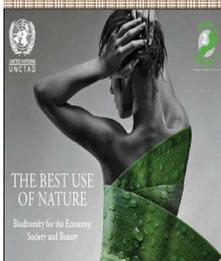


April 2010



Biodiversity is the source of many products and services used by society. The United Nations General Assembly declared 2010 as the UN International Year of Biodiversity, with the objective to increase political and public awareness about the importance of biodiversity. Millions of people depend on biodiversity for food, medicines, income, cloths, as well as for cultural and spiritual needs. Biodiversity provides essential inputs to many industries not only for agriculture, pharmaceuticals, paper, waste treatment etc. but also for the creative industries in particular for fashion and accessories, interior design, cosmetics and the so-called luxury industries. It is now widely recognized that biodiversity is being lost at accelerating rates, caused by widespread overexploitation of biological resources. This destabilizes and reduces the productivity of ecosystems, weakening their ability to generate sustainable products and services. Therefore, the responsible use of biodiversity is fundamental for long-term sustainable development. Developing countries, often endowed with rich biodiversity, face the challenge of finding the right balance between the sustainable use and the conservation of their biodiversity. A positive trend towards ethical consumerism and eco-ethical fashion is emerging. Both consumers and producers of creative products increasingly question the true cultural and environmental value of what they create, buy and sell. In this spirit, the UNCTAD's BioTrade and Creative Economy Programmes organized three intertwined eco-oriented events to spread out a strong message that creativity and biodiversity are well-matched. An international seminar, a fashion show and an exhibition of bio-creative products were articulated to further sensitize policy-makers and the international community towards driving more environmentally and socially sensitive practices in the use of the biodiversity.

### The Eco-Chic Fashion Show and Exhibition

UNCTAD jointly with the NGO Green2greener organized this glamorous multi-designer *Eco-Chic Fashion Show and Exhibition - Geneva* to celebrate sustainable fashion and accessories in two forms: Eco-couture and Ready-to-wear. Over 50 looks have been donated by designers around the world, including the renowned figures Diane Von Furstenberg, Manish Arora, Bora Aksu, Thakoon and others. Established sustainable fashion labels such as Edun, Noir, Ciel and Kumvana Gomani contributed garments and accessories from their latest collections. The eco-engaged brand Natura provided their bio-cosmetics for the make-up of the 30 top models that exuberantly performed at this UN led fashion show held on 21

January 2010, at the Palais des Nations. The events attracted a large public and the international media triggering impressive press coverage around the world. The Eco-Chic Exhibition



was open for two weeks showing products that provide eco-benefits and income for communities in developing countries. Eco-Chic fashions avoid environmentally damaging production processes that consume large amounts of water and energy, or over-harvesting of wild species for their skins or natural fibres. Through creative displays of fashion garments, accessories and cosmetics, the exhibition spotlighted the journey of the value-chain from raw material to high-value finished products and markets, captivating the interest of consumers, designers and product developers engaged not only with fashionable look but also with sustainable life-styles.



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## Inspiring Greater Engagement in Biodiversity Issues

International policy and business-oriented seminar, Geneva 20-21 January 2010



This high-profile conference opened the policy and business debate around the UNCTAD celebration of the UN 2010 International Year of Biodiversity. More than 500 prominent figures

from governments, international organizations and the fashion and cosmetic industries gathered in Geneva to call for action against the rapid loss of the world's biodiversity while promoting the creative economy. The seminar was opened by the Executive Secretary of the Convention on Biological Diversity, the Vice-Minister of Business Development of Colombia and the Deputy Minister of Commerce of Thailand addressed the session as well as famous designers such as Alphadi and Anggy-Haif, and established brands like Gucci and Cartier were among the panellists. Jointly organized by UNCTAD's Bio-Trade Initiative and the Creative Economy Programme in collaboration with the NGO Green2Grenner, the event underlined the role that governments, businesses and consumers can play in supporting biodiversity conservation and the sustainable use of natural resources. Debates focused on ecological practices available to the fashion, cosmetics and luxury industries. There were lively discussions around key topics: (i) Redefining sustainability: why biodiversity? (ii) The rise of ethical consumer and eco-fashion; (iii) Luxury brands as sustainable role models; (iv) The role of creative fashion and design industries in developing countries; and (v) Environmental traceability, accountability and certification.



Various processes in textile, leather and other fashion-related manufacturing like jewellery, cosmetics, and perfumes use toxic chemicals and produce effluents which can pollute air, water and the soil. For instance, worldwide cotton now accounts for 11% of pesticides and 25% of all insecticides used each year, while on the other hand organically grown cotton does not involve the use of chemicals that can cause species damage. The fashion industry provides an opportunity for developing

countries to shift up the economic ladder by using their creative talents in harmony with the best use of the nature. Many businesses are embracing innovative approaches in dealing with global supply chains, worker's rights and environmental issues. Responsible business initiatives are needed by both SMEs and multinational companies, but they are not without obstacles. Therefore, strategic alliances involving governments and the business community must be

brought into the heart of this urgent challenge. The main objective of this UNCTAD initiative was to inspire greater business and consumer engagement in biodiversity issues and create a platform to articulate strategies to transform this engagement into concrete sustainable actions.



