

National strategies and branding for the creative economy

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DITC
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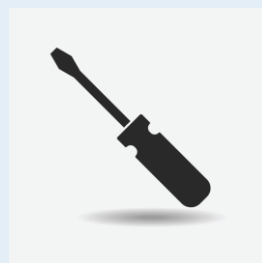
1. A strategic plan



2. Branding



3. Tool to identify



National Strategic Plan

1. Vision – (Direction/Result)

2. Mission

Guiding Principles

Background on Cultural and Creative Industries (CCI)

Stakeholders

Objectives

3. Actions

Results

Implementation



Example: Angola

1. Objective of the strategy

Promote the **production, distribution and consumption of goods and services** offered by cultural and cultural industries (CCI) creative companies in Angola, recognizing them as a strategic component for the development of country.

The strategy:

- Defines a framework for all Angolan CCI stakeholders to maximize potential creative and cultural industries;
- Sends a strong message to stakeholders about the importance of Angolan CCIs;
- Increases the visibility of Angolan CCIs abroad. private sectors and civil society.

Example: Angola (...cont.)

2. Main Stakeholders

Public stakeholders: ministries, agencies, relevant departments, public companies, public educational institutions, public cultural centers, etc.

Private stakeholders: CCI workers, entrepreneurs and companies, financial institutions, private educational institutions, private cultural centers, consumers, etc.

Civil society: civil society organizations, etc. International stakeholders: international organizations, development banks, agencies and development partners, embassies, tourists, etc.



Example: Angola (...cont.)

3. Aspirations

By 2025:

- increase the volume of exports of Angolan creative products by 50%;
- build the “Angola Criativa” brand and make it a reference on the African continent;
- position Angola's digital infrastructure among the three best infrastructures on the African continent.

Example: Angola (...cont.)

4. Key areas where stakeholders can take action (not exhaustive).

a). The Coordination and management

Creation and operationalization of the executive group of the CCI Strategy for Angola, with a view to formulation, agreement, execution and evaluation of programs and projects; creation and operationalization of a consultative body of the executive group of the CCI Strategy for Angola.

b). Taxonomy

Implementation of a Culture Taxonomy Construction Project, in order to enable the creation of the Angolan Cultural Information and Indicators System.

c). Legislation – e.g. copyright; tax simplification and efficiency; exemption on the import of inputs

d). Intellectual property

e). Data collection



Other examples of national strategic plans in CCI:

Jamaica: <https://www.vision2030.gov.jm/>

Montenegro: <https://www.gov.me/dokumenta/d663190d-8da7-463c-acdd-cfe010332cb1>

Peru: <https://cdn.www.gob.pe/uploads/document/file/4390329/Industrias%20culturales%20y%20creativas%3A%20situaci%C3%B3n%20y%20perspectivas.pdf>

South Africa: <http://www.nationalarchives.gov.za/sites/default/files/u4521/Annexure%20A%20-%20Creative%20Industries%20MasterPlan.pdf>

Branding

Brand definition

“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association).



How do countries brand themselves?



For a country to be viewed successfully as a country brand it is seen as:

- Confident
- Influential
- Politically Stable
- Economically Progressive
- Innovative
- Trustworthy
- Respected
- Tolerant
- Reliable
- Safe
- Honest
- Well Developed
- A Leader
- Good for Business
- Independent
- Authentic and with a Good Quality of Life








For a country to be viewed unsuccessfully as a country brand it is seen as:


- Untrustworthy
- Unreliable
- Weak
- Outdated
- Corrupt
- Economically & Politically Unstable
- Unsafe
- Aggressive
- Bad for Business
- Slow
- Unfriendly/Intolerant and Lacking Respect

