



Art work by: Orphan-girls
Mbwirandumva Initiative,
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Creative Industries or Creative Economy?

Extensive debates are shaping the conceptualization around creative industries and the creative economy. Both are new approaches dealing with the dynamics of creativity in developing and developed countries' economies. Recalling UNCTAD's document "Creative Industries and Development" (TD/(XI)BP/13, June 2004) the term "creative industries" is of relatively recent origin. The concept emerged in Australia in the early 1990s but was given wider exposure by policy makers in the United Kingdom in 1997 when the government set-up the Creative Industries Task Force. Noteworthy is that the designation "creative industries" has broadened the scope of the cultural industries beyond the arts, and marked a shift in approach to potential commercial activities that until recently were regarded purely or predominantly in non-economic terms. For UNCTAD creative industries are centred but not restricted to arts and culture, they can be tangible products or intangible services with creative content, economic value and market objectives. They are intensive in creative skills, knowledge and intellectual property. The vast scope of the creative industries covers a number of sub-sectors ranging from traditional art crafts, visual arts and music to more technology and services-oriented fields such as software, video games and multi-media.

In 2001, the term "The creative economy" was the title of J. Howkins' book, published in London. For UNCTAD creative economy is an evolving and wider concept based on creative assets, embracing economic, social and cultural aspects. It is a set of knowledge-based activities with linkages at macro and micro levels to the overall economy, calling for innovative and concerted public policies. The creative economy can foster economic growth, job creation, export earnings, as well as social inclusion and human development while promoting cultural diversity. Given its development dimension and crosscutting nature, the creative economy can be a feasible option to diversify sources of income and improve trade gains in developing countries. At the heart of the creative economy are the creative industries, placed today among the most dynamic sectors in the global trading system. It is in this context, that UNCTAD has enlarged the scope of its on-going research and policy-oriented analysis to focus on the multifaceted aspects of the creative economy.

Ministers of Culture of Africa Lively debates in Kigali, Rwanda

A meeting of African Ministers of Culture was held in the context of FESPAD on 6 August 2006. The objective was to preserve identity and foster economic development through arts and culture. Ministers from Algeria, Angola, Congo, Kenya, Mozambique, Rwanda and Tanzania, as well as the Cultural Ambassadors Randy Weston (jazz musician) and Jean-Paul Sautu (singer) and representatives from UNDP- South-South Unit, UNCTAD, UNESCO and World Culture Open took part in the debates. The Ministers recognized that policies and government incentives are required to enhance the creative economy in Africa. They recalled that development must be inclusive and strategies shall be built at grass-roots levels.

The interdisciplinary character of the creative economy was recognized and the Ministers will review institutional mechanisms and promote national cross-cutting initiatives. A number of pragmatic proposals were made by the Ministers and the UN agencies were requested to implement capacity-building activities and provide policy-advice in order to assist African countries in promoting their cultural diversities and harnessing their creative economy.

Minister of Youth, Culture and Sports,
Rwanda



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5th FESPAD - Pan-African Dance Festival Kigali, Rwanda



Rwanda National Ballet

The government of Rwanda hosted the 5th Festival of Pan-African Dance. This bi-annual event results out of a decision of the Council of Ministers of the ex-Organization of African Union. The 2006 edition marked a timely opportunity to showcase the cultural diversity and richness of the African continent. Furthermore, FESPAD 2006 was dedicated to the health and welfare of AIDS orphans in Rwanda. The event was co-organized by the Rwanda government and the World Culture Open (WCO) with a view to encourage intercultural and inter-ethnic dialogue and promote mutual respect through arts, music and dance. Eighteen countries participated in the international dance contest which took place in Kigali, from 5 to 12 August 2006.

A number of famous African musicians and singers such as Randy Weston and its African Rhythms, and Jean Paul Samputu who performed with Rwandan street children, brought support and joy to the event. The Rwanda diaspora of talented singers, dancers and choreographers played a key role in attracting a large audience for the concerts. Among the international artists were the Korean Traditional Drumming and Dancing Troupe, and the Chinese young composer Joe Joe author of the theme song "We are Beautiful" who brought Asian presence into the Festival. Expanding the scope of the FESPAD a number of meetings and round-tables were organized enriching the whole week with lively cultural debates.



