



CREATIVE ECONOMY PROGRAMME

Development through
Creativity





CREATIVE ECONOMY PROGRAMME

Vision

Developed creative economies, everywhere.

Mission

Promote development through creativity.

Values

Quality, Openness, Innovation, Collaboration, Sustainability



CREATIVE ECONOMY PROGRAMME

Goals

- ▶ **Generate and analyse data** on the trade in creative goods and services.
 - ▶ **Develop a better understanding** of creative trade at global, country and city levels.
 - ▶ **Build a network** of people, governments and organizations working to promote development through creativity.
 - ▶ **Create platforms** for the promotion of the creative economy as a tool for economic diversification and sustainable, equitable and inclusive livelihoods.
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MANDATE

Under the instruction of the UNCTAD Secretary-General, the [Creative Economy Programme](#) was established in 2004 as an action programme to deliver projects and interventions aligned with UNCTAD's three pillars. It has since been reconfirmed and expanded.

UNCTAD's Nairobi Maafikiano, 2016

In line with UNCTAD's Nairobi Maafikiano mandate (TD/519), the [Creative Economy Programme](#) will contribute to a more balanced and inclusive trade in new dynamic sectors and will take a multi-stakeholder consultation approach. National stakeholders - from government ministries and specialized agencies, the private sector and civil society, including creative industries associations, businesses, academia and workers - are key players in this process. Through national studies, surveys, databases and deliberations of national workshops, stakeholders will examine different policy domains - including the interface between competition and industrial policies, consumer protection, fiscal policy, trade policy, tariff and non-tariff measures, intellectual property regimes, education policy, financial schemes, institutions and international cooperation - to promote promising creative industries sectors.

UNCTAD work is organized under three pillars:

1 Policy analysis

Research, Data & Insights

2 Consensus building

Platforms

3 Technical cooperation

Partnerships



WHAT DO WE DO?


“Today, the creative industries are among the most dynamic sectors in the world economy”

UNCTAD Creative Economy Programme generates economic information through a trade lens, to understand trends and promote data-led understanding of trade in creative goods and services, intellectual property, ideas and imagination.

- ▶ **Promote** the creative economy as a new source of growth.
- ▶ **Support** government initiatives for the development of integrated creative economy public policies and institution-building.
- ▶ **Liaise** with governments, artists, creators, academia and civil society to strengthen the creative economy in developing countries.
- ▶ **Provide** demand-driven policy advice and technical assistance to governments.
- ▶ **Build synergies** within the United Nations system: UNCTAD, UNESCO and the United Nations Multi-Agency Informal Group on Creative Industries.
- ▶ **Organize and/or participate** in international conferences, national seminars or sectoral workshops.
- ▶ **Facilitate networking** through the [UNCTAD Creative Economy Network](#) and Academic Exchange.
- ▶ **Contribute** to the achievement of the [Sustainable Development Goals](#), especially SDGs 4, 5, 8, 9, 10, 11, 16.



RESEARCH AND POLICY ANALYSIS

- ▶ **Facilitate understanding of the key issues** underlying the emerging creative economy and its development dimension.
 - ▶ **Review concepts, methodologies and technologies** being used to assess the creative economy worldwide.
 - ▶ **Examine market trends and flows** of creative goods/ services to improve value-added exports of developing countries.
 - ▶ **Identify target investment, business opportunities and competitive advantages** to strengthen creative industries.
 - ▶ **Propose meaningful tools for fostering development gains** towards the achievement of the [Sustainable Development Goals](#).
 - ▶ **Assist developing countries to identify and promote those creative industries** most suitable to boost their socio-economic development.
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CREATIVE ECONOMY
NETWORK



OUR WEBSITE



Visit our website:

<https://bit.ly/2ePQwGE>

Join the Creative Economy Network

<https://www.facebook.com/groups/223661184910751>

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