Train for Trade II
EU-UNCTAD joint Programme for Angola

UNCTAD Training
Online Course
Governance of the Creative and Cultural Sectors

15 July – 15 August 2021

1. DESCRIPTION & OBJECTIVES

The course aims to enable participants from the public and private sectors to jointly build capacity for a better governance of the Angolan cultural and creative industries.

1. The first objective is for the participants to be able to:
   - Recognize and evaluate the cultural and creative industries operating in the ecosystem in Angola;
   - Know the policies and support mechanisms for the cultural and creative industries at the international level;
   - Learn how to build a governance task-force for the cultural and creative industries;
   - Understand how to develop cultural and creative industries policies and support mechanisms for entrepreneurship;
   - Know where to look for assistance, and sources of information to build better policies and support mechanisms.

2. The second objective is for participants from the private and public sectors to improve their capacity to create and co-manage policies and mechanisms for cultural and creative industries.

2. BACKGROUND

This training course is part of the EU-UNCTAD Joint Programme for Angola: Train for Trade II for "Increasing the economic potential of cultural and creative industries in Angola for employment, trade and development gains". This course was produced with the financial support of the European Union and is part of a series of trainings developed for the Creative Economy component, which will contribute directly to the implementation of Program 1.7.2: "Promotion of Cultural and Creative Arts and Industries" under the National Development Plan of Angola 2018-2022.

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The goal of the project is to promote vibrant cultural and creative industries in Angola, facilitate improved economic activities and networks in the cultural arts and centers, provide greater opportunities for entrepreneurs and creators, particularly young people, and build on the rich and diverse communities that make Angola unique. The objectives of the Angolan Creative Economy Component, which are in line with the objectives of all the components of the project, are: (a) to assess the commercial (export) potential of Angola's creative economy; (b) to identify the main bottlenecks that undermine efforts to harness the socio-economic potential of Angola's creative economy; and (c) to build Angola's institutional and human capacities to formulate and implement policies and strategies to unblock binding constraints.

3. FORMAT

- **Duration:** 4 weeks
- **Unit modules:** 8
- **Frequency of lessons:** 2 per week
- **Hours per week:** 2 hours (teaching: divided between slides, live webinars and exercises)
- **Direct teaching:** 2 x 8 modules = 16 (divided between slides, live webinars and exercises)
- **Independent study:** Learning hours 2 x 8 modules = 16
- **Total =** 32 learning hours
- **Type of content:** Slides with voiceover, slides, video, texts, case-study presentation, group exercises, questions and evaluation
- **Contact with the trainer**: Exclusively through the forum
- **Type of participation:**
  - Forum - Describe who you are, which institution, if and how your institution works, your opinions and answer questions
  - Live Webinars: a) opening live, b) group exercises -final live
- **Certification criteria:** Certificates are going to be automatically issued by the platform for those who:
  - Participated in every module
  - Participated in the forum (activity completion)
  - Completed 2 proposed activities:
    - one individual activity in the end of the 5th module
    - one live group activity with presentation in the 7th and 8th modules)
  - For those unable to take part in the final presentation in the 7th and 8th modules, it will be necessary to present written ideas on the suggested topics (same topics from the presentation) and post them in the forum.

4. TRAINER

The trainer Pedro Affonso Ivo Franco is a musician, practitioner, facilitator, researcher and consultant working across the cultural, creativity and development sectors. Holding a M.A. in International Relations and Cultural Diplomacy, for over a decade, Pedro has delivered training and facilitation, conducted research and evaluation, designed strategy and planned services to international organisations, governments, cultural, creative and development institutions, entrepreneurs and private companies in Europe, Latin America and Sub-Saharan Africa. Pedro is specialized in the areas of culture, creativity and sustainable development, local development methodologies; governance in the cultural and creative sectors, entrepreneurship in the cultural and creative industries.

5. PARTICIPANTS

- Government of Angola (Interministerial Working Group) – Public Organizations: national, provincial and municipal governments (focal points)
- Cultural and creative entrepreneurs (cultural and creative sectors Working Group)
- Limited participation

6. GENDER BALANCE

Considering the aims of the EU-UNCTAD Joint Programme for Angola: Train for Trade II, the institutions putting forward participants are asked to aim for at least 40% female participation.

