Creative Economy Outlook 2024

Sustainable business practices for decarbonization and inclusion

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Importance of inclusion in creative economy

Inclusion focuses on the balanced participation of disadvantaged groups based on age, gender, disability, race, religion, ethnicity, migration status, socioeconomic status.

Creative economy directly supports:

- Employment
- Empowerment of women and youth
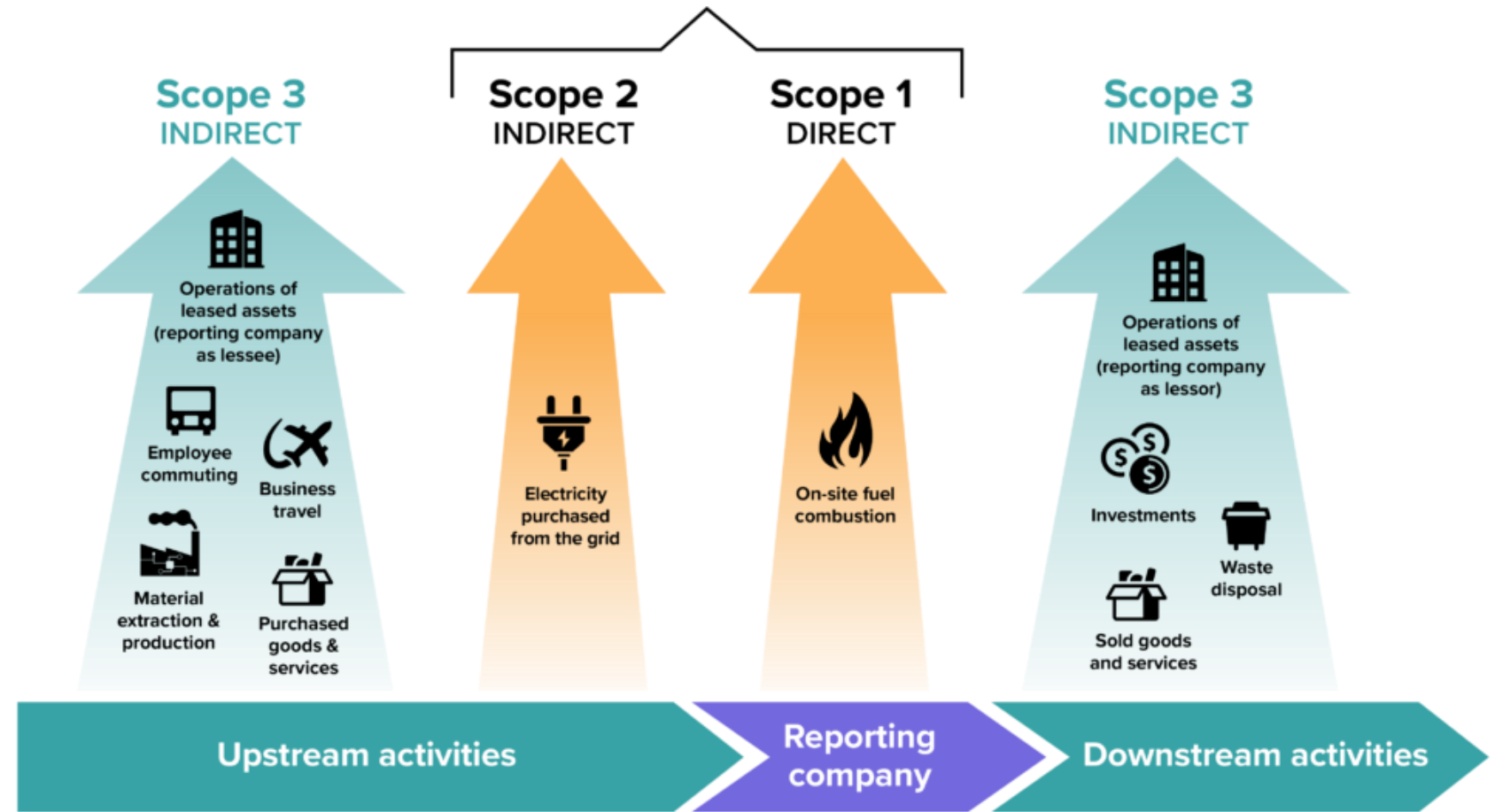- Inclusion of local communities
- Behavioral changes

Specific issues:

- Higher self-employment, part-time or multiple jobs despite higher education than average
- Job insecurity
- Revenues absorbed by intermediaries or platforms

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Importance of environmental sustainability in creative economy

Environmental sustainability entails decarbonization, halting and reversing biodiversity loss, protection of ecosystems, and reduction of toxic waste and pollution.

Scope 3 INDIRECT
- Operations of leased assets (reporting company as lessee)
- Employee commuting
- Business travel
- Material extraction & production
- Purchased goods & services

Scope 2 INDIRECT
- Electricity purchased from the grid

Scope 1 DIRECT
- On-site fuel combustion

Scope 3 INDIRECT
- Operations of leased assets (reporting company as lessor)
- Investments
- Waste disposal
- Sold goods and services

Upstream activities → **Reporting company** → **Downstream activities**

Environmental sustainability in creative economy

- Emissions from producing and consuming creative goods and services depend significantly **on countries' energy mix and consumer devices**.

