

Multi-year Expert Meeting on Trade, Services and Development

Eleventh Session

Room XVII, Palais des Nations, Geneva

10-12 July 2024

Third Session

Presentation

Digitalization and artificial intelligence in creative services

Ms. Rehana Mughal

Director

Creative Economy

British Council

United Kingdom of Great Britain and Northern Ireland

This material has been reproduced in the language and form as it was provided. The views expressed are those of the author and do not necessarily reflect the views of UN Trade and Development.

Brief overview

Creative Economy and Creative Services

Rehana Mughal, Director Creative Economy

UNCTAD 11 July 2024



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.

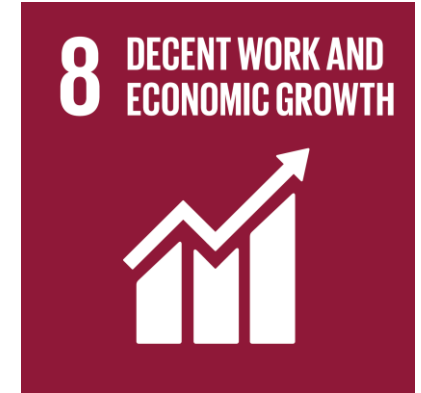
The Programme has 3 Strands:

- 1) Leadership and Learning**
- 2) Sector Development**
- 3) Research, Advocacy and Insight**

Creative Economy - strategic alignment with SDGs

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

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

Research



Creative Economy

[Home](#) [About](#) [Guide](#) [Blog](#) [Resources](#)

Search 

[Visit our arts sites](#) 

RESOURCES

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.



Share

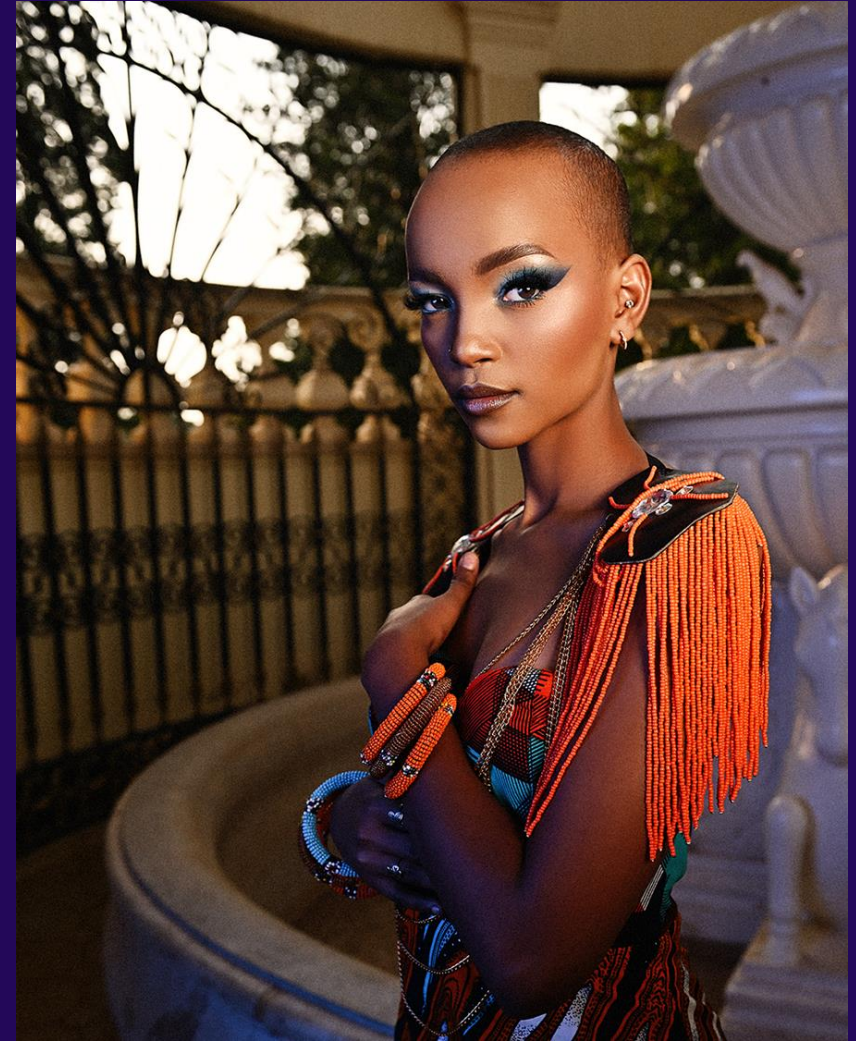
 [Twitter](#)
 [Facebook](#)

Follow CE

 [Twitter](#)
 [Facebook](#)
 [Newsletter](#)

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.



Sharon Wendo Design Creative DNA programme / Kenya

Female Founders - Supporting women and girls

 BRITISH COUNCIL

 Foreign & Commonwealth Office

CREATIVE DNA

“It’s hard to determine what the new normal will be after COVID19 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



MADE IN KENYA

 BRITISH COUNCIL

 Foreign & Commonwealth Office

CREATIVE DNA

“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 Ogallo ,
Styletech by Teshie



MADE IN KENYA

Creative Iraq Forum and Iraq Creative Enterprise Bootcamp

Strengthening the Creative Economy in Iraq



Photo: Anthony Charlton, In-Press Photography Ltd, Iraqi creative economy delegation to the UK.

