



United Nations Secretary-General Ban Ki-moon launched the Creative Community Outreach Initiative, specifically designed to forge meaningful and productive relationships with the entertainment and creative industries. The aim is to engage the creative community and explore how the media and the arts can join the United Nations for raising awareness and mobilizing public support to deal with global challenges. In the words of the Secretary-General, “The UN knows drama. Our staff work and live in some of the toughest circumstances on earth. When cyclones hit, when wars break out, when people flee their homes, the UN is there. We work to deal with humanitarian crises, armed conflicts, and countless health and environmental issues. Yet many of these stories remain untold. You in the creative community have a powerful voice, working to personally affect each viewer through recreating the drama we face on a daily basis”. Through creative media, therefore, we can bring honour, empathy and compassion to our stories, and, ultimately, to the people who experience them. Top film and television professionals as well as journalists and activists, are joining the Initiative to promote peace and awareness of critical global issues, in particular those related to the Millennium Development Goals. In this context, scriptwriters from Hollywood’s film and television industries met with a handful of United Nations staff members who are on the frontline of the world’s most pressing issues. The work of UNCTAD and other relevant United Nations agencies, has been instrumental in conceptualizing and bringing together the creative community as an important voice of our society. In May, the creative sector welcomed the G-8 leaders’ commitments on intellectual property rights, recalling that the sector—which includes the book, film, games, music and television industries – is a vital part of national economies and brings a valuable contribution to tax revenues.

Iberoamerican Creative Summit
21 July 2011 - Avilés, Spain

On behalf of the United Nations Creative Community Outreach Initiative, the provincial government of Avilés hosted the Iberoamerican Creative Summit at the Niemeyer Centre, fittingly named after the renowned architect Oscar Niemeyer, the only surviving member of the architectural team designed the United Nations headquarters building in 1947. The event was opened with a video-message from Secretary-General Ban Ki-moon, followed by the address of the Iberoamerican Secretary General Enrique Iglesias that set the tone for the discussions. The aim was to introduce the Iberoamerican (relating to Spain, Portugal and Latin America) film and television industries to the work of the United Nations, and explore ways of working together to tackle global issues. Participants included producers, directors, writers, journalists and other creative professionals from the region. Debates focused on three topics relevant to the region: gender equality and women’s empowerment, environmental sustainability, and combating drugs and crime and their effects. It was a good opportunity to network and to look into possibilities for greater synergy with UNCTAD’s work on creative economy

issues. Indeed, our approach complements and is mutually supportive of the Creative Community Outreach Initiative. While the focus of the Initiative is on working with artists to help spread United Nations messages and stories, UNCTAD has been voicing the interests and concerns of the creative community to make governments aware of its growing contribution to job creation, trade, innovation and a more inclusive and sustainable development. UNCTAD’s Creative Africa, EcoChic and Puppet Planet Initiatives are also tangible steps towards engaging the creative community on development issues.



Creative Economy Programme

United Nations Conference on Trade and Development
UNCTAD

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Strengthening the Creative Industries for Development in Zambia

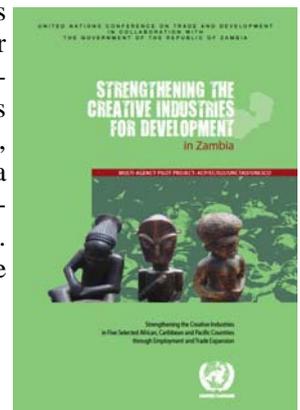
UNCTAD identifies needs, priorities and bottlenecks requiring a plan of action



At the annual session of its Trade and Development Commission, UNCTAD released the publication *Strengthening the Creative Industries for development in Zambia*, a policy-oriented report outlining the main outcomes of

the multi-agency pilot project for strengthening the creative industries in five African, Caribbean and Pacific (ACP) States through employment and trade expansion. The project is a component of the ACP-European Union Support Programme to Cultural Industries, jointly implemented by International Labour Organization, UNCTAD and the United Nations Educational, Scientific and Cultural Organization during 2008-2011. The report prepared by UNCTAD in cooperation with the Zambian Government provides a country policy review assessing the current status and the potential of the creative industries in Zambia. Needs, priorities and obstacles are identified, and a set of concrete actions proposed, to assist the Government in shaping a feasible strategy to foster the creative economy for employment, trade and development gains. In 2008, Zambia exported US\$ 2.3 million of creative goods to world markets. The Govern-

ment has been building cultural villages to support the creative economy. In Lusaka, the Kabwata cultural village houses about 60 people who live and work making wood sculptures, baskets, crafts and souvenirs. In Livingstone the Maramba cultural village is an ambitious project that includes a performance space to promote Zambia's cultural products and traditions. The cultural villages attract tourists, helping to sustain local demand for creative goods and services. Visual arts, crafts and design are sectors with potential in Zambia. There are some private art galleries in the country, but the creation of an Internet art gallery is encouraged to promote the work of local artists. Given the vast mineral and metals resources and existence of gemstones in the country, jewellery is another sector with prospects for growth, both in domestic and international markets. Opportunities also exist in the area of furniture, using local metalworking and a mix of contemporary and traditional African interior designs. The electronic version of the study can be downloaded at: www.unctad.org/creative-programme



