

JUNE 2012



Creating the future...was the theme of the High-level Policy Dialogue on Creative Economy and Development held on 26 April 2012, as a special event of UNCTAD XIII. The aim was to support governments to nurture their creative economies for advancing socio-economic growth, trade and innovation. At this intergovernmental debate governments discussed policy strategies, national experiences and global processes to foster the creative economy worldwide. The Minister of Culture, Arts and Heritage of Qatar, also President of UNCTAD XIII, chaired the session. He stated that the creative economy became a driver to diversify and modernize the economies of several countries in the Middle-East. In Qatar huge investments continue to be made for enhancing the creative sector; the Museum of Islamic Art and the new state-of-art image of the city of Doha are illustrations of how the creative economy is shaping the future and revitalizing the country. The Secretary General of UNCTAD reminded that the growth of the creative economy had exceeded all expectations; developing countries now have nearly 50% of the global market for creative goods. In response to the growing significance of the creative economy some countries are creating a Ministry on Creative Industries sometimes associated with Tourism. In concluding he emphasized three points: (i) the creative economy can be the pinnacle of inclusive development; (ii) the creative economy is a green industry that contributes to sustainable development; and (iii) the creative economy stimulates diversity in culture, ideas and thinking in a democratic way. The Doha Mandate (TD/L.427/Rev.1) negotiated by UNCTAD Member States reaffirms that to foster sustained economic growth for sustainable and inclusive development, UNCTAD should provide analytical work and technical assistance to developing countries including sectors related to creative economy, entrepreneurship and other that generate more value addition. (Paragraph 65).



High-level Policy Dialogue on Creative Economy and Development UNCTAD XIII – Doha, Qatar



The session revisited the work of UNCTAD reasserting its key role in advancing the policy and the research

agendas in this area. Pointing to the instability of the global economy, the Chief Creative Economy Programme made an overview of the market situation and prospects for the creative economy releasing data for world trade of creative goods and services up to 2010. A journalist from the Aljazeera Network moderated the three panels. The first focused on the policy and institutional framework and the role of the creative economy in the contemporary society. High-level government officials from Nigeria, South Africa, Finland and Australia shared views on how the creative economy can improve social, cultural and economic life. The linkages between technology and creativity should be reinforced through education, investments and business. Municipalities should be attentive to design, innovation and cultural services by engaging private and public services. The second panel centred on how to build a more creative, sustainable and inclusive society. The Minister of Trade and Industry of

Zambia, the Secretary of Creative Economy of Brazil, the Director National Arts Council of Chile, and the General Manager of the International Federation of Arts Council Agencies, voicing the views of arts funding agencies, agreed that the creative economy is the path of the 21st century by linking the past with the future, and providing job opportunities for youth and women on an equitable basis. Job conditions, intellectual property rights, capacity-building and support to SMEs remain critical issues, as well as traditional knowledge and the contribution of indigenous culture. The third panel debated the role of the UN system. The role of UNCTAD in building synergy inside and outside the UN was praised. A video showing the work of the UNCTAD Creative Economy Programme since its creation in 2004 was presented. Representatives of ITC, UNESCO, UNIDO and the United Nations Alliance on Civilizations informed about their priorities for the future.

Special Issue

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The UN Summit Rio+20 Sustainable tourism and creative economy



The UN Conference on Sustainable Development - Rio+20, took place from 13 to 22 June in Rio de Janeiro,

Brazil. The "Future We Want" was the theme of this mega conference that attracted about 100 Head of States and thousands of participants from all over the world. The Creative Economy Programme participated in several events of the "Rio+20 and You" organized by the Rio de Janeiro City Hall in collaboration with the Planetarium Foundation and Institute Humanitare. The Summit on Creative Economy and Tourism held on 16 June provided for lively debates on how the tourism sector and the creative economy can better support initiatives to ensure a sustainable future for all. UNCTAD emphasized that concerted policies should be in place to bring together objectives of ecotourism and the creative economy to promote the conservation of environmental endowments and cultural heritages, while promoting creative and cultural activities to revive local communities. Environmentally responsible tourism to undisturbed natural areas help to promote culture, including ethnic dances, songs, crafts but also cuisines based on local natural ingredients and traditional knowledge. By invitation of the Minister of Culture of Brazil, UNCTAD addressed the inaugural session of the "Sector Dialogues between Brazil and the European Union on Creative Economy" on 21 June 2012, a parallel event of the UN Rio+20. Recalling the historical, cultural and economic ties that nurture the international cooperation between Brazil and Europe, UNCTAD considers that there is scope to forge partnerships and technical cooperation projects of mutual interest around the creative economy. Brazil and Europe are large markets and jointly they can play a major role in promoting both the creative and the green economy.



