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The international community, governments, the private sector and civil society are joining forces to find practical solutions to foster the development of the creative economy worldwide. For the majority of developing countries the starting point is to strengthen creative capacities and their supply capabilities to meet the growing demand for creative goods and services in domestic and international markets. A number of activities are taking place in Africa, Asia, Europe and Latin America to promote stronger links between artists, professionals, corporations, policymakers and donors. Given the evidence and wide recognition that the creative economy is already leading employment, trade and innovation in many parts of the world, it is imperative to reinforce the linkages between the arts, culture, technology and business. For this, suitable and sustainable financing mechanisms are needed. Cooperation, partnerships, strategic alliances, co-productions and joint ventures should be put in place: South-South, North-South, public-private, internal-external, multi-agency and donors-NGOs; whatever the modality, the importance of these voluntary arrangements is to stimulate the creative sector for new jobs, new investments, new venture capital, new technologies, new business and trade opportunities. How can the creative economy contribute to the wider efforts of stimulating economic recovery? In this moment of global downturn and gloomy outlook of the world economy, there is a need for better articulated counter-cyclical actions by shaping new options to support the “real” side of the economy engaging the real actors. Let’s be creative and move from theory to practice, recalling that transparency, mutual benefits, reliability and cost-effectiveness should be the guiding principles for effective win-win partnerships. The time is ripe for innovative ideas and pragmatism.

South-South Gate Convention 2009

The Special Unit for South-South Cooperation of the United Nations Development Programme (UNDP) convened, in collaboration with the Chinese authorities, the South-South Gate Convention on 3-4 September 2009, hosted by the Shanghai Yangpu District Government. The SS-Gate was launched in 2006 as a platform to assist developing countries in their strategies to access capital, technology and global markets. The aim of SS-Gate is to establish self-sustainable virtual and physical mechanisms to facilitate transactions offering online and end-to-end supporting services for concrete exchanges, as a way to overcome the limitations of traditional donor-funded projects.



The SS-Gate 2009 convention covered three key tracks :

(a) launching the Global South Assets and Technology Exchange; (b) the Global South Creative Economy Forum; and (c) the New Energy and Energy-Saving Technology and Finance Forum. The SS-Gate gathered about 300 participants from governments, United Nations agencies, national institutions, companies and academia. The convention successfully provided for lively debates resulting in political commitments and knowledge-sharing. Highlights of the convention included: (a) the launching of an Exchange Platform at the Shanghai United Assets and Equity Exchange for transactions of equity, technology and financing options among small and medium-sized enterprises from southern countries, including tools for project bidding and partner matching; (b) the signing of partnerships for technology transfer and investments between China and some African countries; and (c) the signing of the agreement between the United Nations and Shanghai Government for the construction of the United Nations Pavilion at the Shanghai 2010 World Expo. Giving the long-established partnership between UNDP-SU/SSC and UNCTAD, the latter was invited to actively contribute to the current and future work of the SS-Gate on issues related to the creative economy.

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Global South Creative Economy Forum

4 September 2009, Shanghai, China



UNCTAD participated in several fronts of the South-South Convention: (a) chairing a thematic section of the Creative Economy Forum; (b) becoming a member of the Council of the South-South Gate to enhance its strategic process and (c) acting as member in the Creative Economy Advisors

for the preparations and execution of the United Nations Creative Economy activities for the World Expo 2010, around the theme of “The creative economy: a driving force for better, more liveable cities with better lifestyles for all”. The UN agencies are planning three events: (i) A Creative Economy Week to take place from 19-24 October 2010; (ii) the Creative Corridors for the UN Pavilion; and (iii) the SS-Gate track 3 as a platform to promote creative business.

UNCTAD was particularly touched by the encouraging gesture from the part of the Director of the Special Unit for South-South Cooperation, who attributed to the Chief of the UNCTAD Creative Programme the award of “Excellence in Partnership” for the fruitful achievements of the UNCTAD/UNDP partnership since its creation in 2005. On this occasion, the two agencies signed an agreement to enter into the second phase of their partnership project for enhancing the creative economy in developing countries.



Seminar on Cultural Diversity:

Understanding the Convention

3–4 June 2009, Belo Horizonte, Brazil

At the invitation of the Secretary of Identity and Cultural Diversity from the Ministry of Culture of Brazil, UNCTAD addressed this event organized in support of the implementation of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The convention promotes the plurality of cultural offers, setting principles to safeguard cultural diversity and the sovereign right of member States to protect and promote the diversity of cultural expressions within their territory and at the global level.