Strengthening the Creative Industries for Development in Mozambique

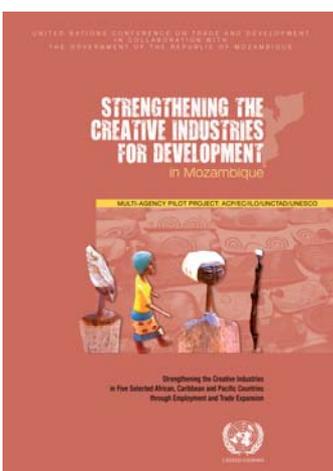
UNCTAD proposes a set of tailor-made policy actions

The studies on Zambia and Mozambique were the first country studies prepared by the UNCTAD Creative Economy Programme, with funds from the European Commission and institutional support of the African, Caribbean and Pacific States. UNCTAD developed and implemented a methodology focusing on policy advice for nurturing creative capacities in Mozambique by enhancing its institutional and regulatory framework with a view to promoting trade, investments, entrepreneurship, technology and social inclusion. In 2008, Mozambique exported US\$ 4.5 million of creative goods to world markets, and boast internationally known contemporary artists, particularly sculptures and painters. The study recommends that an information

campaign should be waged through commercial embassies to promote and organize exhibitions, in particular of Makonde Art. The National Art Crafts Fair led by CEDARTE is a good means of improving the quality and exports of crafts. The government is encouraged to display in its official buildings and websites illustrations of creative artwork to build the country's creative image. Fashion is a budding new

sector. The Mozambique Fashion Week is attracting more and more interest, including from fashion designers of other African countries. An

eco-fashion approach is proposed not only for jewellery and accessories, but also for handicrafts and interior design products that can work in harmony with nature and take a stake in an increasing eco-friendly global market. UNCTAD suggests the setting up of a creative cluster to bring together professionals from the creative industries, allowing for cooperation, continuous learning and sharing of knowledge and costs to buying material and equipment with a view to facilitate networking and a target export strategy. Another promising creative product is the documentary films festival Dockanema, a private initiative. The Mozambique film industry offers a tradition of cinema culture combined with the development of new media and graphic design sectors. The English/Portuguese electronic version of the study can be downloaded through www.unctad.org/creative-programme.



World Crafts Council Europe – Year of Craft

6-8 June 2011, Dublin, Ireland



The Crafts Council of Ireland hosted the annual general assembly of the World Crafts Council – Europe, and organized a high-level conference around the theme *Craft conscious: Re-shaping global futures in the innovation age*.

The President of Ireland and Patron of Year of Craft 2011 addressed the conference to bring the highest support to the event, highlighting the pride and hope generated by the creativity of the Irish crafts industry. The history of Irish craftwork dates back to the Bronze Age, with intricate pieces made from gold and copper. At a time when jobs are needed to keep talented young people at home, it is important to encourage and support entrepreneurship among crafts people, the President pointed out. Ireland's crafts industry represents a range of diverse businesses and activities, including glassware, wood and graphic crafts as well as pottery, ceramics, textiles, jewellery and heritage and rural crafts, which make it difficult to accurately define and measure the entire sector. At present, it contributes to

almost 500 million Euros to the Irish economy, employing thousands of people. Crafts currently account for 125 million Euros of exports, with a potential of reaching over 175 million Euros, making an important contribution to national and local economic development. Ireland's distinctive and renowned heritage in craftsmanship combines traditional skills and cutting-edge work. Throughout the year, several events, including exhibitions, workshops, artists' talks, craft fairs and festivals are taking place. UNCTAD benefited from the insights and the useful interactions, and was pleased to share the United Nations perception on the growing importance of the creative economy, in particular the crafts and design sectors,



to foster jobs, trade and innovation. UNCTAD was also invited to make a speech at the opening of the exhibition of contemporary Croatian jewellery organized by the Ministry of Culture of the Republic of Croatia.