Puppet Planet Show in Rio+20

Children: the decision-makers of the Future

The Puppet Planet Project designed by UNCTAD and the World Meteorological Organization (WMO) promotes climate literacy, culture and the creative economy in developing countries. The aim is to raise awareness



about environmental issues and climate change. The Puppet Planet Show was commissioned to have its inaugural performance at the UN Rio+20. This one-man show was created and performed by Liviu Berehoi, a well-known actor-puppeteer who also has extensive experience in training young artists. Five performances of the show attracted nearly 1,000 children on 16 and 17 June to the Planetarium Theatre of Rio de Janeiro. By using the creative industries (puppetry, new media, music and photography) the show helps to sensitize the civil society about the need to preserve the environment and avoid waste. Funny creative images and simple but sensitive language help to pass ecological messages to children; later they will educate their parents. The show calls for immediate action appealing to all of us to be more ecologically-responsible and change our daily attitudes. The originality of this project is to contribute to the transition towards the green economy through the creative economy. The project is also expected to create job opportunities for the youth by providing capacity-building to young artists and creative entrepreneurs interested in theatre, puppetry, video-clips, music and photography, etc. Another aspect is to assist governments of developing countries to use culture to articulate educational campaigns on environmental issues by presenting the show in schools and small communities. UNCTAD intends to work in partnership with local institutions to implement a pilot project in Brazil.



International Forum Preparatory for the UN Rio+20 Conference

Lyon, France—February 2012



The Francophone International Organization hosted an international forum to discuss the preparations aiming at a successful outcome for the Rio+20. The purpose was to share views on possible proposals and concrete actions

to promote sustainable development. UNCTAD and UNESCO shared ideas on the round-table on "culture and sustainable development" emphasizing the role played by culture for shaping a new economic model that supports cultural diversity and social inclusion. Participants agreed that culture, in addition to the economic, social and environmental aspects should be the forth pillar to ensure sustainable development. UNCTAD voiced that the creative industries should be used to promote climate literacy and environmental protection. The Puppet Planet Project, was presented as a concrete way to promote climate literacy, culture, education and training for young creative talents. This innovative idea attracted great interest from the part of Francophone countries, particularly from Africa.



BCreative 2012 Conference Vancouver, Canada – May 2012



This conference was held on 10-12 May 2012 organized by the Simon Fraser University in Vancouver jointly with the government of the British Columbia region in Canada. The aim was to outline a strategy to strengthen the creative

economy and facilitate policy actions by the provincial and federal government. Participants discussed lessons from past supportive programmes debating how new ones should be more effective to maximize its impact. How to explore niche markets particularly for the new media creative industry? How to build partnerships with the business community, including bankers, service providers and creative entrepreneurs? In Canada, the creative sector accounts for 7.4% of GDP, and the province wishes to capitalize on its natural assets to promote its creative economy. The Chief, Creative Economy Programme of UNCTAD gave a key-note speech about the growing importance of the creative economy worldwide. She spoke on how UNCTAD has been assisting governments to shape policies for nurturing their creative economies. Despite the fragility of the global economic recovery demand for creative products remains strong. Canada is at the 12th place among the top 20 exports of creative goods and exported nearly US\$ 20 billion of creative goods and services in 2010.

International Colloquium on Creative Economy Osaka, Japan – February 2012



The Graduate School for Creative Cities Osaka City University organized a seminar to debate the research analysis of the Creative

Economy Report 2010. The university translated key chapters of the report into Japanese to facilitate the debates and three professors made insightful comments on the UNCTAD methodology. A debate on the significance of the creative economy for urban regeneration noted that creative city policies can only be successful if they are part of a broader urban strategy. Japan has strong creative industries for animation, cinema, music, computer games and books but also fashion design and cuisine, which are the core of its soft power sector accounting for 5% of GDP. The Chief of the Creative Economy Programme welcomed the interest of the Osaka University joined the Academic Exchange Network on Creative Economy, as a basis for enhanced cooperation in the future.

Conference on Sustainable Cultural Entrepreneurship Utrecht, Netherlands - April 2012

The School of Arts of the Utrecht University at the occasion of its 25th anniversary hosted this event with focus on cultural sustainability and its social and environmental dimensions. The Dutch government included the creative industries among the priorities for its innovation strategy and the university is one of the partners. The city of Utrecht is one of the eldest towns in the country but has a young population and many new knowledge-intensive ventures. Round-tables discussed creative opportunities to develop alternative ways of sustainable production, including on the renewing of cities and social innovation. Recalling the UN Year of the Cooperatives 2012, the experience of the Dutch Rabobank that has grown as a cooperative structure may inspire the use of cooperative principles for creative enterprises. The Chief UNCTAD Creative Economy Programme delivered a keynote on the topic "The Creative and the Green Economy: towards a more inclusive and sustainable development" underlying that creativity and intellectual capital are inexhaustible human resources and most creative industries are environmentally-friendly able to generate greener products. During the event, two Dutch and one Belgian academic universities joined the UNCTAD Academic Exchange Network on Creative Economy.