## International Workshop on Cultural Commons

Turin - Italy, 29-30 January 2010



The Centre of Studies Silvia Santagata in collaboration with the University of Turin and the Regional Museum of Natural Sciences in Italy organized this event and invited

UNCTAD to chair its first panel "Towards cultural commons and cultural communities". This seminar provided an opportunity to debate the findings of research currently being undertaken in this new area by leading scholars, bringing different perspectives from the viewpoint of economics, law and sociology. It was a timely initiative, since we need to better understand this new concept, how it functions and how it is likely to evolve. Cultural commons refer to cultures located in time and

space, either physical or virtual, and shared by a socially cohesive community. The seminar addressed key questions: How do cultural commons arise and expire? Which are their characteristics and how they should be managed? This concept emerged in response to the facility in which modern digital technology allows new ways to create, produce, replicate and distribute creative content. Antagonistic views emerged between those who are for the protection of IPRs and those who favour free sharing of knowledge and information. Case studies were presented about the experiences of Milan designers, Italian futurist artists, the network of Contemporary Art in France, the impact of heritage for the music in the Kenyan communities, the cultural experience of the English Lake District, the role of cultural districts in Brazil etc. The image of a city, a local language, or an artistic movement can be defined as cultural commons, and the collective dimension of culture has implications in the process of cultural changes.

## Towards a Pan-European initiative for innovative creative industries in Europe Amsterdam, 4-5 February 2010

The European Commission's Enterprise and Industry Directorate-General – in cooperation with the city of Amsterdam, the European Design Centre and the Association of Dutch Designers – organized and hosted this policy-oriented seminar. The aim was to discuss the growing economic importance of creative industries for growth and innovation in Europe. The seminar gathered 75 experts and creative professionals, with a view to identify a business environment conducive to building a strong creative sector to support knowledge and innovation in Europe. Many new policy initiatives, in particular at local and regional levels, are expected to be put in place. The seminar was opened by the Mayor of the City of Amsterdam, who highlighted that creative approaches are needed in order to help solve societal questions and provide interesting economic opportunities; he fully subscribes the initiative to develop an European strategy on creative industries.



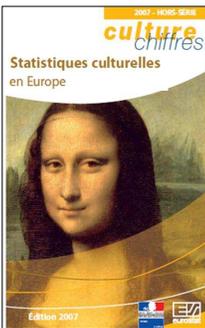
UNCTAD made an address focusing on the role of the creative economy in the context of the recent global economic crisis and its gradual recovery, pointing out to

the importance of putting in place a “creative nexus” to attract new investments and



technology, while promoting entrepreneurship and employment in order to stimulate creativity, innovation and trade. The European Commission presented its Pan-European Plan proposing better prioritisation and mobilization of European supporting programmes on creativity, entrepreneurship, clusters and financing and by promoting better synergies between support actions at regional, national and European level. Participants adopted the Amsterdam Declaration and are committed to engage on its implementation. UNCTAD will be associated with some follow-up actions, in particular the establishment of a “European Creative Industries Alliance” to exploit the innovation potential of the creative industries both across and within countries in Europe. The challenge is to promote better cooperation and support services for the creative industries, to foster new and better jobs and sustainable growth in the European Union.

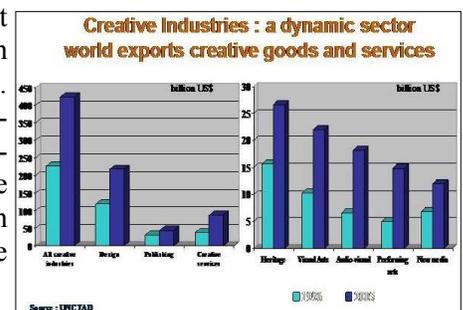
## Meeting of international organizations on cultural statistics Luxembourg, 25 March 2010



With the aim of debating issues related to methodologies for the collection and dissemination of cultural statistics, the European Commission Statistics Office (EUROSTAT) convened a meeting of few invited experts from relevant international organizations to exchange views about their current work in this area. To a certain extent, this meeting was a follow-up to the discussions held

during UNCTAD's High-level Panel on Creative Economy for Development, in Geneva in January 2008 when experts from UNCTAD, UNESCO, EUROSTAT, OECD and WIPO addressed the Panel on Statistics. This initiative by EUROSTAT was welcome since it provided for an informal debate about what each international body is currently doing for collecting, analysing and disseminating statistical data related to the cultural sector. UNCTAD informed that its Global Databank on World Trade in Creative Products was launched and made publicly available through its Internet site in August 2008. It covers data for about 235 products related to cultural heritage, arts, media and functional creations. UNCTAD's database on trade statistics for creative goods and services are based on data officially reported by countries.