International Conference on Creative Economy and Development, Kigali, Rwanda

The International Conference on Creative Economy for Development was organized by the UNDP South-South Unit in partnership with the World Culture Open. The aim was to provide a forum to promote the use of creativity as a source of wealth and a tool for poverty reduction. The Conference was opened by the Prime Minister of Rwanda, who stated 'we must undergo a mind shift to one in which Africa's artists are seen as entrepreneurs able to create wealth for themselves, their families, their communities and their countries.' The Minister of Youth, Culture and Sports emphasized the importance of ICT and called upon the youth to take advantage of the new technologies to promote their activities. Minister of Higher Education, Science and Technology; Minister of Finance and Economic Planning; Minister of Commerce, Industry and Investment Promotion; Director General of Rwanda Tourism and National Parks as well as the Head of Rwanda Import and Export Public Authority, all addressed the conference. A number of international experts and practitioners from the private sector and NGOs shared their experiences and ideas.

African and Brazilian NGOs Example of South-South Cooperation Kigali - Rio de Janeiro

An immediate outcome from Kigali's events was the formation of a partnership for sharing south-south experiences and best practices involving NGOs from Brazil and Rwanda. Both are actively working with poor communities using dance and music to promote local development and creative-related income generation. A pilot project was proposed and will be supported by the UNDP- South-South Unit aiming at rescuing, valuing and promoting cultural roots through Afro-dance in Brazil and Brazilian dance in Africa. Ação Comunitaria do Brasil will receive in Rio de Janeiro a Rwandan dance team to work towards a multicultural performance with Brazilian and African songs, instruments and cultural elements. The South-South Unit will also finance a music recording studio in Kigali.



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Creative Economy: Challenges and Opportunities for Africa

In addressing the International Conference on Creative Economy and Development in Kigali, the Chief of the Creative Industries Programme of UNCTAD shared her views emphasizing the non-existence of an all-fits-one recipe but some strategic choices requiring concrete public policies to strengthen the creative economy in developing countries. UNCTAD encouraged African countries to diversify the range of exportable creative products and services, by upgrading their quality and improving the competitiveness of creative sectors with best competitive advantages for both domestic and world markets.

African Trade of Selected Creative Products

Exports of creative products are increasing and reached 176 million dollars in 2002, only 0.4 % of world total.



Products with greater penetration in world markets

Visual arts: 106 million dollars

Books: 35 million dollars

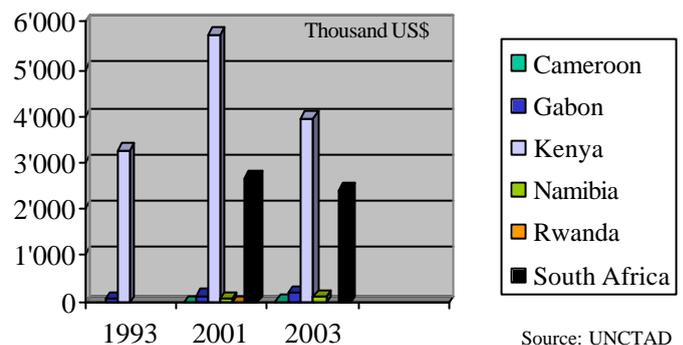
Music: 19 million dollars

Source: UNCTAD / UNESCO

Total exports of African creative products increased in recent years, on the basis of available data it amounted to 176 mio dollars in 2002. Among the African creative products with greater penetration in world markets are visual arts in particular sculptures and wood-based art, publishing material mainly books for intra-African trade, and music for which exports has doubled during the last five years reaching 23.6 mio dollars in 2005 as compared to 11.5 mio dollars in 2000.

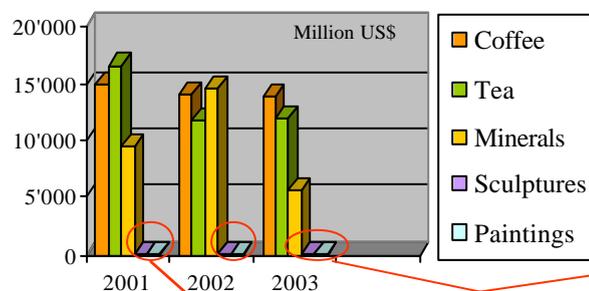
In the case of wood creative products, among the countries with higher exports, according to the available data, are South Africa with an export trade value of 2.6 mio dollars in 2001 and 2.4 mio dollars in 2003 as well as Kenya showing a drop in trade value from 5.7 mio dollars in 2001 to 3.9 mio dollars in 2003. Rwanda's exports in this category are insignificant and amounted to only 5 thousand dollars in 2001.

