Digitalization and artificial intelligence in creative services

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British Council

United Kingdom of Great Britain and Northern Ireland
Brief overview

Creative Economy and Creative Services

Rehana Mughal, Director Creative Economy

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British Council

A more peaceful and prosperous world built on trust.

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

Arts

We find new ways of connecting with and understanding each other through arts and culture, building creative and collaborative global communities that inspire innovation, inclusion and enterprise.

Creative Economy Programme

Combining pioneering expertise and deep local insight, we champion the global creative economy as a key driver of inclusive and sustainable growth.
We contribute to more inclusive economic and social development and prosperity, creating stronger links with the UK to:

Share insight about evolving creative sectors, worldwide, develop networks and create new international opportunities for the UK.

Develop the capacity of creative professionals and policymakers to support sustainable creative sectors in their countries.

The Programme has 3 Strands:

1) Leadership and Learning
2) Sector Development
3) Research, Advocacy and Insight
Our Creative Economy programme focuses on policy, research and advocacy, and on capacity building for creative professionals and policymakers. We build networks and support collaboration, for long-term impact, mutual benefit, and greater international understanding.
Research - Malaysia arts and Tech

The thematic synergies uncovered are:

1. Climate Emergency & Global Challenges
2. The STEAM (Science, Technology, Engineering, Arts and Maths) Agenda
3. Creative Community / Creative Producers and Curators
4. Digital Placemaking

British Council Malaysia

Public Summary
Arts and Technology Research

87% say that the arts are essential to their lives
56% say they are unlikely to opt for digital over live arts and culture events
60% disagree that digital activities will bring excitement and engagement
ARTS AND TECHNOLOGY IN JAPAN, SOUTH KOREA AND HONG KONG

This research seeks to support future partnerships and exchange by offering insight into the key trends and characteristics of the arts and technology sectors in Japan, South Korea and Hong Kong.
Business and technical skills – Kenya

- Creative DNA supports fashion Micro Small to Medium Enterprises (MSMEs) in Kenya through the development of business and creative skills with the ambition of demonstrating that the fashion sector in Kenya is a growing opportunity of business and employment for young people and a valuable contributor to the creative economy.
Female Founders - Supporting women and girls

“It’s hard to determine what the new normal will be after COVID-19 but the best we can do is double down on what the data tells us and try to listen to our customers as much as we can.”

Navalayo, Enda Running

“I want to inspire girls with big fashion dreams who don’t think they have a way to make their dreams a reality to start working on their goals, keep pushing and believe in themselves.”

Teshie Ogollo, Styletech by Teshie
Strengthening the Creative Economy in Iraq

Creative Iraq Forum and Iraq Creative Enterprise Bootcamp

Sectors
Creative Economy

Theme
Policy Development; Sustainable and Inclusive Growth; Skills and Capacity Building; Leadership and Learning

Location(s)
Iraq and the UK

Funder/partner
British Council and Institute for Creative and Cultural Entrepreneurship, Goldsmiths (UK)

“I have participated in different programmes, bootcamps, incubators and accelerators since 2017... But the creative economy programme is focusing on the creative side of entrepreneurs – their art [...] this is what makes it different.”

- Huda Sarhang, Creative Entrepreneur and Founder of Lala Candles

Photo: Anthony Charlton, In-Press Photography Ltd, Iraqi creative economy delegation to the UK.
Supporting Sustainable Creative Economy Growth

As a beneficiary […] we were able to significantly upgrade our Santuri Salon facilities, while also providing much needed support to several of our programs […including…] our ongoing SEMA courses and workshops as we strive for sustainability…”

- David Tinning, Director Santuri East Africa

Sectors
Creative Economy

Theme
Policy Development; Sustainable and Inclusive Growth; Skills and Capacity Building; Strengthened Networks

Location(s)
Burundi, Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Somalia, Sudan, Tanzania, and Uganda

Funder/partner
British Council, European Union, ACP-EU Culture, OACPS and Heva
Make Business a Force For Good

B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet.

We won't stop until all business is a force for good.
The UK creative economy context

The creative industries in Britain are growing at more than 1.5 times the rate of the wider economy over the past decade. In 2023, the GVA contribution of the Cultural and Creative Industries was £125bn - representing almost 6% of the economy. We create jobs at three times the UK average rate – employing 1.8 million people, with a further 700,000 self-employed workers across the sector.

In June 2023 – DCMS launched the Creative Industries Sector Vision
Creative Industries Sector Vision:
A joint plan to drive growth, build talent and develop skills
The UK has a tech sector valued at $1 trillion – and growing

- The UK is the world’s third largest tech economy.
- It has more tech unicorns than France, Germany and Sweden combined. Valued at over $1 trillion and rising, it joins the United States and China as a global tech superpower.
- The UK is a nation of creators, pioneers and inventors who are challenging the status quo.

Image from UK GREAT Campaign
ABBA Voyage

Virtual avatars depicting the Swedish pop group ABBA as they appeared in 1979 and vocals re-recorded by the group in a Swedish studio specifically for the show accompanied by a live instrumental band on stage.
What is CoSTAR?

- The CoSTAR programme provides researchers, companies and institutions across the UK with the infrastructure they need to conduct world-class research and development (R&D) in screen and performance technology.