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

Ignite Culture Eastern Africa

Supporting Sustainable Creative Economy Growth



Photo: British Council Kenya, Royal Visit 2023

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

“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



The Movement



Standards



Programs & Tools



About B Corps



Find a B Corp

News

Donate

Sign in

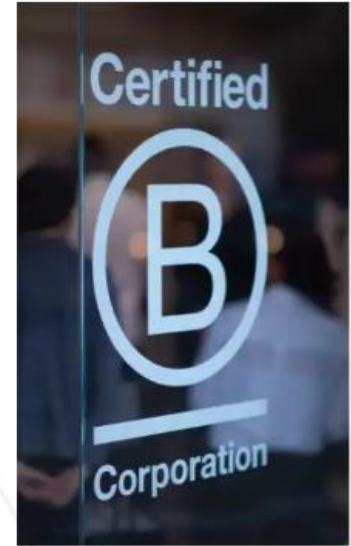
Make Business a Force For Good

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.



1
Unifying goal



791,250
Workers



98
Countries



Get Help

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



UK Creative Industries –Strength in technology

The UK has a tech sector valued at \$1 trillion – and growing

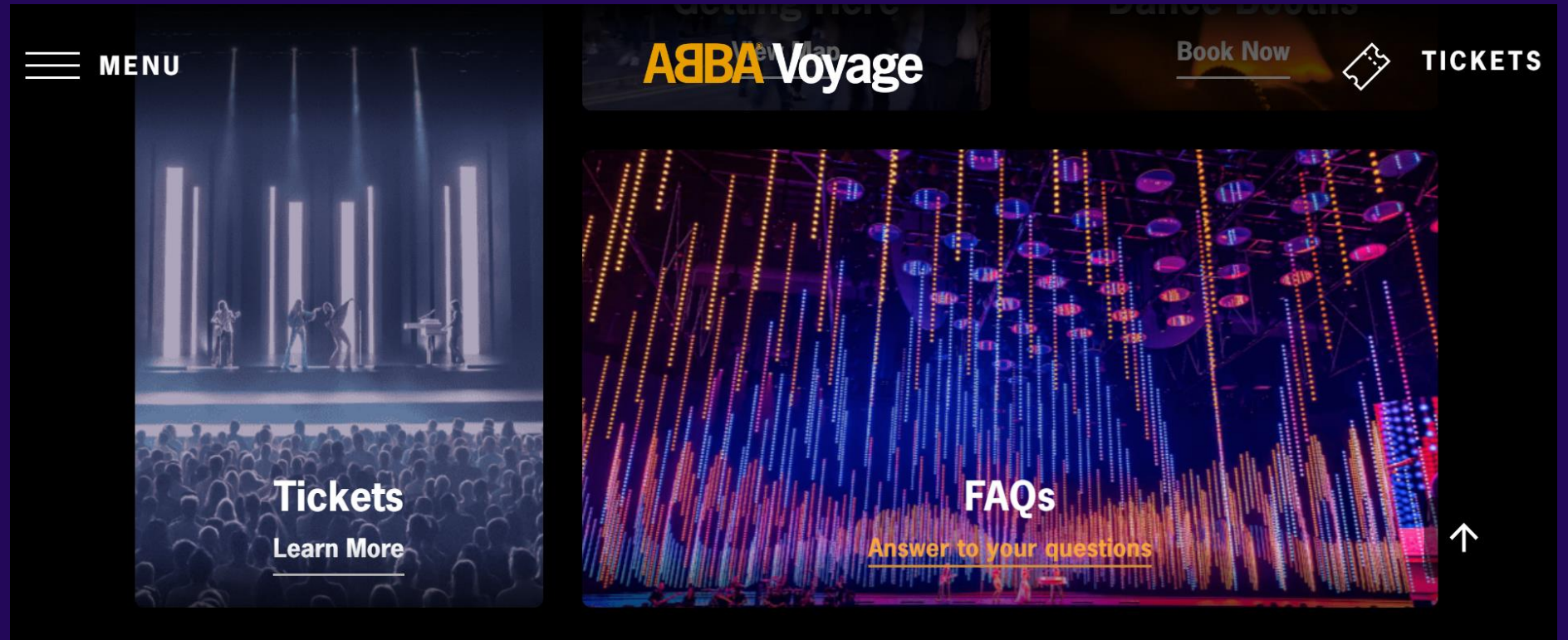
- The UK is the world's **third largest tech economy**.
- It has **more tech unicorns than France, Germany and Sweden combined**. Valued at over \$1 trillion and rising, it joins the United States and China as a global tech superpower.
- The UK is a nation of creators, pioneers and inventors who are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



**Convergent screen technologies
and performance in realtime
(CoSTAR)**



CoSTAR

THE UK R&D NETWORK FOR CREATIVE TECHNOLOGY



Arts and
Humanities
Research Council