



Culture Summit Abu Dhabi 2021

UNCTAD Panel – 8 MARCH 2021 AT 16H30 -17H30.

Panel Title	IMPACT NVESTING AND CREATIVE INDUSTRIES
Speakers and Affiliations	<p>Moderator: Ms. Marisa Henderson, Chief, Creative Economy, UNCTAD</p> <p>Panelists:</p> <p>Ms. Laura Callahan, Founding Partner, Upstart Co-Lab (US)</p> <p>Ms. Fran Sanderson (she/her) Director Arts & Culture Investments and Programmes, Nesta (UK)</p> <p>Ms. Bárbara Russi, Fundación Compromiso (Argentina).</p>
Challenge	<p>The declaration of 2021 as “The International Year of Creative Economy for Sustainable Development” at the 74th session of the UN General Assembly has confirmed the rising global role of creative economy in contributing to the three dimensions of sustainable development and the achievement of the 2030 agenda, including by fostering economic growth and innovation.</p> <p>Creative economic sectors, at the crossroads of arts, culture, business and technology, have been hit especially hard by the Covid19 crisis, in particular workers in the informal economy, in cities across the globe. Public response to the Covid19 crisis around the world has demonstrated the importance of creativity and culture in sustaining community resilience and protecting livelihoods when formal health, social and economic systems are under pressure or cease to function. Furthermore, evidence indicates that with low barriers to entry, creative economy is a sector that is genuinely inclusive.</p> <p>However, as the Covid19 crisis continues, the risks of jeopardizing the inclusion and development potential of creative economy and related MSMEs are very high. Revenue losses could become permanent, especially for the youth. Aligning widespread but dispersed community, local governments and international initiatives to support and invest in creative economy in 2021 is urgent</p>
Solution	<p>As per implementation of the UN resolution 74/198 is being led by the United Nations Conference on Trade and Development (UNCTAD), in consultation with UNESCO and other relevant UN entities.</p> <p>Today creative industries, which are at the heart of the Creative Economy¹ are increasingly recognized as tools for diversification of production, building of competitive advantage,</p>

¹ Creative industries can be defined as the cycle of creation, production and commercialization of products and services that uses knowledge and intellectual capital as primary inputs. They deal with the interplay of various subsectors ranging from traditional crafts, books, and visual and performing arts, to more technology-intensive and services-oriented fields such as the music and film industries, television and radio broadcasting, new media and design. Today, creative industries are among the most dynamic sectors in world trade. For further information see See United Nations Conference on Trade and Development, Creative Economy

supporting innovation and entrepreneurship, and attracting impact investment, all of which can drive inclusive and sustainable growth² Before the pandemic, the creative industries are among the most dynamic sectors in world trade.³

The coronavirus pandemic, which took hold of the global economy in 2020, has disrupted the traditional status quo, but has also shown the value add in the creative economy. The health pandemic also puts joint efforts by governments, civil society, private sector and international organization to highlight the importance of creative economy as part of the solution for the global recovery in a new dimension.⁴ Impact investing can and will play a critical role in this journey.

UNCTAD, Fundación Compromiso, Nesta, and Upstart Co-Lab have partnered on this panel to bring attention to the potential for impact investing in the global creative economy. While impact investing targeted to the creative economy is nascent, there are growing examples of interested investors and socially and environmentally oriented creative economy entrepreneurs. Fund managers in both developed countries (including the US, the UK, France, Germany and Switzerland) and developing countries (for example, throughout East Africa) are starting to launch investment vehicles that link sustainable and impact investment to the creative economy.

In this panel, experts will illustrate how the creative economy is addressing key issues of inclusion and sustainability, and *Bringing Impact Capital to the Creative Economy*, which describes a range of efforts to finance creative activity in alignment with values. Wealth advisors, impact investors, creative entrepreneurs, government officials, and art and community leaders have all shared their vision of the creative economy as a source of high quality opportunities which will allow investors who understand the power of art, design, culture, heritage and creativity to achieve social and environmental impact as well as financial reward.

Relevance to the Culture Summit

One of the Key actors of the UN resolution are the UAE. They have supported the resolution and lead the implementation as a tool for the achievement of the 2030 Sustainable Development Goals. The UAE will be the leading UN partner of the 2021 International Year of Creative Economy and the host of the Second World Conference on Creative Economy in partnership with UNCTAD in December 2021 were the issues of impact investment on Creative Economy will be one of the focus of attention.

Outcomes

The panel is expected to propose innovative deployments policy option that could help countries to put in place cross-cutting policies that will enhance their creative capacities and impact investment in creative industries. The panel's recommendations will be transmitted to the focus groups/ so as to facilitate the deliberations on this topic and the agreed conclusions/ declaration.

Outlook: Trends in international trade in Creative Industries and Country Profiles, UN, Geneva and New York, 2018. https://unctad.org/en/PublicationsLibrary/ditcted2018d3_en.pdf.

² <https://www.sdgfund.org/creative-industries-and-sustainable-development>

³ [UNCTAD Creative Economy Programme](#)

⁴ UNCTAD, "How the creative economy can help power development", (Retrieved June 25, 2020)

https://unctad.org/en/pages/newsdetails.aspx?OriginalVersionID=2230&Sitemap_x0020_Taxonomy=UNCTAD%20Home;#1547;#Creative%20Economy%20Programme

