

Ad hoc Expert Meeting on

CREATIVE ECONOMY AND SUSTAINABLE DEVELOPMENT

28 October 2019

Effective framework for Thriving Creative Industries

by

Carol Roberts

Chief Executive Officer, National Cultural Foundation, Barbados

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Effective framework for Thriving Creative industries

The Case of Barbados

A History of Creative Entrepreneurship

- Barbados has a long a storied history of making viable commercial use of aspects of its cultural identity and sharing it with the world.
- We are the land that invented rum with the world's oldest commercial distillery
- A accidental crossing of the sweet orange and the pomelo gave the world its first grapefruit

The Back story

- Barbados has had a long history of engaging in Commercial Creativity and understanding of the potential it has to punch above its weight. This was the forging of a Barbadian Brand around excellence.

Inventors of Rum – Mount Gay Rum
1703. With the **oldest** surviving deed.

Supply many global companies with
Children's Clothing using the artisanal art
of Smocking (1930-1960).

As a film destination for international film
productions, with films such as ***Island in the Sun***
a 1957 Cinemascope drama film produced by Darryl
F. Zanuck and directed by Robert Rossen. Featuring
an ensemble cast that included James Mason,
Harry Belafonte, Joan Fontaine, Joan Collins,
Dorothy Dandridge, Michael Rennie, Stephen Boyd,
Patricia Owens, John Justin, Diana Wynyard, and
Basil Sydney. ***The Tamarind Seed*** a 1974
American-British romantic drama film written and
directed by Blake Edwards and starring Julie
Andrews and Omar Sharif.

Technology-1977 Intel opened its Barbados plant, which was used for
component and system assembly.

Hosting of the Caribbean Festival of Arts (CARIFESTA 1981), which propels discussion on
national identity, resulting in the establishment of the National Cultural Foundation
(1983-84), to fuel the development of culture through training, research and the creation
of opportunities in cultural industries.

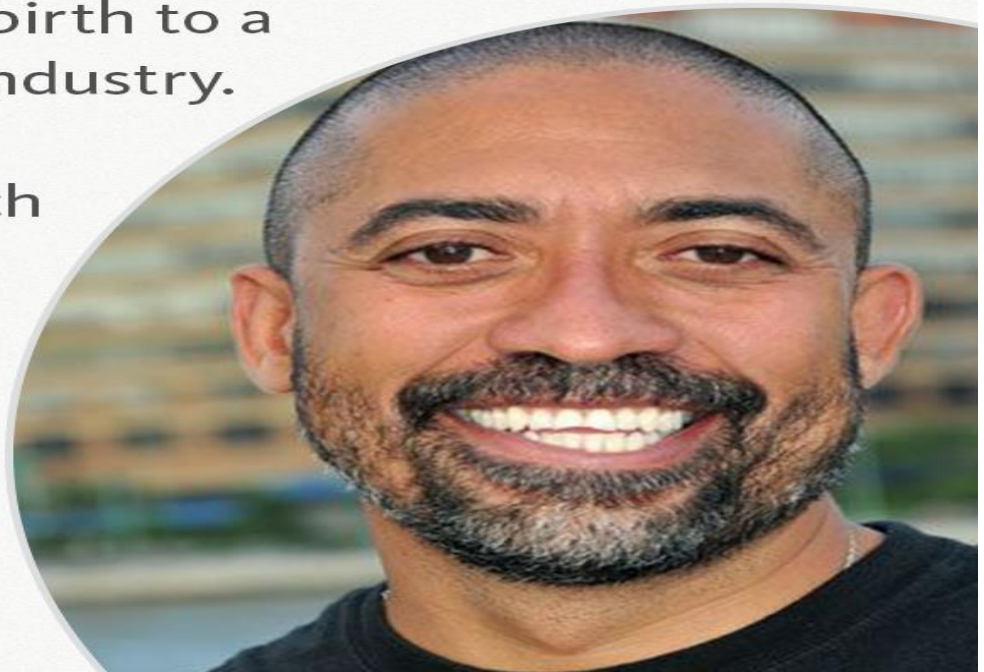
Yet we really don't begin to
look at the notion of
Cultural and Creative
Industries from a National
Economic perspective and
an economic platform
until the early 2000's.

