



Creative industries

UNCTAD Training  
Online Course

Cultural and Creative Entrepreneurship and Exports

September 2021

## 1. DESCRIPTION & OBJECTIVES

The primary objective is to enable participants from the public and private sector to jointly strengthen skills in cultural and creative entrepreneurship through learning and exercising entrepreneurship behaviour, business modelling, market value chain, co-production, copyrights and intellectual property rights and marketing skills

The second objective is to improve participants understanding of the way to export cultural and creative products and services through learning and exercising, export preparation (including national and international bureaucracies), market research tools, understanding of markets, international co-production links and international branding.

## 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.

The vision 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

CONCEPT NOTE

# Train for Trade II

Programa Conjunto UE-CNUCED para Angola



Angola's institutional and human capacities to formulate and implement policies and strategies to unblock binding constraints.

## 3. FORMAT

- **Duration:** 4 weeks
- **Units Modules:** 8
- **Frequency of Lessons:** 2 per week
- **Hours per Week:** 2 hours (Teaching: divided between slides, lives and exercises)
- **Direct teaching:** 2 x 8 modules = 16 (divided between slides, lives 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 Exercise, Questions and Evaluation
- **Contact with the trainers:** 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
  - Webinars Lives: a) Opening Live, b) Group exercises -final Live
- **Certification criteria:** Certificates are going to be automatically issued by the platform for those who:
  - Marked participation in every module
  - Have participated in the forum (activity completion)
  - Completed 3 proposed activities:
    - one individual activity in the end of the 5<sup>th</sup> module
    - one live group activity with presentation in the 7<sup>th</sup> and 8<sup>th</sup> modules
  - For those unable to take part in the final presentation in the 7<sup>th</sup> and 8<sup>th</sup> 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

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 research and evaluation, training and facilitation, strategy and planning 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



# Train for Trade II

Programa Conjunto UE-CNUCED para Angola



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

The course is aimed primarily at:

- Angolan Government officials (Interministerial Working Group): national, provincial and municipal governments, Creative economies focal points;
- Cultural and creative entrepreneurs (Cultural and Creative Sectors Working Group)
- All those interested in cultural and creative economies – on a first come, first serve basis up to the limit of availability.

## 6. GENDER

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

### Week 1

### Opening Session - Live (2 September 2021)

- 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?

- **Format:** Slides with Voice-Over + Reading Material
- **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



# Train for Trade II

Programa Conjunto UE-CNUCED para Angola



- Transversality, competition and collaboration in the cultural and creative sector

## Week 2

### 2<sup>nd</sup> Module – Entrepreneurship and the Cultural and Creative Sector

- **Format:** Slides with voice-over + Reading material
- **Content:**
  - Concept of entrepreneurship
  - Entrepreneurship in public organizations
  - The Economy of culture
  - Social entrepreneurship
  - Creative economy and diversity
  - Entrepreneurship, creativity, innovation and social change

## Week 3

### 3<sup>RD</sup> Module - Entrepreneurial behaviour

- **Format:** Slides with voice-over + links and videos
- **Content:**
  - Introduction to Empretec

## Week 4

### 4<sup>th</sup> Module – Business modelling tools and technics

- **Format:** Slides with voice-over + reading material
- **Content:**
  - Model Canvas
  - Design thinking (defining the objective, research, ideation, prototyping, experiment, test and adjustments)

## Week 5

### 5<sup>th</sup> Module - Understanding the dynamics of the Cultural and Creative Industries International Trade to find my target market

- **Format:** Slides
- **Content**
  - Present the dynamics, characteristics and data about the trade of cultural and creative goods





- Present the logistics, the international bodies and legislations (agreements and conventions)
- Understand the value chain from priority sectors global (e.g. music, performing arts, technology, etc)
- Understand the value chain from priority sectors in Angola (e.g. music, performing arts, technology, etc)
- How to find my foreign market
  - o Tips and tools can be used to find specific markets to specific products and services

## Week 6

### 6<sup>th</sup> Module – Market Intelligence - Knowing the CPLP market (mainly Brazil and Portugal) and other target markets , (EU, Germany and United Kingdom)

- **Format:** Live section (with recording)
- **Content:**
  - Understanding the characteristics of CPLP and other priority markets, how to get in touch with buyers, producers and distributors, understanding the market specificities and insights
  - Present the CPLP markets characteristics with information on potential trade partners (buyers)
  - Present the EU, German and British markets characteristics with information on potential trade partners (buyers)

## Week 7

### 7<sup>th</sup> Module - Business Modelling towards exporting (Preparation for exporting from Angola to my target country)

- **Format** Slides with Voice-Over + Activity
- **Content**
  - Thinking the product and or service towards exporting
  - Internal organization:
    - o Where to obtain export registration in Angola
    - o Creating a new production line / service line
    - o The importance of registering intellectual property and copyrights
    - o How to register my brand, product or service in Angola
  - Acknowledge what kind of registers are requested in my target market
  - International co-production and articulation strategies



- Presenting models and partners for co-production on priority sectors (mainly from Brazil, Portugal, European Union, Germany and United Kingdom)
- International brand strategy - how to use tools and platforms that can be used to gain, increase and sustain brand visibility internationally
  - what type of tools can be used: social media, website, product and service ambassadors as well as what type of infrastructure can be used: embassies, consulates, universities and international fairs

## Week 8

### 8<sup>th</sup> Module – Exercise: Prototyping / Preparation for exporting to my target country

- **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 minGroups will be divided and will present each of them a product or a service to be exported to a particular target country. The whole process taught on module 7 will need to be presented.

## 8. TECHNICAL

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. COURSE DURATION

Start date: 2<sup>nd</sup> September 2021  
Completion of course: 24<sup>th</sup> September 2021