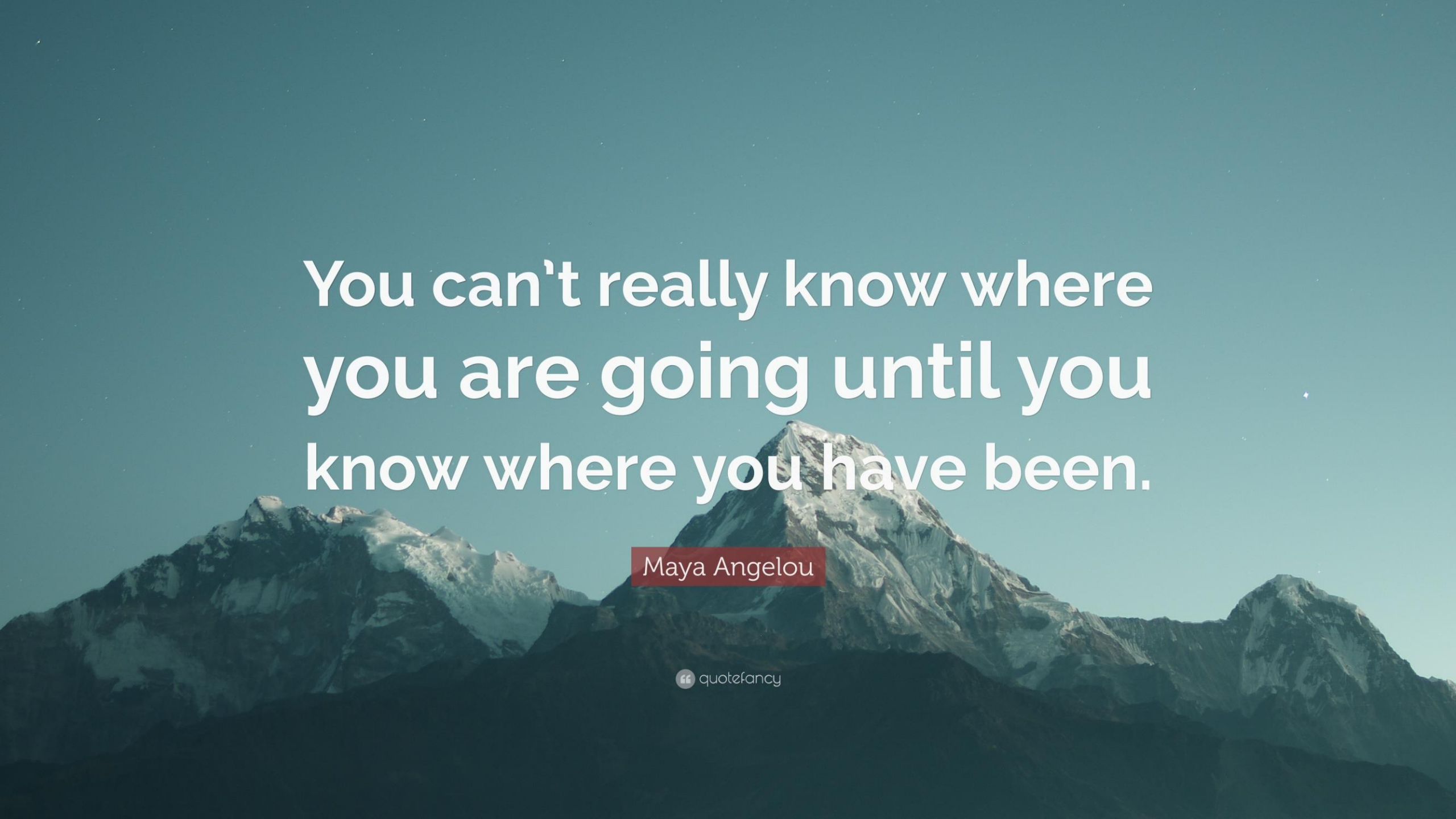


Brand & product associations



Country Index Ranking 2020 2020 vs 2019	Country	World Bank GDP 2020 Position	Region
1 -	 Japan	3	Asia Pacific
2 1↑	 Switzerland	20	Europe
3 1↓	 Norway	30	Europe
4 2↑	 Germany	4	Europe
5 3↑	 Canada	10	North America

Country Index Ranking 2020 2020 vs 2019	Country	World Bank GDP 2020 Position	Region
36 -	 Ghana	74	Africa
37 25↑	 Puerto Rico	62	LATAM
38 11↑	 Myanmar	71	Asia Pacific
39 =	 Thailand	22	Asia Pacific
40 16↓	 Hong Kong	35	Asia Pacific
41 9↓	 Czech Republic	47	Europe
42 7↓	 Slovakia	61	Europe
43 15↑	 Sri Lanka	68	Asia Pacific
44 8↑	 Ethiopia	64	Africa
45 6↑	 South Africa	37	Africa



You can't really know where
you are going until you
know where you have been.

Maya Angelou

Productive Capacity Index



Human Capital



Natural Capital



Energy



Transport



ICT



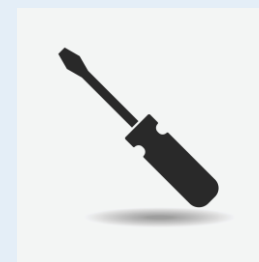
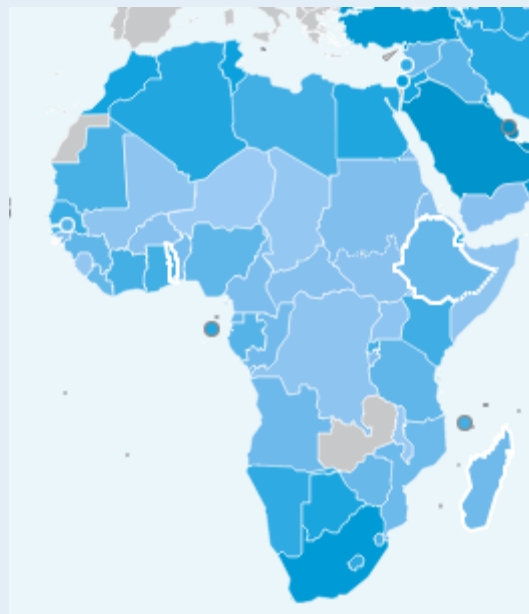
Institutions