Creative and Cultural Economy Policy Dialogue London - March 2012

The British Council's Creative and Cultural Economy team organized an informal roundtable dialogue session that gathered a small group of UK experts and professionals from the creative industries for an exchange of views with UNCTAD and WIPO. The purpose was to discuss possible ways to foster collaboration and harmonize views on how to better develop, connect and support the global creative economy and its professionals. The idea is to improve synergy among collaborating institutions with a view to complement research and analytical methodologies, as well as to identify areas of work aiming at greater impact on international policy-making, including in the social and educational agendas. Some key themes requiring further policy-oriented research were identified, including the need to better understand how new business models operate and how they connect with investors, as well as the policy implications of how digitisation is transforming ownership and exploitation of intellectual property. The meeting provided for a constructive discussion and paved the way for better coordinated cooperation in the future. The next BC round table took place in June 18, the emphasis was on the intersection between creative industries and international development.

Thailand International Creative Economy Forum

Bangkok, Thailand - March 2012

This was the second forum organized by the Department of Intellectual Property of the Ministry of Commerce of Thailand, the theme was "Grand to Ground: Capturing local value, creating global impact". The forum was opened by the Deputy Prime Minister and Minister of Finance of Thailand. He emphasized that as a middle income country, creativity and value creation were essential to drive prosperity and Thai entrepreneurs need to change their business mindsets. Creating value is an integrated process that combines culture and design with innovation and technology.



UNCTAD addressed the issue of how creativity can create value at the bottom of the pyramid and pointed out the importance of policies to support SMEs and communities for the development of global creative business., recalling that it was imperative to generate new job opportunities to deal with the economic downturn, but to increase creative capacities we have to invest on people to improve skills and the ability to transform ideas into creative goods and services. Thailand has a positive trade balance of creative products and a growing presence in global markets; Thai exports of creative goods reached US\$ 5.5 billion in 2010. TICEF II provided a platform to discuss challenges facing creative industries such as the global financial and economic crises, and the need for effective responses in order to develop infrastructure for the creative industries. The event facilitated networking among governmental agencies, international organizations, educators and creative professionals particularly from the ASEAN countries. UNCTAD welcomed the initiative of the Thai government of printing and distribute the Creative Economy Report to all participants of the Forum.



CronaFest : Incubation + Creativity + City

Mexico City - February 2012

This event was driven by a private sector initiative from "Incubadora de



Talentos" that connected the public and private sectors involving about 75 small business with over 300 creative entrepreneurs from the new media sector located in a creative district of the capital. The festival offered a platform to engaging investors, artists, students and citizens to reflect on how to promote the creative industries, through the production of animation content, visual effects and video games. Situating the festival in a bohemian-like creative node was a way to promote multimedia projects and creative clusters that combines cultural and social enclaves by connecting the local with the global, a way to foster social cohesion and cultural diversity. Cronafest intended to help to transform the "maquila" culture into a culture of creativity and innovation. UNCTAD noted that the creative economy and the creative cities can help to promote a more inclusive and creative society. The use of ICTs is helping poor communities in finding new livelihoods. Today nearly 6 billion people are using mobile phones worldwide to exchange creative content. Mexico is encouraged to upgrade ICT skills, stimulate creative entrepreneurship and promote innovation, as a basis for an inclusive transformation. According to UNCTAD, Mexico is among the top 10 exporters of new media products. UNCTAD also hold consultations with government officials including the Mexican Investment Agency to discuss investments and financing for the creative economy.



Thank you ...and Good Bye....

Dear readers, colleagues and friends

After nearly 30 years of heartfelt devotion to the causes of the United Nations, and particularly to the mandates of UNCTAD, it is time to say good bye. It has been an enriching life experience to deal with one of the biggest challenges of our world - to promote a more inclusive, creative and sustainable development for all.. During my career at the United Nations in Geneva I had the privilege of giving the best of my contribution to assist the international community, mainly developing countries, in shaping and implementing trade and development strategies.

In 2004, I was given the responsibility to set-up and manage the UNCTAD Creative Economy Programme, one of the very first organizational structures, inside and outside the UN, entirely devoted to this fascinating topic that links economical, cultural, technological, social and environmental aspects. UNCTAD has been proactive in building synergy, networking, and we carried out some pioneering policy and research work that has been widely recognized and helpful to many countries and individuals. For me, this is the most valuable reward of my entire career.

I am retiring from my professional life at UNCTAD, but intellectually I will remain connected with the creative economy. My sincere thanks for the cooperation, support and friendship that we were able to nurture over the years. I hope to remain in contact with many of you.

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