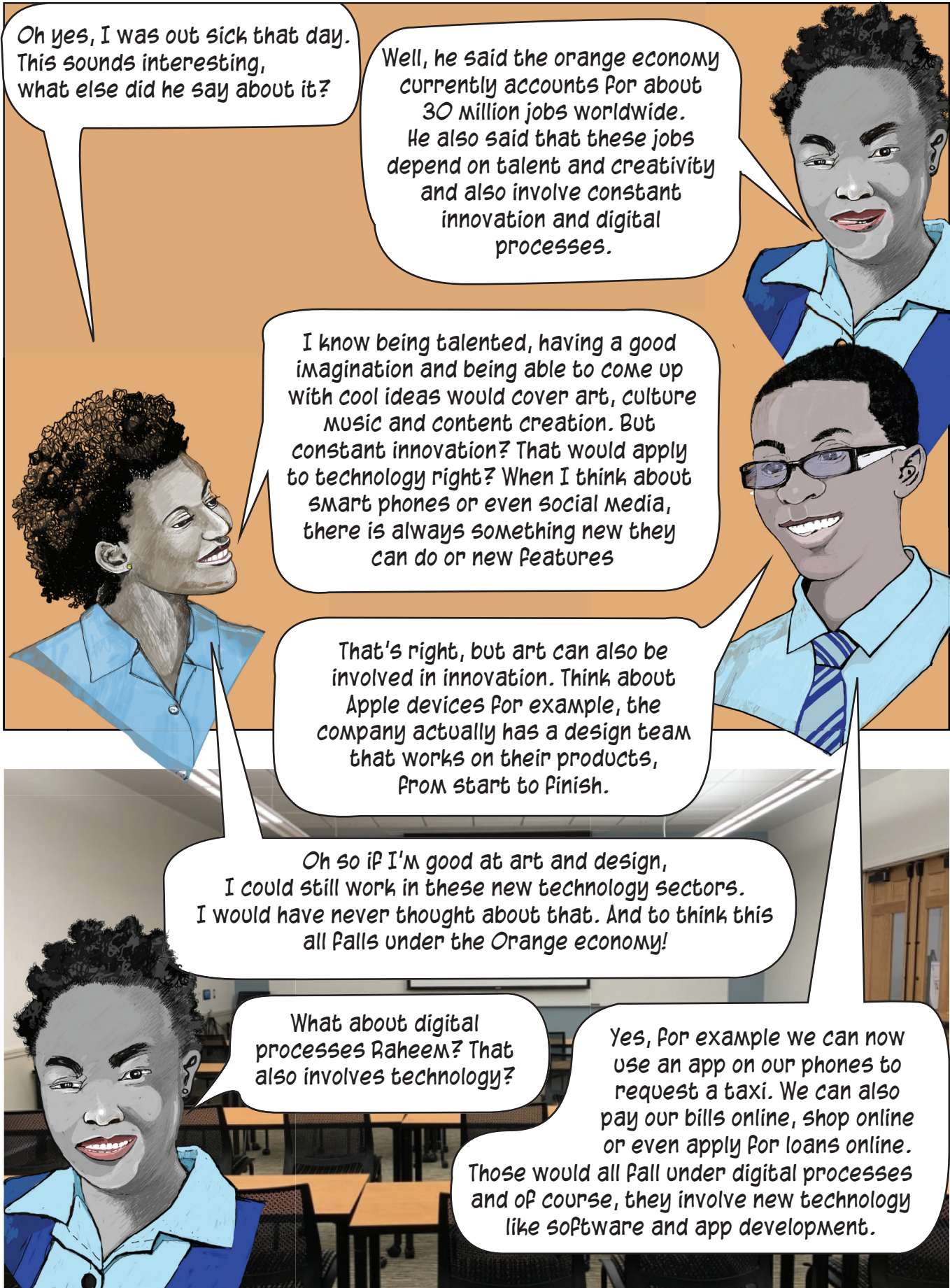
It is sometimes called the creative economy. Also back in like ancient Egypt, orange was the colour of creativity and culture.



It's the first time I'm hearing about the orange economy. Where did you hear about it?



Mr. Nelson spoke about it in Art class on Monday. I didn't see you in class though.



Oh yes, I was out sick that day. This sounds interesting, what else did he say about it?

Well, he said the orange economy currently accounts for about 30 million jobs worldwide. He also said that these jobs depend on talent and creativity and also involve constant innovation and digital processes.


I know being talented, having a good imagination and being able to come up with cool ideas would cover art, culture music and content creation. But constant innovation? That would apply to technology right? When I think about smart phones or even social media, there is always something new they can do or new features

That's right, but art can also be involved in innovation. Think about Apple devices for example, the company actually has a design team that works on their products, from start to finish.


Oh so if I'm good at art and design, I could still work in these new technology sectors. I would have never thought about that. And to think this all falls under the Orange economy!

What about digital processes Raheem? That also involves technology?

Yes, for example we can now use an app on our phones to request a taxi. We can also pay our bills online, shop online or even apply for loans online. Those would all fall under digital processes and of course, they involve new technology like software and app development.



So if we were considering jobs in the orange economy, where could we look?




There are so many areas you could look at, but let me give you a few that Mr. Nelson talked about in class.

- Art and Culture - Dancer, Cake Decorator and Actor
- Communications – Social Media Manager, Content Creator and Author
- New Technology – Software developer, App Developer and Web Developer



BELL RINGS



Thanks for telling me about the orange economy guys. I'm going to do my own research and come prepared to ask Mr. Nelson about it in the next Art class.