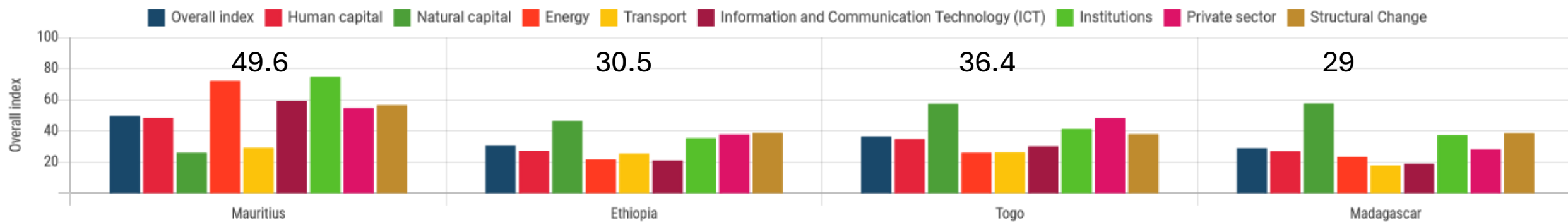
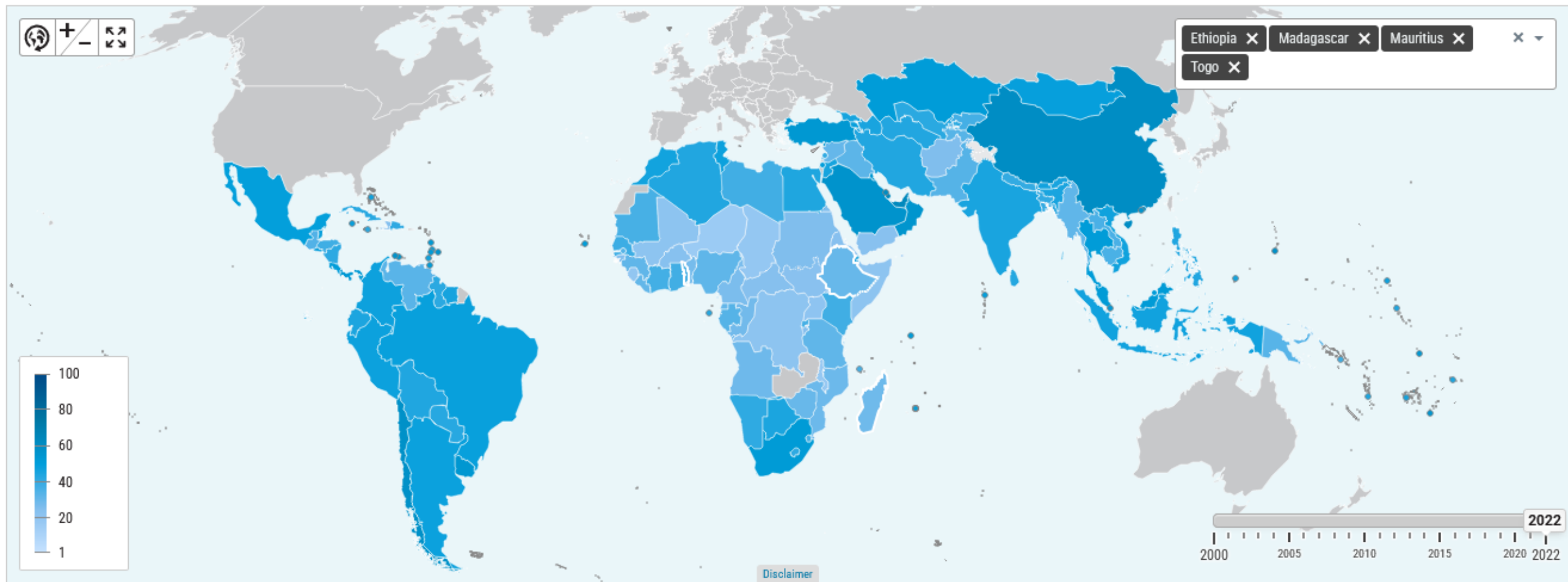
Private Sector



Structural Change



<https://unctadstat.unctad.org/EN/Pci.html>





Country	PCI*	Rank (Africa)
South Africa	0.61	1
Oman	0.57	2
Mauritius	0.56	3
Cabo Verde	0.54	4
Botswana	0.43	5
Namibia	0.43	6
Morocco	0.43	7
Egypt	0.43	8
Algeria	0.34	9
United Republic of Tanzania	0.33	10
...		
Ethiopia	0.03	29