In UNCTAD's view, as 98 States have already ratified the convention, pragmatism is needed to move from commitments to



action, given the importance of articles 13 through 17 for developing countries. It is imperative to support developing countries' efforts to enhance their creative industries. These countries need supportive domestic policies to preserve their cultural identities and nurture their creative economies. Cooperation could prioritize reforms in the cultural sector and capacity-building for upgrading creative talents. The start-up of the International Fund for Cultural Diversity, to which many developed and developing countries are contributing, will provide the funds for projects. The seminar attracted great interest and open debates from participants in Belo Horizonte and through a large Brazilian audience who interacted via internet with the speakers. The Ministry of Culture broadcasted the event live to the entire country and is highly committed to implementing the convention in Brazil.

Festival and Seminar: Music and Creativity

4–6 June, Porto Alegre, Brazil

UNCTAD was invited to give a keynote speech on the findings of the *Creative Economy Report*, emphasizing aspects of the world market for music and the importance of the sector to the Brazilian economy. UNCTAD also moderated a session on music and communication, debating the impact of music as a creative content and the changing role of producers and distributors in the new digitalized global market. The seminar was part of a broader Festival Park around the music industry and its central place in the creative economy. The event was organized by the private sector and attracted professionals and academics but also the youth who are the main consumers of music and the source of creative talent. UNCTAD sees music as an identity and a tool of integration of the Brazilian population, but also as a big business that generates millions of jobs in the country. The value chain

and music industry's market structure is very complex; the lack of data for copyrights revenues and the obscurity of intra-firm transactions by the few large conglomerates that dominate the sector are the missing links for a good economic analysis of the world music industry. Moreover, the sector is facing big challenges due to the growing use of new digital technologies, which transformed the way in which music is created, produced, reproduced and commercialized. Today it is important to master how to deal with peer-to-peer (P2P) file sharing and online distribution. In Brazil the market for digitalized music doubled in 2008, and 78% of the transactions were made by mobile phones, while Internet sales accounted for 22%. Brazil is a big producer and consumer of music and has a vibrant market.



This section highlights UNCTAD activities in Africa, covering international conferences and national workshops as well as activities in the context of the Multi-agency Project “Strengthening the Creative Industries in 5 ACP countries”, a component of the Support Programme to ACP Cultural Industries of the ACP Group funded by the EU.

Euro-Africa Campus for Cultural Cooperation: 22-26 June, Maputo, Mozambique

The campus was a joint initiative from the Spanish Agency for International Cooperation for Development, the Ministry of Culture of Mozambique and the City of



Maputo, jointly organized by InterArts Foundation and the Observatory of Cultural Policies for Africa. The aim was to provide a forum where cultural agents in Africa and Europe could reflect, share knowledge, exchange experiences and set up joint initiatives for cultural cooperation. UNCTAD was invited as partner to coordinate and chair two workshops, which were well attended and provoked lively debates. The first session focused on the findings and proposals put forward by the *Creative Economy Report* with a special emphasis on the challenges faced by Africa. The second session, “Sharing experiences in the area of the creative economy”, presented cases of successful stories focusing on the scope for greater cooperation between Europeans and Africans. Participants engaged in an open debate, suggesting directions for policy actions and concrete initiatives. The campus promoted partnerships, business and, technical cooperation projects. UNCTAD proposed



follow-up actions involving creative entrepreneurs and researchers. UNCTAD expects to enhance cooperation with the organizers and participants. The campus also provided an occasion for informal discussions with the delegations

of the European Commission and other European donors, aiming at greater cooperation with Africa.

Seminar on Creative Economy in South Africa: 6 July, Johannesburg, South Africa

In response to invitation, UNCTAD visited South Africa to present the findings of the *Creative Economy Report* and to hold consultations with government officials, artists and the civil society. The African Arts Institute, the National Arts Council of South Africa and the ARterial Network jointly hosted a seminar followed by a press interview and subsequent radio and TV programmes on the subject. The event attracted about 35 participants from the public and private sector and professionals from the South African creative sector.