7. OUTLINE OF THE COURSE

Opening Session - Live (with recording)

- Welcome
- Presentation of the platform - how to use it
- Course Presentation (presenting the modules)
- Forum presentation – how to use it

1st Module - What are the cultural and creative industries? History of the concept, taxonomy / sectors according to different classifications

- **Format**: Slides with Voice-Over + Reading Material
- **Study time**: A maximum of 1 hour per lesson + a maximum of 1 hour reading
- **Content**:
- Acceptance/adoption, replication and adaptation of the concept and taxonomy globally (UNCTAD 2008 and 2010)
- Concept and taxonomy in Brazil
- Concept and taxonomy in Mozambique and South-Africa
- UNCTAD taxonomy
- UNCTAD Creative Goods categories (Harmonized System)
- UNCTAD EBOPS
- Global Data on the sectors

2nd Module - Recognize and evaluate the Cultural and Creative Industries operating in the ecosystem in Angola

- **Format**: Slides with voice-over + Reading material
- **Study time**: A maximum of 1 hour per lesson + a maximum of 1 hour reading
- **Content**:
- Chronology of the concept in Angola
- Attempts and suggestion for local classification
- Economic value of the Cultural and Creative Sector in Angola
- SWOT analysis
- Reading Material (Sectoral analysis)

- o Music
- o Cinema, audiovisual and digital media
- o Video games, technology startups and innovation
- o Performing Arts (theater and dance)
- o Architecture, design, craftsmanship, and fashion
- o Visual arts (painting, sculpture, photography and installation)
- o Literature and publishing
- o Museums

Week 3

3RD Module - Getting to know policies, institutions, and support mechanisms for Cultural and Creative Industries at an international level

- **Format**: Slides with voice-over + links and videos
- **Study time**: A maximum of 1 hour per lesson + a maximum of 1 hour reading
- **Content**:
- Creative Industries Council - UK
- Kulturprojekt Berlin
- CCISFA - South Africa
- North Portugal
- Cultura Viva Brazil
- Cape Verde cultural policy

Week 4

4th   Module - How to build a governance task-force for Cultural and Creative Industries?

- **Format**: Slides with voice-over + reading material
- **Study time**: A maximum of 1 hour per lesson + a maximum of 1 hour reading
- **Content**:
- How to define of a work agenda according to the current diagnosis of the sectors?
- How to create a public sector working group / How to create a private sector working group / How to create a joint working group?
- Types of management models

- Action plan for the government, private sector, and cultural and creative entrepreneurs
- Reasons for the actions recommended
- Suggestion of PHASE 1 short- and medium-term actions (2021)
- Suggestion of PHASE 2 medium term actions (1 to 3 Years)

5th Module - Development of cultural and creative policies and support mechanisms for entrepreneurship

- **Format:** Slides with voice-over + activity
- **Study time:** A maximum of 1 hour per lesson + a maximum of 1 hour reading
- **Content**
  - The Cultural and Creative Industries in Angola's public policies
  - How can a working group contribute to the reformulation of cultural policy?
  - How a cultural policy can become applicable at the local level (bringing the local level players to the conception)?
  - How to create funding schemes to the sector?
  - Strengthening of public-private financing in the sector (including with tax incentive law)?
  - How to include business and entrepreneurial incentives in the cultural policy?
  - How to create a help-desk to support entrepreneurship building on the existing support schemes?
- **Exercise**: 8 questions reviewing from 1 to 5.

6th Module - Where to look for assistance to build better policies and support mechanisms - sources of information

- **Format:** Slides
- **Study time:** A maximum of 1 hour per lesson + a maximum of 1 hour reading

- **Content**
  - UNCTAD
  - United Nations

- PALOPS
- Relevant networks in the cultural and creative sectors

7th   Module – Preparation for the final presentations

- **Format:** Live section (with recording)
- **Study time:** A maximum of 1 hour for preparation
- **Content:** Explanation and preparation for the final presentations
  - Topics to be addresses/chosen by the 3 groups:
    - o Proposals of a local classification / taxonomy of Angola´s cultural and creative sectors to be included in the Angola's Cultural Policy
    - o How to embed incentives to entrepreneurship in the cultural and creative policies and institutions?
    - o How a public-private agency to boost the Angolan cultural and creative sector could like-like?

8th   Module – Final Presentations

- **Format:** Live section (with recording)
- **Content**: Presentations from the 3 groups
  - Total presentation: 25 min each group = 75 min / 1,25 hours
  - Total discussion and final considerations: 45 min

8. TECHNICAL INFORMATION

The course will be delivered free of charge via the TFT II Online Knowledge Hub. Participants can access the platform via browser on a computer or via an app on their mobile phones. For certain e-tivities in the course, requiring some writing, it may be more comfortable for participants to access the course via a computer.

9. CONTACTS

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10. DURATION OF THE COURSE

Start date: 15 July 2021 at 15:00
Completion of course: 15 August 2021

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