Note: * values normalized between 0 - 100

Source: UNCTAD calculations

A tool for understating where you are

UNCTAD

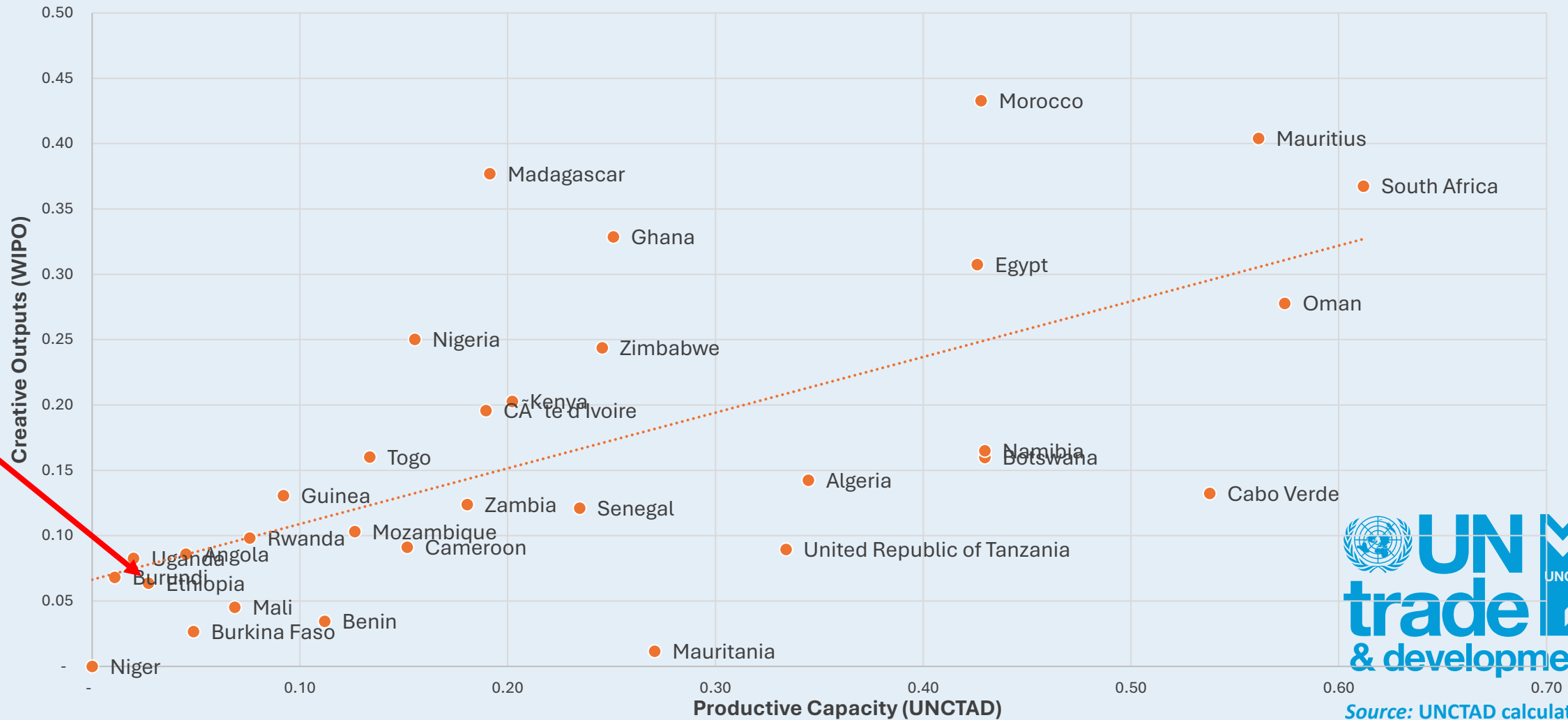


WIPO




Comparing PCI and Creative Outputs

Productive Capacity Index and Creative Outputs



Source: UNCTAD calculations

Ethiopia

 Creative outputs		4.5 [126]	
7.1	Intangible assets	2.1 [127]	
7.1.1	Intangible asset intensity, top 15, %	n/a	n/a
7.1.2	Trademarks by origin/bn PPP\$ GDP	☺	5.5 120
7.1.3	Global brand value, top 5,000, % GDP		0.4 66 ●◆
7.1.4	Industrial designs by origin/bn PPP\$ GDP	n/a	n/a
7.2	Creative goods and services	0.4 [126]	
7.2.1	Cultural and creative services exports, % total trade	0.0	104
7.2.2	National feature films/mn pop. 15–69	n/a	n/a
7.2.3	Entertainment and media market/th pop. 15–69	n/a	n/a
7.2.4	Creative goods exports, % total trade	0.1	108
7.3	Online creativity	13.6	103 ◆
7.3.1	Generic top-level domains (TLDs)/th pop. 15–69	0.0	131 ○
7.3.2	Country-code TLDs/th pop. 15–69	0.0	132 ○◇
7.3.3	GitHub commits/mn pop. 15–69	1.2	113
7.3.4	Mobile app creation/bn PPP\$ GDP	53.3	99

NOTES: ● indicates a strength; ○ a weakness; ◆ an income group strength; ◇ an income group weakness; * an index; † a survey question. ☺ is used when the available economy data are older than the base year; see appendices for details, including the year of the data, at wipo.int/gii-ranking. Square brackets [] indicate that the data minimum coverage (DMC) requirements were not met at the sub-pillar or pillar level.