South Africa Workshop on e-Skilling the Nation for Equitable Prosperity and Global Competitiveness- August 2011, Pretoria, South Africa



The e-Skills Institute of the Department of Communication of the Republic of South Africa and the United Nations Development Programme (UNDP) hosted a workshop involving global development partners

and agencies to draw up a Global Partnership Framework to support its National e-Skills Plan of Action. E-skills are key to building capacity for a creative and innovative workforce in South Africa. The aim was to inform and engage the international community and South African Government agencies, education, business and civil society who are collaborative stakeholders of the National e-Skills Plan of Action. The workshop had round tables to develop a schematic approach to coordinate support, resources and leadership to implement this important task and meet the challenges of the creative knowledge economy. The e-Skills Institute will act as a catalyst to facilitate change, being responsible for the implementation of key e-skills interventions, including research, monitoring, valuation and innovation. South Africa is committed to advancing in the information society and creative economy agendas and is making plans to offer new job opportunities for South Africans. The country is facing an employment crisis and plans to deliver 5 million jobs by 2015 that will require appropriated e-skills literacy in information and communication technologies (ICT). UNCTAD was invited to address the workshop and share views on the possibilities of

future cooperation. Emphasizing that it is imperative to upgrade ICT skills, stimulate creative entrepreneurship and promote innovation, UNCTAD pointed out that South Africa has vast potential for harnessing its creative economy, but appropriate policy responses are needed for the transformation of the country. The South's exports of creative goods to the world reached \$176 billion in 2008 and there is great scope for South-South cooperation. South Africa currently exports about \$400 million annually, but is a net importer and needs to improve the competitiveness of its creative goods and services. Some 5 billion people in the world today use mobile phones, and over a quarter of the world's population - nearly 1.8 billion people - are Internet users; therefore, greater efforts are needed to expand broadband Internet access in the country. The use of ICTs in developing countries is helping poor people enhance their commercial activities and find new livelihoods. UNCTAD proposed to organize jointly with UNDP and the e-Skills Institute a follow-up workshop on "Developing Skills for ICT and Creative Business in South Africa", aimed at identifying specific needs and sharing best practices. The Creative Economy



and the Empretec programmes, and the UNCTAD ICT Branch would provide the expertise.

UNCTAD Creative Economy Website

Our website has been updated to include our latest publications as well as new communication and marketing initiatives. A video highlighting the main activities of the UNCTAD Creative Economy Programme has been recently posted in our webpage www.unctad.org/creative-programme. The structure of our **Academia Exchange Network on Creative Economy** is now in place, listing over 90 academic institutions from all continents taking part in this initiative. UNCTAD continues to liaise with academia, artists, creative professionals and the civil society with a view to promoting international cooperation, strategic alliances, networking and advocacy. One of the first activities of the Academia Exchange Network, was the seminar organized on 11 March 2011, by the Director of the Centre for Culture, Media and Creative Industries Research of the King's College of London, United Kingdom, to disseminate the *Creative Economy Report 2010*. The event was attended by an international audience of masters and doctoral students, policy-makers, academics and practitioners of the creative industries. Another significant outcome of the Network was the important contribution made by the Chinese Academy of Social Sciences Research Center for Culture in Beijing which took up the challenge of translating the Creative Economy Report 2010 into Chinese. The Academia Exchange Network is accessible from our website in the section of Networking and Synergies. (<http://www.unctad.org/Templates/Page.asp?intItemID=5082&lang=1>)



In the coming months a number of academic events on creative economy issues will take place in Asia, Europe and Latin America, as listed below.

Up coming events :

Events	Date	City, Country	Website / contact
Seminario Internacional Economia Criativa, Fundação Getulio Vargas	21-22 September	Rio de Janeiro, Brazil	http://portal.fgv.br/
5th World Summit on Arts and Culture, Melbourne, Australia	3-6 October	Melbourne, Australia	www.artsummit.org
Creation and Research Workshop, University of Poitiers, France	12-16 October	Poitiers, France	www.univ-poitiers.fr/
Taiwan Intern. Forum on Creative Economy, University of Taiwan	22-23 October	Taipei, Taiwan	
International Design Association Conference, Taipei, Taiwan	24-26 October	Taipei, Taiwan	www.2011ida.com/indexmov.html
I Congreso Economía de la Creatividad, Universidad Antonio Nariño	26-27 October	Bogota, Colombia	www.uan.edu.co
V Congress on Copyrights and IPRs, University Federal of Santa Catarina	31st Oct-1 Nov.	Florianopolis, Brazil	www.cpgd.ufsc.br
Global Education Forum, Shanghai Academy Theater	1-3 December	Shanghai, China	www.sta.edu.cn



The Oscar Niemeyer cultural centre, an example of a functional creation inaugurated earlier this year in Avilés, Spain. The Brazilian architect is the only surviving member of the architectural team that designed the UN Headquarters in 1947.



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