



## Creative Industries and Trade Digitization Forum



International Year of Creative Economy for Sustainable Development

2021

29 September 2021, online  
10.30-12 a.m. AST

# Creative industries through the lens of digitization: Trends and policy challenges

## UNCTAD and Barbados Opening event

### Background

The year 2021, is the United Nations' International Year of Creative Economy for Sustainable Development.<sup>1</sup> This is a hard-won landmark for the creative industries. It recognizes and elevates the creative economy as an important tool for building a sustainable, inclusive and equitable future.

When the resolution led by Indonesia was being negotiated and approved, no one could have anticipated that the intervening year would hold a shattering worldwide pandemic. But perhaps what has felt like the end of the world is, in fact, the beginning of a new one. COVID-19 obliges us to think carefully about what makes for healthy and resilient communities at both the global level and at the local level.

It also obliges us to take to heart the lessons we have learned. The proposed Creative Industries and Trade Digitization Forum (CITD) organized by Barbados and UNCTAD aims to do just that. The Forum will be opened with a joint event exploring creative industries through the digital lens.

### Focus of the Opening event

International trends, technological advances and global processes play a key role in shaping the creative economy. [UNCTAD's Creative Economy Outlook 2018](#),<sup>2</sup> identified, for example, digital disruption as a key trend that is shaping creative industries, especially in developing countries.

<sup>1</sup> United Nations Resolution, [74/198](#) (2019), International Year of Creative Economy for Sustainable Development.

<sup>2</sup> UNCTAD, Creative Economy Outlook and Country Profiles, UN, Geneva, 2018.





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CONCEPT NOTE

Digitalization offers both opportunities and new challenges for the creative sector ([UNCTAD, Digital Economy Report, 2019](#)). On the one hand, the internet has made it possible to distribute creative work online. On the other hand, digital platforms rarely generate substantial remuneration for content creators and capture a significant share of revenue generated. A global digital divide furthermore persists with repercussions on the creative economy's ability to be truly inclusive. Moreover, the gains in social linkages and cohesion created by face-to-face cultural experiences or the act of creation itself, might be lost with digitalization.

To advance support and understanding of the creative economy as a route for economic diversification and inclusive development, these global developments require careful examination. They raise issues related to the historical imbalances and asymmetries in the global creative and tech economies and their current impacts, rebuilding of the creative sector after COVID-19, the future of work, e-commerce platforms as well as terms of trade, gaining access to global distribution networks, building digital skills and capacity, among others. This webinar will explore these mega-trends that are shifting and redefining the creative industries eco-system.

### Questions for discussion

- Some of the questions tackled include: how have the global creative and tech economies been formed and how are they transforming?
- What current opportunities and challenges are presented by these transformations?
- What are the problems generated in particular by digitalization?
- What can policies do to promote sustainable outcomes of digital transformations?

### Logistics

**Venue:** The event will be held online. The link to join will be provided upon registration.

**Date and time:** Wednesday, 29 September 2021, 10:30 am-12:00 (Barbados time)

**Languages:** English.



3–7 October 2021

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## Programme

### 10.30-10.55 a.m. Introduction

**Ms. Marisa Henderson**, Chief, Trade and Creative Economy, UNCTAD

#### High level Opening remarks

**Ms. Rebeca Grynspan**, Secretary-General, UNCTAD

**The Hon. Mia Amor Mottley**, QC, MP, Prime Minister of Barbados

**H.E Mr. Sandiaga Uno**, Minister of Tourism and Creative Economy, Indonesia

### 10.55-11.50 a.m. Panel

*Moderator:* **Ms. Josanne Leonard**, Grammy Award nominated Broadcaster, Trinidad and Tobago.

*Panellists:*

**Mr. Nicholas Brancker**, Musician.

**Mr. John Howkins**, Author and Expert on Creative Industries

**Mr. Jean-Philippe Audoli**, President of Waw Muzik, [Music platform specialized in African music](#)

**Ms. Birame Sock**, Founder of Kweli and member of the eTrade for Women Community of West Africa

### 11.50-11.55 a.m. Closing Remarks

**Ms Miho Shirotori** - Head, Trade Negotiations and Commercial Diplomacy Branch, UNCTAD

### 11.55-12.00 a.m. Closing Remarks

**Performance: Spoken word by Mr. Adrian Green**