



Promoting Development through creativity

The year 2008 was a very dynamic one with lots of activities and projects on the pipeline in the area of the creative economy. This newsletter sheds light on some of the work already accomplished and in progress and needless to say, we look forward to our continuous and fruitful collaboration with the governments, creative communities, international organizations, civil society and academia. UNCTAD will continue to raise awareness about the enormous potential of the creative economy to advance socio-economic development and the innumerable opportunities offered by the bulk of creativity and the vast cultural and artistic heritage of the developing world in the fields of art crafts, music, dance, painting, fashion, new/media, etc. UNCTAD provided a platform for progress in the intergovernmental debates, led pioneering policy-oriented research in this new area, and put forward initiatives to assist developing countries to enhance their creative industries. We would like to thank our readers from across the world for bringing their views, expertise, motivations and contributions to our programme; by doing so, they are joining us in moving ahead the creative economy development agenda around the world.

Fourth Inter-American meeting of Ministers of Culture of the Americas



The 34 member States of the Organization of American States (OAS) have recognized the fundamental role of culture in the economic, social and human development of the region. UNCTAD is thankful to the OAS

Committee for Culture for including a specific item – “Creative Economy Report” – on the official agenda at the Fourth Inter-American Meeting of Ministers of Culture. UNCTAD presented the main findings of the report and reaffirmed its willingness to cooperate with the OAS secretariat and its member States. The session took place 20 and 21 November 2008, in Bridgetown, Barbados and was chaired by the Minister of Culture of Barbados. Governments are committed to promote interaction among different actors through partnerships and alliances in the area of the economy of culture. The aim was to articulate future initiatives as part of a Plan of Action to stimulate the cultural industries. The ministerial session adopted a declaration stating, inter alia, “We commit to increase our efforts to promote and support cultural and creative industries and activities as part of our national policies for the promotion of sustainable economic growth, job creation and income generation, especially for young adults.”

Strengthening creative industries in five ACP countries

UNCTAD – jointly with the International Labour Organization (ILO) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) – is carrying out a four-year project to boost the economic, social and cultural potential of creative industries in Fiji, Mozambique, Senegal, Trinidad and Tobago, and Zambia. The project is funded by the Ninth European Development Fund of the European Commission, and has the institutional support of the secretariat of the African, Caribbean and Pacific Group of Countries (ACP). The project aims at strengthening creative capacities through employment and trade. It will involve stakeholders from the Government as well as creative entrepreneurs and artists in the fields of arts, music, literature, new media, film, etc. UNCTAD offers policy advice and capacity-building activities intended to enhance supply capacities, trade and investment. ILO’s work focuses on employment and cultural entrepreneurship. UNESCO seeks to safeguard cultural diversity and enhance the linkages between culture and development.



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Launching of Inter-Agency project Mozambique, Senegal, Trinidad and Tobago and Zambia

Zambia

This was the first beneficiary country visited, from 28 July to 3 August 2008. The objective of the mission by UNCTAD, ILO and UNESCO was to hold consultations with relevant stakeholders and launch the project. During the first phase, UNCTAD is carrying out a situational analysis of the creative economy in Zambia, identifying needs and priorities and making policy recommendations for strengthening creative capacities, institutional mechanisms and the competitiveness of creative goods and services in world markets. At the second phase, technical assistance and capacity-building will be provided based on the recommended actions to ensure project sustainability in the long term. The launching ceremony was opened by the Deputy Minister of Community Development and Social Affairs, with participation of the Director of Cultural Affairs and the Director of the National Arts Council. Meetings and discussions were held with stakeholders in Lusaka and Livingstone to identify opportunities for the creative sector and its linkages with tourism, technology and education. A test workshop on ILO's Business Skills for Artists trained 15 trainers. The Government of Zambia is committed to support the project for an effective implementation.



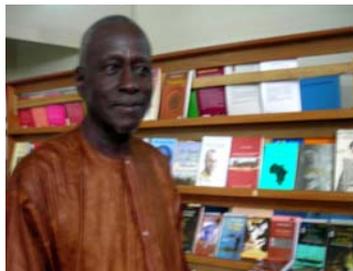
Mozambique

The first fact-finding mission by the three agencies was held from 30 August to 6 September 2008, to present the project. Two stakeholder meetings gathered about 30 participants each with partners from cultural institutions, creative entrepreneurs, artists and creators. The aim of the project is to assist the Government to put in place public policies to boost the economic and social potential of its creative industries, and optimize its impact to generate jobs and trade. A lively dialogue about the expected impact of the project on national policies helped to shape the steps for project implementation. UNESCO coordinated the mission, which identified possible interactions and synergies with ongoing projects in the context of the Strategic Plan for Education and Culture 2006–2010. UNCTAD is undertaking a country study to identify key issues and bottlenecks with a view to offer policy advice and capacity-building activities. Our main interlocutors are the Min. of Education and Culture, Min. of Industry and Trade, Min. of Youth and Sport, Min. of Science and Technology, Min of Labour and Min. of Tourism.