Currently, the UNCTAD site shows global trade flows for 1996–2006, but it is being updated. The statistics are available as tabular reports, country profiles, tables and charts. For the first time, trade data for some key creative products such as art crafts and design goods were analysed and disseminated worldwide. UNCTAD recognizes that there are gaps in the data because conventional statistical methodologies and classifications are outdated and cannot accurately reflect the rapidly growing international trade of digitalized creative products such as music, films, videos, etc. Moreover, the level of desegregation of data reported for creative services is insufficient for a good analysis and need to be improved. Nevertheless, UNCTAD emphasized that its works on statistics for creative industries is an ongoing process that aims at improving market transparency and support governments in policymaking. The experts explored possibilities for future collaboration between the five organizations.



**Promoting Innovation in the Services Sector**  
**United Nations European Commission**  
**Geneva, 24-25 March 2010**

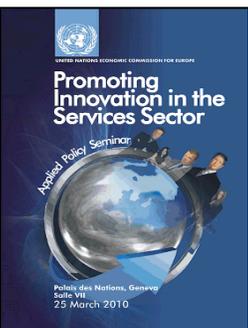
**Culture and the Creative Economy**  
**Building an agenda for the Merco-Cities**  
**Rio de Janeiro, 29-30 March 2010**

This seminar was organized by the United Nations Economic Commission for Europe (ECE), aiming to address the growing role of innovation for the services sector of the European countries, including the economies in transition. Services play a growing role in economic activity, accounting for around three quarters of total output in the most advanced economies. In countries with economies in transition, the shift towards services was part of the transformation towards the market. Globalization and increased international opening have also changed the environment in which services operate. Deregulation increased competitive pressures for some type of services. As technological advances have facilitated tradability, delocalization trends have emerged, as some services activities shift to lower cost countries. UNCTAD shared views



The Secretary of Culture of the City of Rio de Janeiro in Brazil convened this seminar to draw the attention of policymakers and the civil society about the strategic importance of culture to foster socio-economic growth and employment in the cities. The aim was to highlight the Latin American perspective and to provide a forum for policy-oriented debate among those involved in shaping cultural policy for the Cities of the MERCOSUR region (Argentina, Brazil, Uruguay and Paraguay). The event was opened by the Vice-Mayor of Rio de Janeiro and attended by 250 participants. Debates, focused on the role of the public and private sectors to accelerate development in the cities, by discussing concrete experiences of Buenos Aires, Cuenca, Medellin and Rio de Janeiro among others. UNCTAD presented the “Creative Economy Report – 2008”, emphasizing the relatively small role of MERCOSUR countries in global trade of creative products, and recalling that the creative potential in the region remains under-utilized. The creative economy also helps to promote gender balance and better integration of small poor communities calling for public policies in the Merco-cities. In the case of Rio, annual mega events such as Carnival and the Rio Fashion Show are catalysers for jobs creation, revenues and social integration. Moreover, Brazilian music and soap operas are creative exporting products with great popularity in world markets. By invitation of the Secretary of Economic Development of the State of Rio de Janeiro, UNCTAD visited

the rural village of Conservatória, the most successful example of a Brazilian cluster based on the music industry, as a vector for jobs and cultural events that is presently attracting a growing number of international and domestic tourists.



on the topic “Creative economy leading trade and innovation”, presenting its approach in dealing with creative economy issues, emphasizing how the creative services such as architecture, advertising, digital and cultural services were growing faster as compared with more traditional services. Attention was drawn to the fact that applied creative economy concepts such as creative cities and creative clusters were currently used to foster socio-economic growth and innovation in many parts of the world, particularly in Europe. UNCTAD highlighted that the European countries were leading world trade of creative products worldwide, a trend which was likely to continue due to more target strategies which were being put in place to support innovation and the creative industries inside the European Union. The seminar discussed the role of the services sector in the modern economy, based on a study by ECE identifying some policy challenges. It was noted that there were significant differences in productivity in services across countries. The disparity observed in national performances suggests a role for policy to enhance the competitive position of this sector and, by extension, the overall economy.

**Up coming events :**

<i>Events</i>	<i>Date</i>	<i>City, Country</i>	<i>Website / contact</i>
EU International Seminar con Culture and Development	4-5 May	Gerona, Spain	www.xarxanet.org
WIPO Meeting on Traditional Knowledge and Folklore	3-7 May	Geneva, Switzerland	www.wipo.int
Creative Portugal Seminar	24-25 May	Porto, Portugal	www.addict.pt
UNESCO World Conference on Arts Education	25-28 May	Seoul, Rep. of Korea	www.unesco.org
Eschborn Dialogue: Diversity: the culture factor	22-23 June	Eschborn, Germany	www.gtz.de
International Conference Culture and Creative Industries	1-2 July	Berlin, Germany	www.kulturwirtschaft.de



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