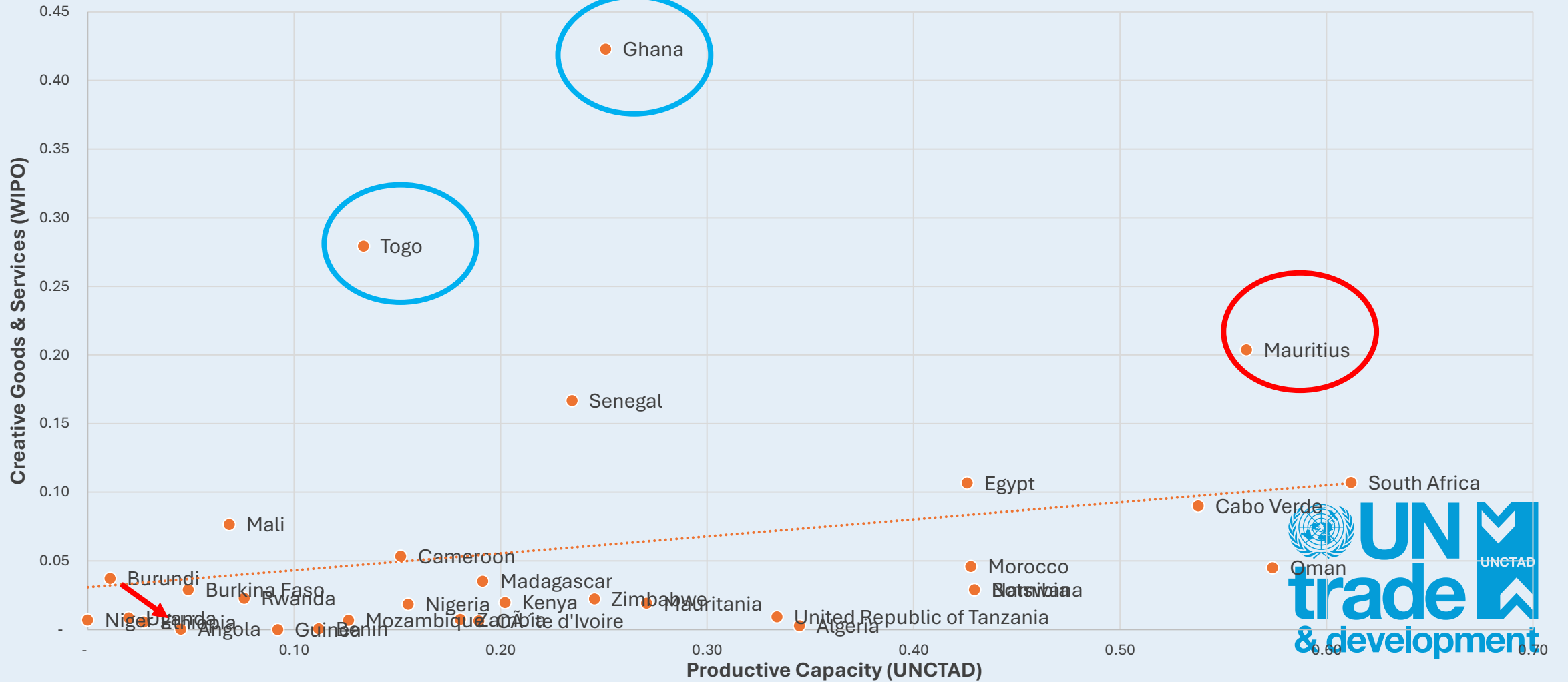


BY MESERET BEHAILU

ADDIS ABABA – Ethiopian Airlines has become the first world's 10 fastest growing airline brands for 2023, so stated Brand Finance. The information obtained from the institution, Ethiopian airlines is the leading world's 10 fastest growing airline brands for 2023 followed by Vueling (Spain), united airlines, and china southern, American airlines, Korean, Turkish China Eastern, Alaska, and Qatar.