Senegal

UNCTAD, ILO and UNESCO are working towards the objectives set by the Dakar Declaration and Plan of Action for the promotion of ACP culture and cultural industries (2003) and the Santo Domingo Resolution (2006) adopted by the ACP ministers of culture. The mission to launch the project in Senegal was held from 1–7 November 2008. Consultations were held with government authorities and a one-day meeting with core stakeholders to exchange views with potential partners about the project objectives and expected outcome. The mission underscored the complementarities of the approaches of the three agencies. Discussions centred on how to unlock bottlenecks and to develop new transversal policy involving several segments of the Government and the creative sector to facilitate internal processes and to support institutions. Two immediate tasks emerged: (a) the establishment of a “creative industries task force” to continue the dialogue initiated during the mission; and (b) for UNESCO, to prepare a brief country profile on the creative industries on the basis of recent studies. UNCTAD will offer policy advice to reinforce the linkages between trade, investment and technology, with a view to stimulate the inclusion of the youth in this promising sector. Music, visual arts, books and art crafts are key areas of interest.



Trinidad and Tobago

A joint mission to Trinidad and Tobago, coordinated by UNCTAD, took place 1–6 December 2008. Meetings were held with stakeholders to set up stage and consultations in defining the strategy to introduce and implement the multi-agency project. The Government enthusiastically welcomed the project and is committed to working collaboratively with UNCTAD, ILO and UNESCO to facilitate its successful execution. A high-level, full-day stakeholder's workshop was held in Port of Spain, attended by over 40 participants, who engaged in a dialogue about the expected impact of the project on national and international policies. The Minister of Information and the Minister of Public Administration addressed the session. The Minister of Labour voiced the value of the project for job creation and small and medium-sized enterprise development. The Ministry of Trade and Industry had the lead responsibility



for the domestic institutional support for the conduct of the project. The United Nations mission team visited Tobago to brief local authorities. As a result, an “advisory group” will be set up and an action plan is being shaped. Carnival in Trinidad and the Cultural Heritage Festival in Tobago deserve attention.

Disseminating the Creative Economy Report

The launching of the Creative Economy Report in 2008 was very timely. This first multi-agency report has been very well accepted worldwide, and the publication is already being used as a reference in both policy and research circles. UNCTAD has been receiving a lot of requests, not only for copies of the publication, but also invitations to present the findings of the report in different countries. Special requests in particular from parliamentarians (Germany, Ireland, Nordic countries and the European Union), by academic institutions that are adopting the report as a reference for master-degree courses, as well as from Governments, foundations and artist associations.

Berlin, Germany (17 October, 2008)

UNCTAD was invited by the German Commission for UNESCO to present the Creative Economy Report 2008 at the Fifth German Annual Conference on Creative Economy held in Berlin. The meeting deepened the debate on the policy options regarding the creative economy in advanced countries. Issues related to the implementation of the UNESCO Convention on the protection of the diversity of cultural expressions were also discussed. The event was attended by more than 400 delegates, mainly from Germany and the Netherlands. For these two countries, the



creative economy became a top priority of their economic agenda, and these countries are playing a key role to advance discussion on this matter inside the European Union. The Creative Economy Report raised great interest and was quoted at the closing speech made by the German Minister Walter Hirche.

Glasgow, United Kingdom (17-19 November, 2008)

This time, UNCTAD attended as a partner of the Creative Clusters Glasgow Conference 2008, which gathered around 450 participants from 42 countries. Case studies, films, workshops and visits animated the provocative sessions. The Creative Clusters Conference has played an important part in raising the debate on the role that creative industries can play, economically and socially. The event focused on four themes: (a) looking at the creative economy from the point of view of the world's smaller nations and regions; (b) the moving image goes online: harnessing global media for the regional economy; (c) policies for festivity: the creative economy and live events; and (d) strategic leadership in the creative economy. UNCTAD's Chief of the Creative Economy Programme presented the Creative Economy Report 2008. Participants provided



positive feedback, emphasizing the usefulness of the report for decision-making and policy-oriented research. The special feature of the conference was the growing participation of delegates from developing countries.