UNCTAD – High-level Policy Dialogue on Creative Industries in Mozambique 29 June, Maputo

This event was part of UNCTAD’s delivery for the implementation of the multi-agency pilot project. The goal was to submit for discussion and validation the final draft of the policy-oriented country study prepared by UNCTAD on “Strengthening the creative industries in Mozambique” as one of its main contributions to the project activities during the 2008–2011 period. The report addresses the objectives set out for phase I, to identify needs and priorities and recommend policies to foster employment, creative capacities, trade and the linkages between culture and development. The aim was to make a policy review of the current status of creative industries in Mozambique, and formulate recommendations for concerted



policy actions. UNCTAD will assist the government to put in place public policies and a strategic plan for strengthening the creative economy. The report takes into account the outcome of consultations with government officials and a fact-finding mission held in August 2008, including meetings and interviews with stakeholders, visits to relevant institutions. UNCTAD invited the United Nations Resident Coordinator to open the session. The Permanent Secretary from the Ministry of Labour chaired the debates and will lead the process of formal validation of the study by the government. UNCTAD made a comprehensive presentation of the study. Officials from six ministries and stakeholders from relevant institutions and international organizations unanimously recognized the importance and good quality of the study. It was agreed that UNCTAD will incorporate all the comments and will issue and circulate the final version of the study during the second half of 2009.

South Africa, at the national, provincial and municipal levels, has been active in articulating a creative economy strategy. South Africa has a big cultural production and well-established creative industries. The country is the larger exporter of creative goods in the continent. The seminar allowed for fruitful discussions and paved the way for future cooperation. South Africa also hosted the 2009 World Summit of Arts and Culture, held last September.



UNCTAD – High-level Policy Dialogue on Creative Industries in Zambia

2-4 July, Lusaka, Zambia



This event was an initiative of UNCTAD as one of its main outputs for the multi-agency project. The aim was to present the final draft of the UNCTAD study “Strengthening the creative industries in Zambia” which will guide the project’s activities during

2008–2011. UNCTAD is willing to assist the Zambian government to articulate a development strategy to optimize the economic potential of the creative sector for job creation, trade expansion and social inclusion. In addition to the policy review, the study proposes a plan of action to be jointly implemented by UNCTAD/ILO/UNESCO with a view to facilitate concerted policy actions and inter-ministerial decisions. The high-level policy dialogue in Zambia was very successful. UNCTAD worked in close collaboration with the Director of the Department of Cultural Affairs from the Ministry of Community Development and Social Services and the United Nations Resident Coordinator, opened the session. The Deputy Minister for Community Development chaired the debates and stressed the commitment of his government to ensure the effective implementation of the project and full support to UNCTAD activities. UNCTAD made a detailed presentation of the study, proposing a number of policy actions. On behalf of the Zambian Government, the Permanent Secretary of the Ministry of Community Development signed a document endorsing the study and approving the plan of action. This ceremony was followed by official signing and validation statements by high officials from seven ministries, who constituted the inter-ministerial group. The study was highly praised by the officials who congratulated UNCTAD for the quality of the research and pragmatic proposals. The stakeholders including artists and creators voiced their hope for concrete results. UNCTAD thanked the government for

the strong engagement and will publish the study this year. The government also organized several cultural and creative visits to showcase a sample of its creative products. The participants visited three visual arts galleries, the Lusaka National Museum and the Kabwata Cultural Village, which sells handicrafts, sculptures and paintings. Performances by dance groups were presented as well as a play by the actors from the National Theater Arts Association. Highlights of video films were screened by the Media Arts Association.

The government kindly invited UNCTAD to visit Livingstone and its old and new cultural village, which is currently under construction, and to share some policy advice with local officials from both



the Ministry of Tourism and the Ministry of Community Development. The government is willing to provide logistical facilities to support the execution of the project, which strategy will be incorporated into the Fifth National Development Plan. In line with the plan of action and as follow-up, other activities are already in the pipeline. A communication strategy has started with a series of radio and TV programmes organized by the national media for sensitizing policymakers and the public opinion on the importance of the creative economy for inclusive development. UNCTAD is also articulating synergy with other projects to attract



local and foreign investors, firms and business with a view to support the creative economy in Zambia.

Up coming events :

<i>Events</i>	<i>Date</i>	<i>City, Country</i>	<i>Website / contact</i>
Ministerial Meeting, International Network on Cultural Policy	29-30 Oct.	Bucharest, Romania	www.incp-ripc.org
International Encounter on Creative Economy	18-20 Nov.	Buenos Aires, Argentina	www.cmd.gov.ar
Forum of Avignon : Culture, economy and media	19-21 Nov.	Avignon, France	www.forum-avignon.org
International Cultural Industries Forum	27-29 Nov.	Guangzhou, China	www.iciforum.org



UNCTAD/DITC/TAB/MISC/2009/3

Contributions for this edition

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