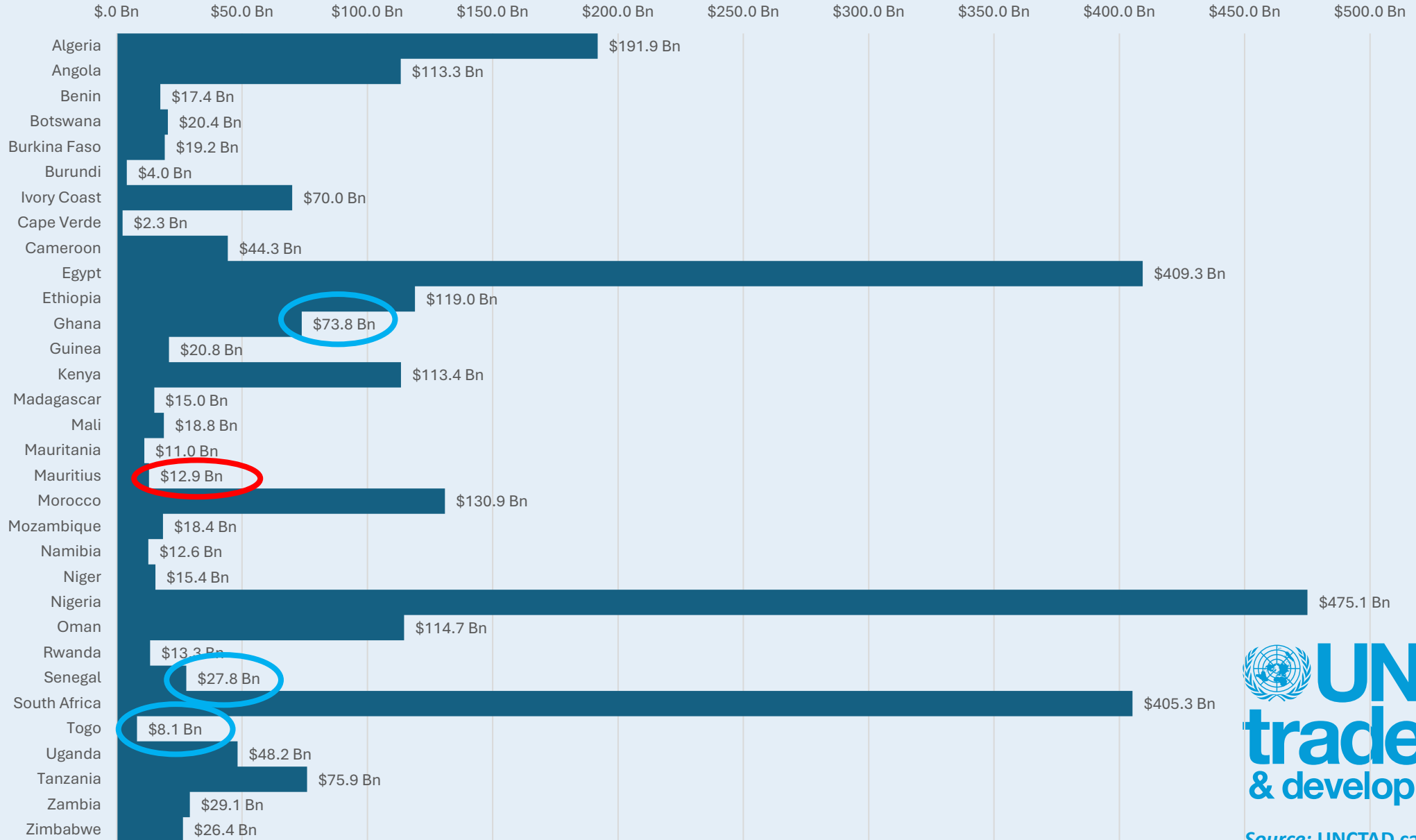
Creative Goods & Services

Productive Capacity Index and Creative Goods & Services



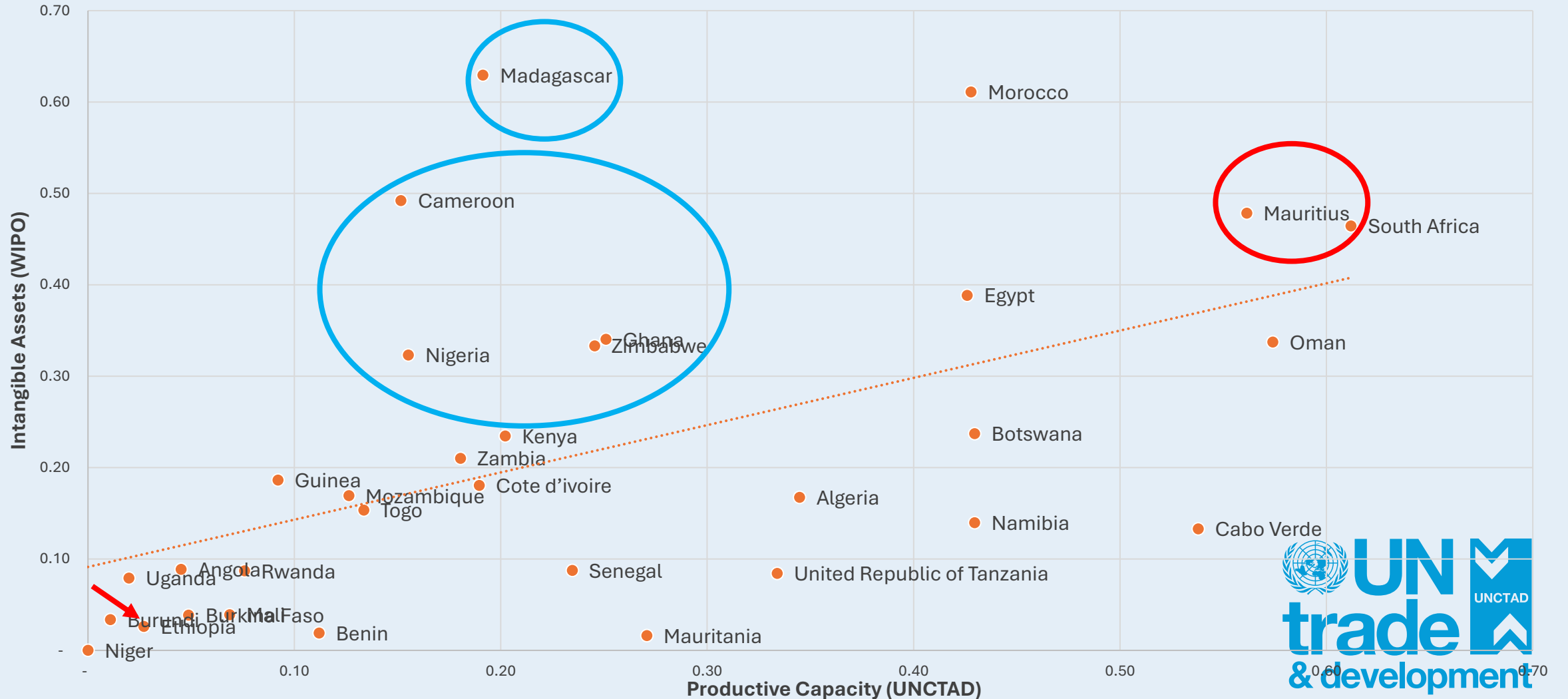
Source: UNCTAD calculations

GDP (\$ billions)



Intangible Assets*


Productive Capacity and Intangible Assets



*An intangible asset is an asset that lacks physical substance. Examples are patents, copyright, franchises, goodwill, trademarks, and trade names, software...


Source: UNCTAD calculations

Madagascar

	Score/ Value	Rank	
 Creative outputs	26.0	[62]	
7.1 Intangible assets	50.7	[23]	
7.1.1 Intangible asset intensity, top 15, %	n/a	n/a	
7.1.2 Trademarks by origin/bn PPP\$ GDP	63.9	33	●◆
7.1.3 Global brand value, top 5,000, % GDP	n/a	n/a	
7.1.4 Industrial designs by origin/bn PPP\$ GDP	7.1	15	●◆
7.2 Creative goods and services	2.2	[102]	
7.2.1 Cultural and creative services exports, % total trade	0.1	82	
7.2.2 National feature films/mn pop. 15–69	n/a	n/a	
7.2.3 Entertainment and media market/th pop. 15–69	n/a	n/a	
7.2.4 Creative goods exports, % total trade	0.2	83	◆
7.3 Online creativity	0.2	130	○◇
7.3.1 Generic top-level domains (TLDs)/th pop. 15–69	0.1	123	
7.3.2 Country-code TLDs/th pop. 15–69	0.1	125	
7.3.3 GitHub commits/mn pop. 15–69	0.6	120	
7.3.4 Mobile app creation/bn PPP\$ GDP	0.0	124	○◇


NOTES: ● indicates a strength; ○ a weakness; ◆ an income group strength; ◇ an income group weakness; * an index; † a survey question. ⊙ is used when the available economy data are older than the base year; see appendices for details, including the year of the data, at wipo.int/gii-ranking. Square brackets [] indicate that the data minimum coverage (DMC) requirements were not met at the sub-pillar or pillar level.

Mauritius

	Score/ Value	Rank
 Creative outputs	27.8	57
7.1 Intangible assets	38.5	48
7.1.1 Intangible asset intensity, top 15, %	46.1	56
7.1.2 Trademarks by origin/bn PPP\$ GDP	90.2	17 ●
7.1.3 Global brand value, top 5,000, % GDP	0.0	74 ○◇
7.1.4 Industrial designs by origin/bn PPP\$ GDP	0.9	74
7.2 Creative goods and services	12.7	[62]
7.2.1 Cultural and creative services exports, % total trade	0.9	31
7.2.2 National feature films/mn pop. 15–69	n/a	n/a
7.2.3 Entertainment and media market/th pop. 15–69	n/a	n/a
7.2.4 Creative goods exports, % total trade	0.5	62
7.3 Online creativity	21.5	62
7.3.1 Generic top-level domains (TLDs)/th pop. 15–69	14.4	35 ◆
7.3.2 Country-code TLDs/th pop. 15–69	3.2	64
7.3.3 GitHub commits/mn pop. 15–69	5.9	69
7.3.4 Mobile app creation/bn PPP\$ GDP	62.3	75


NOTES: ● indicates a strength; ○ a weakness; ◆ an income group strength; ◇ an income group weakness; * an index; † a survey question. © is used when the available economy data are older than the base year; see appendices for details, including the year of the data, at wipo.int/gii-ranking. Square brackets [] indicate that the data minimum coverage (DMC) requirements were not met at the sub-pillar or pillar level.