Beijing, China (25-27 October, 2008)

UNCTAD was invited to open the session of the China International Cultural Industries Forum (ICI Forum) and for a special ceremony for the launching of the Chinese version of the Creative Economy Report, in



Beijing, China. The forum gathered over 600 participants for three days and was combined with the Songzhuang Culture and Art Festival 2008. UNCTAD joined as a member of the board of the forum, which provides a platform for annual discussions on global trends around the creative economy, as well as of the



World China Network Association. UNCTAD is very grateful for the efforts deployed by the ICI Forum to translate the Creative Economy Report 2008 into Chinese and release it to the public. The non-official translation was an initiative of the Director of the Research Centre for Cultural Industry Policy of

the Chinese Academy of Social Sciences. Experts from other United Nations agencies, such as UNESCO and the World Intellectual Property Organization (WIPO), participated, as did local and international specialists from the cultural and creative industries circle. Discussions about global trends in the world market, the development of cultural industries in individual countries and the growing importance of digital media were among the main topics addressed. According to UNCTAD, China is the leading exporter of creative goods retaining a market share of 18% of the world market.

ASIA-EUROPE Meeting - Vietnam

“Preserving and promoting the diversity of cultural expressions in Asia



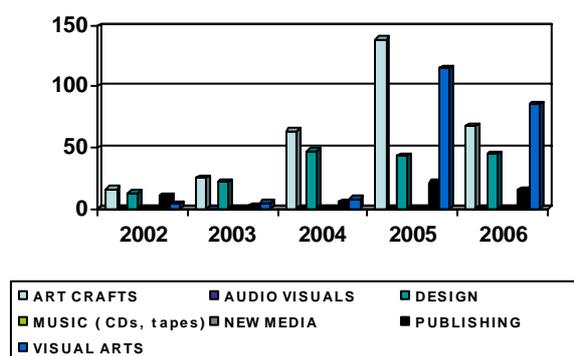
The Asia–Europe Meeting (ASEM) seminar gathered under the theme “Preserving and promoting the diversity of cultural expressions: sharing Asian and European experiences”. The event took place in Hanoi 15–16 December 2008 and was organized under the auspices of the Government of Viet Nam and the European Commission. UNCTAD delivered a keynote address under the topic of Cooperation for Development with a view to reflect on how to foster sustainable creative industries in developing countries. ASEM partners had the possibility to examine both the opportunities and the challenges brought about by the 2005 UNESCO Convention, particularly as regards cultural policies at the national level. The welcome address by the Vice-Minister of Culture, Sports and Tourism of Viet Nam highlighted the need for policies to ensure the equal and diversified development of cultures of all major ethnic groups. The Head of the European Commission Delegation to Vietnam emphasized that ASEM partners affirmed their belief that culture was an important development factor in achieving the United Nations Millennium Development Goals and the increasing potential of culture towards generating economic growth, competitiveness, job creation, a balanced environment, social cohesion and peace. Representatives from Governments and practitioners attended from 18 countries and international organizations, included the ASEM, European Commission, Organisation internationale de la francophonie, UNCTAD and UNESCO. Most countries that have already ratified the UNESCO Convention originate from Europe and Asia, particularly South-East Asia, but more ratifications are needed around the world in order to reflect the large international consensus for its adoption in 2005 and liberate its full potential.

UNCTAD launches

Global databank on world trade in creative products

The UNCTAD database providing trade statistics on creative goods and services was made available to the public at the Internet site <http://stats.unctad.org/creative> in August 2008. The statistics cover about 235 products related to heritage, arts, media and functional creations. The database’s statistics are based on information reported by national sources to the United Nations. Currently the site shows global trade flows for 1996–2006. The statistics are available as tabular reports, country profiles, tables and charts. Selected products are listed along with the major exporters/importers in major markets for such creative products as art and crafts, music CDs and video/films. The site is a “work in progress” that aims at improving market transparency and supporting Governments in policymaking. There are gaps in data, as traditional statistical methods are being updated to reflect accurately the rapidly growing international exchange of digitized products such as music, films, videos, advertising, news, and all creative content that travel via the Internet and mobile phones. Governments, enterprises, the creative community – including independent artists/creators, academia, the media and international institutions – are all potential end-users of this global database, which provides factual trade data by products, countries and regions. Trade in creative products is dominated by developed countries – they account for about 90 per cent of exports of music and audiovisuals, for example – although the world’s poorer nations have achieved rapid growth in the creative sector recently. The chart below is an illustration of what users can obtain from the database.

Economic Community of West African States (ECOWAS) Creative Industries exports



UNCTAD/DITC/TAB/MISC/2009/1

Contributions for this edition of the

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