The Barbados Brand has always been associated with its ability to “*Punch Above Its Own Weight*”.

 blossom

In 1990 **Alan Emtage** built the **Archie system**, the Internet's first search engine, which gave birth to a multi billion dollar industry. In 2013 the annual revenue of the search industry was **\$780 billion.**

Photo: caribbean-beat.com



Sobers to Rihanna

From the 1950's to present day, Barbados has almost effortlessly produced world – class creatives in the Arts and sports, from the greatest cricketer the world has ever seen in the Right Excellent Sir Garfield Sobers, National Hero of Barbados to a head – turning earth – shaking global tour de force that is Robyn Rihanna Fenty!



Harnessing Hope

- Successive governments of Barbados have given meaningful but limited support for the further development of both the cultural and creative industries.
- Over the past two decades meaningful strides have been made:

A Policy Framework begins to take shape 2000-2013

Feasibility Study on the Establishment of the National Film Commission- Brian Norris: June 2004

Concept Paper of the Spirit and content of a Cultural Industries Development Act in Barbados- Dr. Howe & Dr Cummins Q.C- August 2004

Concept Paper for the National School of Performing Arts – Dr. Howe & Dr Cummins Q.C- December 2004

Proposal on the establishment of the Creative Art & Design Centre- Lilian Sten-Nicholson- March 2005

Fiscal Incentives for the Cultural Industries- LH Consulting March 2005

A survey of Barbados' Cultural Industries by SALISES- A.S Downes, J.G. Lashley, C.M.H Walcott-March 2005

“A Policy paper on the propelling of Barbados' Creative Economy: A cultural Industries Development Strategy” emerges from within the Ministry of Culture. Circa 2004-2006. It becomes the basis for the Cultural Industries Development Bill 2008-2013.

A New National Cultural Policy of Barbados is pronounced. Its main goals are to continue the growth of Cultural Development in the areas of Culture & : Diversity; Heritage Preservation & Protection Tourism; Education; Sports; Agriculture; Health; Technology; Mass Media; Trade & Cultural Industries- January 2010

A National Cultural Industries Policy of Barbados is published. It positions the commercialisation of culture and creativity as key economic drivers; it is embolden by the European Partnership Agreement (EPA) and specifically articulates Fiscal and legislative ambitions- February 2010

The Objectives of the National Cultural Industries Policy



To Ensure the cultural Industries as a sector does not continue to suffer from chronic under-capitalisation



To create a legislative framework that will stimulate thriving creative industries



To further stimulate entrepreneurship at the national level in order to support the development of the Cultural industries



To put financing programmes and systems in place that will further serve to attract foreign direct investment, especially in the areas of Film, Music, Fashion and Design Technology Development.



Legislative & Fiscal Frame Work

Writing into law the Cultural Industries Development Act on February 1, 2015.

The Provision of a basket of concessions for Cultural Entrepreneurs/Practitioners.

The Establishment of a specialised agency to manage and administer the provisions set out in the Act.

The establishment of the Cultural Industries Development Fund.

100% deduction on accessible income for a period of 5 years for entities that invest in creative entrepreneurs or practitioners.

Duty-free and VAT concessions on imported tools of trade.

Regulatory & Monitoring Framework

National Artists Registry for cultural practitioners to register in order to access incentives from the Cultural Industries Development Act; and to collect data in specific areas, disciplines; genres & registering of creative businesses, bringing them into the sphere of the formal economy.

The establishment of a Film Commission to capture activity and data relating to film production and the utilisation of Barbados as a film destination.

Capturing volume and frequency of tools of trade used in the Creative Industries in an effort to effect necessary changes based on trends.

Evaluating funding requests and assessing financial challenges facing the Cultural & Creative Industries.