Ghana

	Score/ Value	Rank	
 Creative outputs	22.6	71	
7.1 Intangible assets	27.4	74	
7.1.1 Intangible asset intensity, top 15, %	-52.8	78	◇
7.1.2 Trademarks by origin/bn PPP\$ GDP	⌚ 4.8	123	
7.1.3 Global brand value, top 5,000, % GDP	n/a	n/a	
7.1.4 Industrial designs by origin/bn PPP\$ GDP	⌚ 5.2	20	●◆
7.2 Creative goods and services	26.3	[39]	
7.2.1 Cultural and creative services exports, % total trade	2.6	8	●◆
7.2.2 National feature films/mn pop. 15–69	n/a	n/a	
7.2.3 Entertainment and media market/th pop. 15–69	n/a	n/a	
7.2.4 Creative goods exports, % total trade	⌚ 0.0	120	
7.3 Online creativity	9.5	116	
7.3.1 Generic top-level domains (TLDs)/th pop. 15–69	0.6	106	
7.3.2 Country-code TLDs/th pop. 15–69	0.0	127	○
7.3.3 GitHub commits/mn pop. 15–69	2.9	92	
7.3.4 Mobile app creation/bn PPP\$ GDP	34.3	117	◇

NOTES: ● indicates a strength; ○ a weakness; ◆ an income group strength; ◇ an income group weakness; * an index; † a survey question. ⌚ is used when the available economy data are older than the base year; see appendices for details, including the year of the data, at wipo.int/gii-ranking. Square brackets [] indicate that the data minimum coverage (DMC) requirements were not met at the sub-pillar or pillar level.

