



Unknown artist from Tanzania

## International Centre on Creative Economy ICCE

A decisive international move towards the effective creation of the *International Centre on Creative Economy* was taken on 8 March 2006 in London. The first meeting of the ICCE Co-Founders made progress in order to make the ICCE operational in the course of 2006. Three activities are planned for the start-up phase. With the presence of the Minister of Culture of Brazil, a core group of country representatives from different continents namely Angola, China, the United Kingdom and Venezuela, as well as the international organizations more involved in the process such as UNCTAD, UNDP-Special Unit for South-South Cooperation, UNESCO and WIPO adopted the "London Declaration" emphasizing three elements: common vision, origin and evolution of the ICCE, and international cooperation. It was agreed that the ICCE should have a creative and flexible structure and governance, incorporating the notions of inter-sectoral engagement, internationality and innovation. Initially, the ICCE will work through a network with an Executive Management team based in the city of Salvador in Brazil and with local, national and regional nodes created by partners from the international community in different countries. The ICCE is an inter-regional initiative supported by the UN family. The Co-Founders agreed to act as members of the ICCE-International Consultative Group. The ICCE will carry-out research projects, share best practices, provide advisory services, and promote capacity-building activities, acting in the spirit of voluntary broad-based partnerships. It is expected that both developing and developed

### Seminar on Creative Economy London, UK



Minister Purnell emphasized that UK's creative industries contribute 8% -of GDP, generating nearly 2 million jobs. In London it is the fastest growing sector. He pointed out his goal of making the UK the world's creative hub.

In the context of the State visit paid by the Brazilian President to the Government of the United Kingdom, the Minister of Culture of Brazil and the Minister for Creative Industries and Tourism of the United Kingdom, decided to convene a seminar jointly organized by the two countries. The UK government was assisted by the British Council and the Brazilian government by UNCTAD. The purpose was to share their respective visions regarding appropriate policies to foster the creative economy, aiming at economic growth, export earnings and employment generation. The Ministers identified areas for bilateral cooperation inter-alia the involvement of the British government as partner of ICCE.



Minister Gil stressed that it was a crucial moment for the international consolidation of the ICCE. The north and the south need to be open to full collaboration to make sustainable human development possible.

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## The First Partnership of the ICCE

In the evening of the London Seminar on Creative Economy, the first partnership in support to the ICCE was signed by the Minister of Culture of Brazil and the Director General of the British Council. This ceremony marked the starting point of the ICCE as an international mechanism devoted to the articulation of proactive national and international policies with a view to building a dynamic creative economy in developing countries.



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## Prospects for Future Cooperation between UNCTAD and the British Government

The Chief for Creative Industries of UNCTAD exchanged views with the Head of Creative Industries from the UK Department for Culture, Media and Sport, Mr. Mark Ferrero, with the purpose of exploring ways for greater support of the British government to UNCTAD's work in the area of the creative economy in general, and creative industries in particular. An exchange of letters followed-up this initial contact, and the Department for Culture, Media and Sport expressed its willingness to see how best the UK can support UNCTAD's efforts in this field.

The UK government has launched its own Creative Economy Programme ([www.cep.culture.gov.uk](http://www.cep.culture.gov.uk)), as the first step in achieving the goal of making the UK the world's creative hub. The Programme is centred around seven issues that are the key drivers of productivity in the creative industries, namely: education and skills; competition and intellectual property; technology; access to finance and business support; diversity; infrastructure and evidence and analysis.

UNCTAD also had a fruitful working meeting with the Head of the British Council's Creative Industries, Mr. Andrew Senior and his team. Discussions focused on the options for a partnership between the two institutions aiming at carrying out joint projects in developing countries and economies in transition, taking into account the UK's experience in the field of creative industries and their on-going work in a number of developing countries.



## From Creativity to the Creative Economy How to get the business of culture into the mainstream media

This seminar was a joint initiative by two Caribbean institutions. The Commonwealth Journalists Association – CJA, a dynamic NGO based in Trinidad Tobago, under the leadership of Josanne Leonard, and the Jamaica's Investment and Trade Promotion Corporation – JAMPRO, a governmental agency operating under the guidance of its President, Patricia Frances. UNCTAD was invited to collaborate in the design of the event and to present its perspectives during the seminar, which took place in Kingston, Jamaica on 22-23 February 2006. The event was targeted for the whole Caribbean region.



The objective was to gather a group of senior media professionals and artists from the Caribbean region connecting them with policy-makers, trade officials and private sector representatives including investors and entrepreneurs from the creative sector. The aim was to provoke a frank public debate focusing on the development dimension of the creative economy. An open dialogue with the media was a timely occasion for better understanding the complexities of the creative issues. Journalists were challenged to become more engaged in reporting the economics and politics of culture in order to sensitize governments and public opinion on the potential of the creative economy as a tool for development, social inclusion, job creation and export earnings.



As stressed by UNCTAD, the media is part of the creative industries and as such has an advocacy role to play in voicing the new challenges faced by the sector. About 50 participants took part in a lively debate around the obstacles and new opportunities faced by the Small Island Developing States with a view to optimize the potential of their creative economies. As a concrete outcome of the seminar, a series of newspaper articles, documentaries and TV programs have already started to be produced with a view to raise political awareness and business interests on how to mature the creative economy in the Caribbean region.

### Creative Industries a Priority for Business and Investments in Jamaica



The Media Seminar was highlighted by its conclusions that were reported to the Prime Minister of Jamaica on the occasion of its Annual Business & Investment Forum, held on 23 February 2006. The novelty of this year was the selection of the creative industries sector as one of the four key priorities to attract new business and investments into the country. In UNCTAD's views, the segments with best competitive advantage for Jamaica are the music and film industries, as well as the multi-media and digital sectors.



## Assessing the Creative Industries in Tanzania

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A two days round-table organized by the World Intellectual Property Organization (WIPO) in cooperation with the Tanzanian Business Registration and Licensing Agency (BRELA) took place in Dar-es-Salaam, on 23-24 March 2006. The objective was to make an assessment of the situation of the creative industries in the country, and to decide on future actions for mapping and strengthening the sector. The Tanzanian experience was presented by various institutions and associations. The target audience included government officials, representatives from creative industry sectors and academics, all together about 35 participants, including the international experts.



The event was opened by the Deputy Permanent Secretary of the Ministry of Industry, Trade and Marketing, and chaired by the Deputy Registrar Intellectual Property from BRELA. WIPO invited as resource persons two well-known professors to present their countries' experiences in assessing the economic and social contribution of their creative sectors. The cases of the United Kingdom and the Netherlands were introduced focusing on the methodology for data collection.

In addition to the three presentations made by senior WIPO officials, UNCTAD was also invited to take part in the event and made a presentation entitled: Creative Economy: Strengthening opportunities for Africa, on behalf of the Partnership UNCTAD / UNDP- Special Unit for South-South Cooperation.



The round-table adopted a series of action-oriented recommendations. Of most importance was the creation of an Advisory Council on Creative Industries to work within the Intellectual Property Forum, involving representatives of various national agencies. WIPO, UNCTAD, UNDP, UNESCO and UNIDO were invited to support the work of the Advisory Council in the areas of their respective mandates. This Council might be the seed for the Creative Industries National Node in Tanzania, becoming part of the future network of the International Centre on Creative Economy.

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