Evolution of selected African countries' exports of wood creative products to world

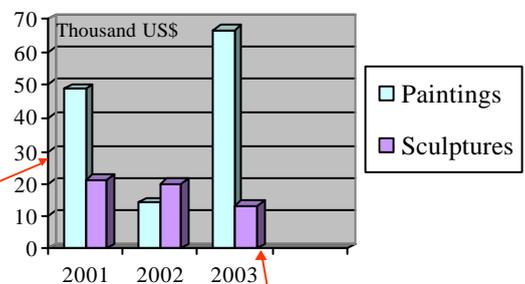


An analysis of Rwanda's trade balance indicates that the bulk of the country exports are agricultural commodities and minerals. Although creative content cannot be compared with commodities, exports of Rwandan visual arts are rather small. In 2003, Rwanda exported 13 mio dollars of coffee while the sales of paintings added up to 66 thousand dollars and 13 thousand dollars for sculptures, as indicated in the chart below, according to UNCTAD figures.

Rwanda's main exports to world selected commodities & creative products



Rwanda's exports to world selected visual arts



As perceived by UNCTAD, Rwanda's most promising creative sectors are: art crafts, visual arts and performing arts, in particular Afro dance. It was commented that dance combines music, costumes and traditional musical instruments, while at the same time it is a lively expression of cultural diversity that helps to promote image pride. Rwandan diaspora and tourism could play a key role in stimulating international demand for African dance and create greater awareness about the culture of the country.

United Nations building synergies for Creative Industries

UNCTAD revitalized the Multi-Agency Informal Dialogue Group on Creative Industries, convening meetings in May and July 2006. This group was set up by UNCTAD in 2004 in the context of preparations for the 'High-level Panel on Creative Industries and Development'. The initiative was a step towards building synergies among the United Nations Agencies and Programmes engaged in the sector. This paved the way for a number of international and national policy actions involving the UN system. In 2005 the cooperating agencies namely UNCTAD (UN Conference on Trade and Development), UNESCO (UN Educational, Scientific and Cultural Organisation), ILO (International Labour Organisation), WIPO (World Intellectual Property Organisation) and ITC (International Trade Centre) consolidated their work in the area of creative industries, including the new comer UNDP-Special Unit for South-South Cooperation that recently has been playing an active role in the area. Thanks to these joint efforts, greater political and public awareness exists today about the potential of the creative industries, hence, the creative economy for development. Last May, the group recognized that concerted international actions by the UN family could be more effective for the creative economy in developing countries. Therefore, they will explore ways for further complementarities, taking into account the differences in competences and approaches of each agency.



4th Multi-agency Meeting, UNCTAD

Debates focused on the linkages of the creative industries with trade, investments, labour, cultural diversity, intellectual property, and market strategies. The group agreed on the usefulness of maintaining a regular dialogue and decided to meet at least twice a year in Geneva. Partnerships and joint initiatives already exist but will be further promoted. New impetus emerged for joint projects as well as the co-organization of seminars and capacity-building activities. A challenging proposal was the invitation made by the Partnership UNCTAD/UNDP-SSU for contributions from UNESCO, ILO, WIPO and ITC to the 'Creative Economy Report-2007', a policy-oriented analytical study being executed by UNCTAD. In July the group met again and all agencies confirmed willingness to join in this endeavour providing contributions on issues related to their respective mandates.

Upcoming UN - Creative Industries Events:

<i>Events</i>	<i>Date</i>	<i>City, Country</i>	<i>Website / contact</i>	<i>Agency</i>
Creative Cities Conference	11 September 2006	Berlin, Germany	www.creative-cities.de	UNESCO
Forum for creative industries in Mercosur countries	14 - 24 September 2006	Santa Fe, Argentina	www.create.com.ar	UNESCO, Argentinian gov.
Meeting of African, Caribbean Pacific Group of States (ACP) Ministers of Culture	11 - 13 October 2006	Santo Domingo, Dominican Republic	www.acp.int	ACP Secretariat, UNCTAD, UNESCO, ILO
1 st ACP Festival Cultural Shows	14 - 21 October 2006			
World Culture Forum	24 - 30 November 2006	Rio / Salvador, Brazil	www.cultura.gov.br	UNCTAD, UNESCO, WIPO,
Creative Economy Conference	28 November 2006	Rio, Brazil	http://ssc.undp.org	UNDP/South-South
Conference on Creative Industries in Africa	11- 13 December 2006	Dakar, Senegal	iseck@yahoo.fr	UNESCO and partners



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