- While digitalisation reduces the environmental impact of some creative activities – such as printing and distributing newspapers and books – the environmental **impact of digitalised creative activities can be more complex to estimate**.

- To reduce their environmental impact, firms in the creative economy need to **pay attention to the entirety of their value chains**, from the design and production to the distribution, consumption and dismission of their products.

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Advertising Sector

Inclusion

Initiatives include:

▸ UNICEF Playbook on promoting diversity and inclusion in advertising.

▸ UNstereotype Alliance, a platform by UN Women to use the force of the advertising industry to drive positive change.

Environmental Sustainability

▸ Impact comes from the production process (e.g., shooting) and the printed material.

▸ Indirect emissions are generated from the demand that advertising creates for products.

▸ Emissions resulting from increased sales generated by advertising are estimated at +28% per capita in the UK.

Architecture

Inclusion

- Women represent around 16% of employed architects in Ethiopia.

- Increased access to STEM, English courses for women can support more gender inclusion.

Environmental Sustainability

- Most of the emissions connected to architecture are at the Scope 3 level.

- In 2021, the construction sector accounted for over 34 per cent of energy demand and 37 per cent of energy and process-related CO_2 emissions.

Crafts Sector

Inclusion

- Craft artists are supported from FeMSEDA through training and workshops for handicrafts.
- ETTE supports sales in the sector.
- Further effort is needed to support women and youth access to and growth in the sector.

Environmental Sustainability

- Small carbon footprint, mostly connected to the value chains of material used, the toxicity of materials used in the production process (e.g., glazes) or the fossil fuels used to power the kilns.

Design Sector

Inclusion

▸ Diversity in design represents one element that can open essential business opportunities for companies within untapped markets by reaching wider and underserved audiences such as disadvantaged groups.

Environmental Sustainability

▸ Design can help reduce the economic, environmental, and social impact.

▸ Approaches like Design for Environment (DfE) includes environmental considerations in designing and manufacturing goods and services.

Fashion Sector

Inclusion

▸ Due to their considerable involvement in the industry, women's participation in the fashion industry in Ethiopia is growing significantly.

▸ Leading fashion designers include Mahlet Afework, Fikirte Addis and Genet Kebede.

▸ In the UN system, the ITC Ethical Fashion Initiative provides an accelerator programme for emerging African designers.

Environmental Sustainability

▸ Sustainable practices include zero-waste design, use of sustainable materials, reduced waste, more sustainable energy usage and transport, certifications for sustainable practices, and investment in research and development for new dying and waste management processes.

▸ The fashion industry has complex global value chains, with harms traceability and transparency.

Film and Broadcasting Sector

Inclusion

▸ The industry generally lacks women in high-profile positions and in leading roles in movies.

▸ In Ethiopia, a comprehensive national policy for the film industry was released in 2017 to support job creation in the sector.

▸ International initiatives to achieve a more balanced film industry include Women in Film and Television International (WIFTI).

Environmental Sustainability

▸ Most of the emissions are concentrated on transportation (especially air travel), on-set energy consumption, waste from the production process, and catering supplies.

▸ Data shows an average footprint of over 33 metric tonnes per shooting day (equivalent to yearly emissions of 165 Ethiopian citizens).

Music Sector

Inclusion

- Platforms like Deedo and Mdundo have been created to increase visibility of African artists and increase inclusivity at the global level.

- Increased opportunities for artist to get education and capacity building to enter the industry, jointly with the exploitation of the full potential of Ethiopia rich and diverse music tradition, can support the development of the Ethiopian music scene.

Environmental Sustainability

- Emissions related to the music sector mostly emerge from vinyl manufacturing, music streaming, live touring, venues and festivals.

- For festivals and streaming services, most of the emissions come from Scope 3 (e.g., audience travel, marketing, cloud use).

Publishing Sector

Inclusion

▶ In countries where data is available, the sector shows a higher participation of women, as well in leadership roles, than the average.

▶ Diversity in the workforce could support the capacity of the publishing industry to include as many experiences as possible in its products, helping the audience to discover different perspectives and increasing their cultural understanding.

Environmental Sustainability

▶ Impact mainly connected to printing, involving inks, solvents, volatile organic compounds (VOCs), and air pollutants (HAPs).

▶ The process also consumes wood pulp and water (depending on the mill, it can take up to 13 litres of water to produce a single sheet of paper).

Visual Arts Sector

Inclusion

▸ Visual arts have the possibility to provide visibility and a stronger voice to marginalized communities.

▸ Initiatives aimed at providing equitable representation of artists from different backgrounds such as Africa Supernova, provide new professional opportunities to African artists.

Environmental Sustainability

▸ Due to the small scale of production, impact is mainly connected to the value chains and toxicity of materials used in production such as paints, solvents as well as raw materials.

▸ For institutions active in the sector such as museums or galleries, efforts are focused on reducing Scope 3 emissions.

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Measures for more sustainable and inclusive creative economy

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Better Data

Product Life Cycle

Equal Access

Job Quality and Safety

Sustainable Consumption

Access to Finance

Thank you

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