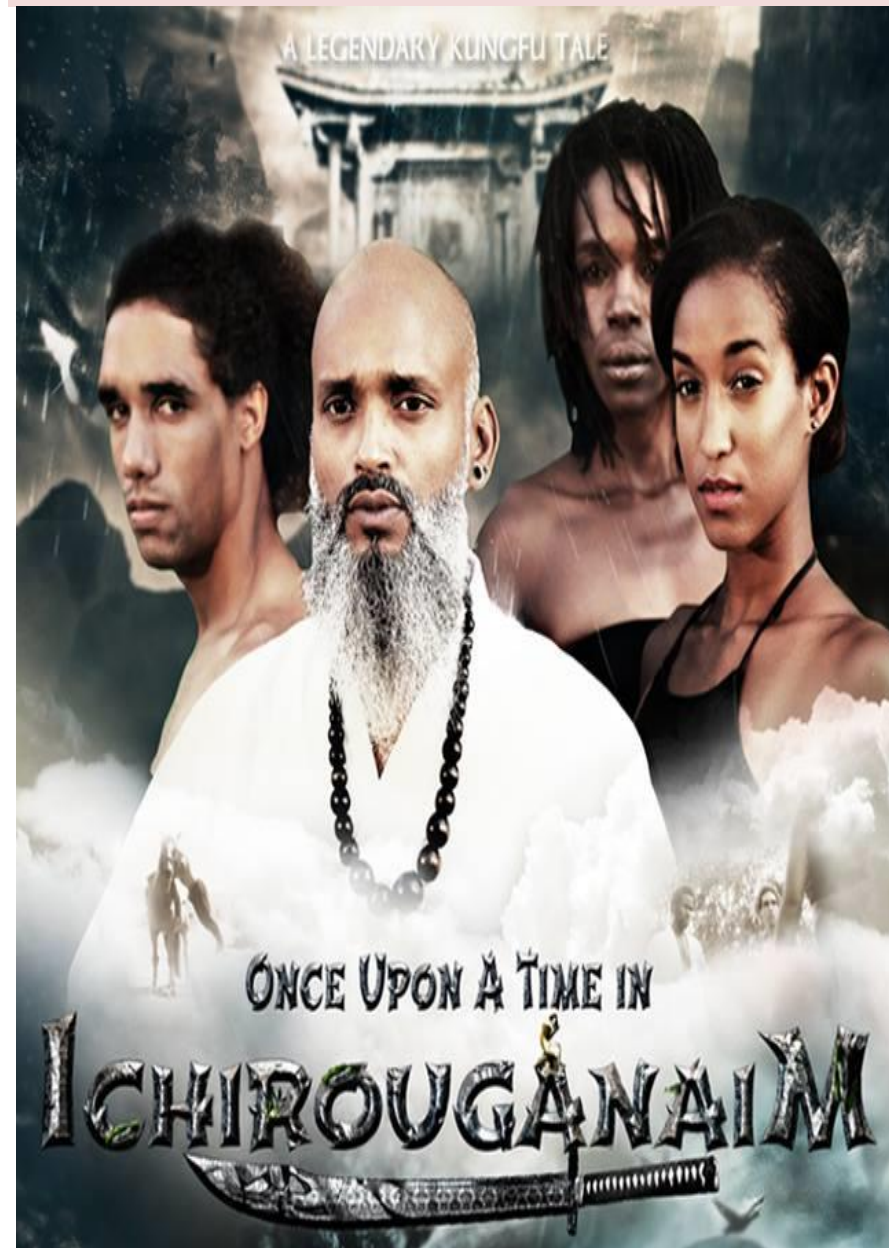


The Social Development Framework

Provision of education and training at the national level

Concentration on new areas of growth: animation, design and artisanal sectors, including culinary arts

Use of the Cultural & Creative Industries tools for poverty alleviation and national self - esteem



Some of our KPI's met included:

Over 100 new Businesses in the Creative Industries developing products for local and global consumption over a 24 month period.

Provided funding annually to 40-50 beneficiaries.

Mapping the Cultural Industries to measure impact and develop strategies for developmental interventions by both public and private sector.