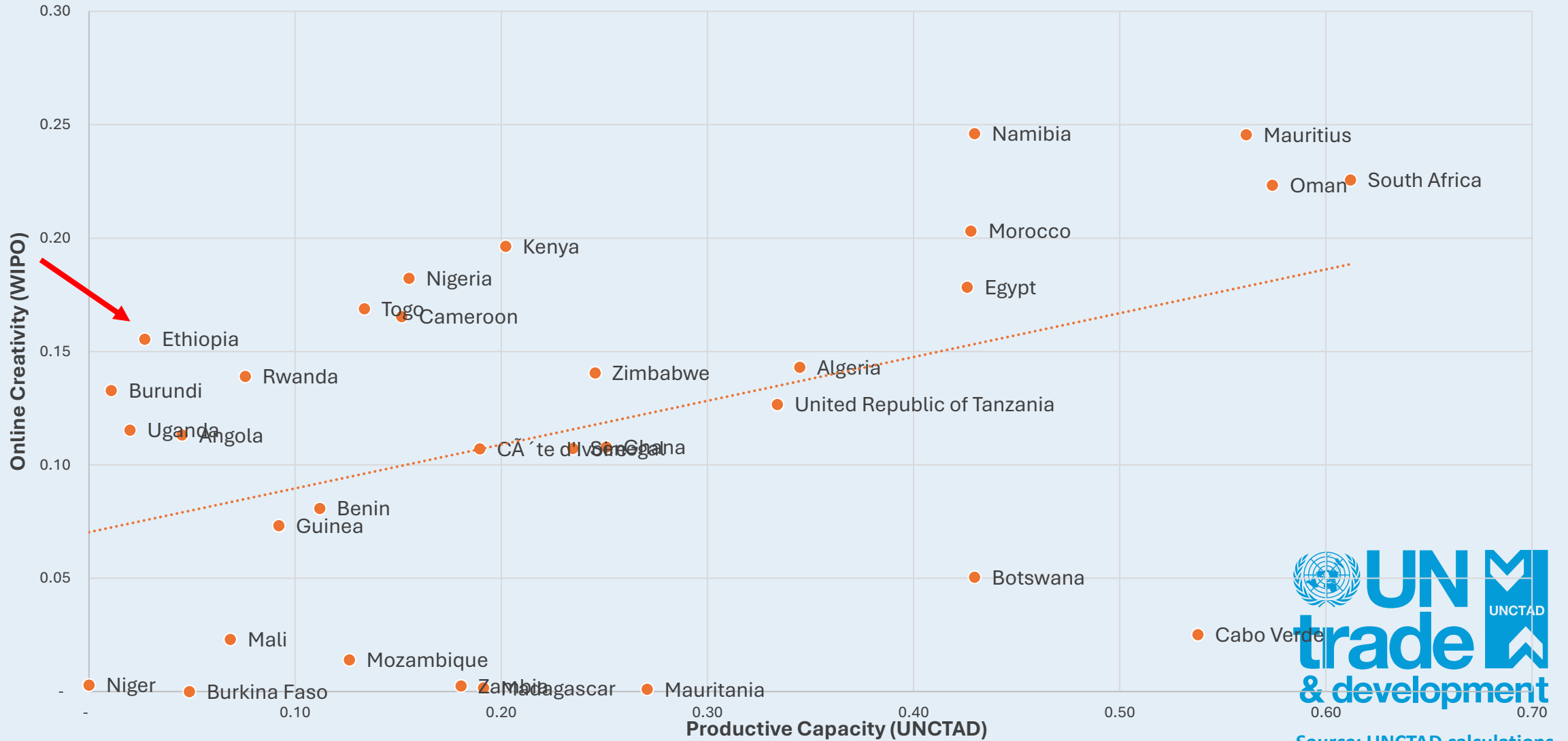
Togo

 Creative outputs	11.1	105	
7.1 Intangible assets	6.2	117	
7.1.1 Intangible asset intensity, top 15, %	n/a	n/a	
7.1.2 Trademarks by origin/bn PPP\$ GDP	19.7	93	
7.1.3 Global brand value, top 5,000, % GDP	0.0	74	○◇
7.1.4 Industrial designs by origin/bn PPP\$ GDP	0.2	101	
7.2 Creative goods and services	17.4	[53]	
7.2.1 Cultural and creative services exports, % total trade	1.7	17	●◆
7.2.2 National feature films/mn pop. 15–69	n/a	n/a	
7.2.3 Entertainment and media market/th pop. 15–69	n/a	n/a	
7.2.4 Creative goods exports, % total trade	0.0	117	
7.3 Online creativity	14.8	98	◆
7.3.1 Generic top-level domains (TLDs)/th pop. 15–69	0.6	104	◆
7.3.2 Country-code TLDs/th pop. 15–69	0.1	119	
7.3.3 GitHub commits/mn pop. 15–69	0.7	118	
7.3.4 Mobile app creation/bn PPP\$ GDP	57.6	88	◆

NOTES: ● indicates a strength; ○ a weakness; ◆ an income group strength; ◇ an income group weakness; * an index; † a survey question. ⊙ is used when the available economy data are older than the base year; see appendices for details, including the year of the data, at wipo.int/gii-ranking. Square brackets [] indicate that the data minimum coverage (DMC) requirements were not met at the sub-pillar or pillar level.

Online Creativity

Productive Capacity and Online Creativity



Source: UNCTAD calculations

Comparison

Creative outputs

Score/
Value RankScore/
Value Rank

26.0 [62]

4.5 [126]

7.1 Intangible assets

50.7 [23]

2.1 [127]

7.1.1 Intangible asset intensity, top 15, %

n/a n/a

n/a n/a

7.1.2 Trademarks by origin/bn PPP\$ GDP

63.9 33 ●◆

5.5 120

7.1.3 Global brand value, top 5,000, % GDP

n/a n/a

0.4 66 ●◆

7.1.4 Industrial designs by origin/bn PPP\$ GDP

7.1 15 ●◆

n/a n/a

7.2 Creative goods and services

2.2 [102]

0.4 [126]

7.2.1 Cultural and creative services exports, % total trade

0.1 82

0.0 104

7.2.2 National feature films/mn pop. 15–69

n/a n/a

n/a n/a

7.2.3 Entertainment and media market/th pop. 15–69

n/a n/a

n/a n/a

7.2.4 Creative goods exports, % total trade

0.2 83 ◆

0.1 108

7.3 Online creativity

0.2 130 ○◇

13.6 103 ◆

7.3.1 Generic top-level domains (TLDs)/th pop. 15–69

0.1 123

0.0 131 ○

7.3.2 Country-code TLDs/th pop. 15–69

0.1 125

0.0 132 ○◇

7.3.3 GitHub commits/mn pop. 15–69

0.6 120

1.2 113

7.3.4 Mobile app creation/bn PPP\$ GDP

0.0 124 ○◇

53.3 99

NOTES: ● indicates a strength; ○ a weakness; ◆ an income group strength; ◇ an income group weakness; * an index; † a survey question. ◎ is used when the available economy data are older than the base year; see appendices for details, including the year of the data, at wipo.int/gii-ranking. Square brackets [] indicate that the data minimum coverage (DMC) requirements were not met at the sub-pillar or pillar level.

Row Labels	Sum of IA 1	Sum of CGS 1	Sum of On 1
Mauritius	0.48	0.20	0.25
Ghana	0.34	0.42	0.11
Morocco	0.61	0.05	0.20
South Africa	0.46	0.11	0.23
Cameroon	0.49	0.05	0.17
Egypt	0.39	0.11	0.18
Madagascar	0.63	0.04	0.00
Oman	0.34	0.05	0.22
Togo	0.15	0.28	0.17
Nigeria	0.32	0.02	0.18
Kenya	0.23	0.02	0.20
Namibia	0.14	0.03	0.25
Senegal	0.09	0.17	0.11
Botswana	0.24	0.03	0.05
Algeria	0.17	0.00	0.14
Cote d'Ivoire	0.18	0.01	0.11
Guinea	0.19	-	0.07
Rwanda	0.09	0.02	0.14
Cabo Verde	0.13	0.09	0.03
United Republic of Tanzania	0.08	0.01	0.13
Zambia	0.21	0.01	0.00
Burundi	0.03	0.04	0.13
Uganda	0.08	0.01	0.12
Angola	0.09	0.00	0.11
Mozambique	0.17	0.01	0.01
Ethiopia	0.03	0.01	0.16
Mali	0.04	0.08	0.02
Benin	0.02	0.00	0.08
Burkina Faso	0.04	0.03	-
Mauritania	0.02	0.02	0.00
Niger	-	0.01	0.00
Zimbabwe	0.33	0.02	0.14

Performance comparison

Mauritius ranks highest within the region in Institutions (26th), Human capital and research (64th), Market sophistication (24th) and Creative outputs (57th). It leads worldwide in Venture capital investors (1st) and ranks 5th in Venture capital received.

Conclusion

In order to diversify an economy by developing the creative economy, you need to understand:

- What assets you have (mapping/branding)

- Where you are coming from (best practices/competition - tool)

- Where you want to be (strategy)

Data sources:

UNCTAD **Productive Capacity**

2023 - <https://unctadstat.unctad.org/datacentre/dataviewer/US.PCI>

WIPO **Creative Outputs**

2023 - <https://www.wipo.int/publications/en/details.jsp?id=4679>

2021 - <https://www.wipo.int/publications/en/details.jsp?id=4560>

2011- 22 <https://data.mendeley.com/datasets/cvkdzr8tv3/1>