Developed platforms for trading and revenue generation

Exported creative products annually to global markets.

Created employment in the Creative Industries via festivals, film, fashion visual, literary and culinary arts; often with exciting combinations of disciplines

In excess of 700 cultural practitioners registered on the National Artists Registry

Establishment of a Ministry of Creative Economy, Culture and Sports 2018

A snap shot of the Festival Economy



- The Barbados Crop Over Festival (More than A Carnival) May-August. Produces approximately 320 events in a two week period.
- Those events in total employ a minimum of 3200 persons in a two week period.
- The Festival contributes \$96M to the countries GDP annually
- It reaches over 5million persons over the duration of the Festival via Social media; Television & international media
- Live consumption by patrons around 326,000 persons
- The Vujaday Music Festival-April. Produces 6 events in a 1 week period.
- The single event employs a minimum of 41 persons in a 1week period.
- The Festival Generates \$1.29M to the GDP annually
- It reaches over 500K persons over the duration of the Festival via Social media; Television and international media
- Live consumption by patrons around 10,000 persons
- The Barbados International Film Festival (BIFF)
- The Festival total employ a minimum of 25 persons in a two week period.
- It reaches over 5M persons over the duration of the Festival via Social media
- Live consumptions by patrons around 2000 persons
- Others sectors engaged in the Festival economy:
- Hotel
- Restaurants
- Transport
- Supermarkets

Actions to be taken

- The need for a new financing model from Banks, funding agencies and finance companies which embodies the valuation of creative products for use as security/leverage in the day to day operations of these kinds of businesses.
- Boldly unleashing of cultural products onto the global market for testing, redevelopment and reentry.
- Revisitation of the provisions of the legislative & Fiscal Framework to ensure enhancement and maximisation of benefits for the incentivisation of producers of locally designed products in order to facilitate local and international trading of the product.

The Barbados Brand

The Barbados Brand is being preserved and reinvented all at once:

- Young entrepreneurs are given all they need to produce their goods in larger markets while retaining the authentic Barbadian brand
- Every effort is being made to capture the amazing wealth of knowledge and history from our elders numerous of whom are centenarians, a phenomenon shared by just a few other nations.

We Gathering and Beyond

- 2020 is the year that all Barbadians from all backgrounds are being invited to return home to taste and see, party, celebrate, give back and fall in love with Barbados all over again.



A New Barbados

- What will a new Barbados look like and mean for cultural and creative practitioners?
- **Mandate # 1:** a vibrant creative economy through the resourcing and promotion of industries such as the arts, design, cuisine, film, entertainment, media, sports and lifestyle.

A New Barbados

- **Mandate #2:** Creating a new model for culture and the creative industries in Barbados, commencing with a transformation of the National Cultural Foundation, the Crop Over Festival, BDCIDA and NIFCA

A New Barbados

- **Mandate #3:** Facilitating the production and promotion of a 52- week calendar for arts, entertainment and sports including at least, one world-class festival, every two months.
- **Mandate #4:** Establishing an annual world-class contemporary arts, design and creativity festival.

A New Barbados

- **Mandate #5:** build an enhanced sense of national identity, presenting to the region and the world, a Barbadian who, by virtue of personal excellence will stand out anywhere, a Barbadian who is not afraid, to dream, to dare or to do extraordinary things for country, community, family and self.

A New Barbados

- **Mandate #6:** Facilitate the re-imagination, modernisation and conversion of iconic elements of Barbados' culture (Landship, folktales, Spouge, folksongs, architecture, recipes, proverbs) through art, dance, music, toys, cartoons, video games, and other media, to be made accessible to a younger generation and a global audience.
- **Mandate #7:** Ensure the telling of our story in the curricula of Barbados' schools, so that as Barbadians we can see positive mirror images of ourselves.

A New Barbados

- **Mandate #8:** Bring together an Annual Convocation of the Creative involving the leading artists, musicians and intellectuals of the region to discuss the challenges facing our Caribbean and how these challenges might be solved in a manner that transforms our region for the common good.