

CULTURAL AND CREATIVE INDUSTRIES:

A New Agenda for the Development Community?



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UNESCO HQ. Room II

3:00 PM–5:00PM



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

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*Tuesday 12 December 2017, 3-5 PM
UNESCO HQ, Paris, Room II*

Cultural and Creative Industries: A New Agenda for the Development Community?

Introduction

On the occasion of the 11th ordinary session of the Intergovernmental Committee of the 2005 Convention (12-15 December 2017), UNESCO is organizing a panel debate on the new role and place of cultural and creative industries in international development strategies.

This debate takes place in advance of the launch event of UNESCO's 2018 Global Report "Re-Shaping Cultural policies", on 14th December at UNESCO HQ.

The Global Report assesses the impact of the most recent policies and measures taken around the world to implement the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, ratified by 145 States and the European Union. Specifically, it tracks progress on the following four main goals related to the Convention: support sustainable systems of governance for culture; achieve a balanced flow of cultural goods and services and increase mobility of artists and cultural professionals; integrate culture in sustainable development frameworks; promote human rights and fundamental freedoms.

Among its key findings is the fact that although many developing countries still lack the environments or regulatory frameworks needed to support the emergence of dynamic cultural and creative sectors, the proportion of development aid spent on culture and recreation today is at its lowest in 10 years. Why this paradox?

This debate is also taking place against a new background: as various national sustainable development programmes around the world are being designed and implemented to include culture and creativity as a major area of intervention, many ministries and development partners, such as those represented in this panel, are also designing specific strategies or establishing dedicated units to better address the role of cultural and creative industries in sustainable development, beyond their usual scope of intervention (eg water, health, education, infrastructures, etc). Why this new trend?

The panel debate, moderated by George Papagiannis, UNESCO Chief Media Services, will bring together:

- Rima Le Coguic, Chief Energy and Digital Transitions & Cultural and Creative Industries (French Development Agency)
- Emanuela Gregorio, Economist, Gender and Innovation (African Development Bank)
- Friederike Kärcher, Head, Culture, Creative Industries, Media and Sport Division (German Federal Ministry for Economic Cooperation and Development, BMZ)
- Helga Flores Trejo, Principal Specialist, Team Leader for Cultural and Creative Industries (Interamerican Development Bank)

Why this panel discussion?

Sustainable development is a main goal of the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Adopted while the Millennium Development Goals (2000-2015) were being pursued, the Convention set out a new objective in international law, calling

CULTURAL AND CREATIVE INDUSTRIES: A NEW AGENDA FOR THE DEVELOPMENT COMMUNITY?



upon Parties to integrate culture as a *strategic element*, not only in international development cooperation programmes but also in national development policies. After decades of work to raise awareness of culture *and* development, *for* development or *in* development, this was a significant achievement. But what has happened since and do we know where we are going?

Today, it is widely recognised that the cultural and creative industries generate economic growth and can contribute to poverty eradication. As such, they employ more people aged 15-29 than any other sector, providing opportunities for an increasingly young population that faces persistent unemployment¹. The cultural and creative industries are also a source of creativity and innovation that can empower individuals and social groups, and provide them with a platform for the expression of their human rights and fundamental freedoms. Given the fact that nearly half of the people working in the cultural and creative industries worldwide are women, it also opens new opportunities to address gender inequalities.

Investments in creativity and innovation have also become strategic elements in the international and regional sustainable development policy agenda, including in the UN 2030 Sustainable Development Agenda, the European Union's strategy for international cultural relations (2016), the African Union Commission's Agenda 2063: the Africa we Want or the Ibero-American States's Montevideo Declaration 2016.

A closer look at bilateral development assistance actions shows that there is a paradigm shift in development priorities. Bilateral development agencies and development banks are changing the ways they support the cultural and creative industries not only as an end in itself but also as a strategic entry point to promote other development issues – issues such as gender equality, youth empowerment, human rights, democracy and the rule of law.

There is also a change in the way that international development assistance programmes are designed to deliver on these priorities. More classical development support mechanisms and measures such as providing credits or technology transfer are no longer sufficient. Development agencies are putting forward new programmes that provide expertise and invest in human capacities. Others are investing in physical infrastructure to support cultural production and distribution as well as contributing to the setting up of financial infrastructure to support small- and medium-sized enterprises in cultural and creative industry sectors.

Despite these advances, significant challenges remain:

- Insufficient political will to see culture as a fully-fledged strategic dimension of development
- Inadequate financial investments in the cultural sector
- The share of ODA funds to support creativity in developing countries has declined since 2005 and is at its lowest in 10 years
- Lack of coordination among development agencies at the country level to ensure the emergence of dynamic cultural and creative industry sectors that can provide mechanisms towards the achievement of the SDGs, the UNESCO 2005 Convention and other regional strategies/agendas.

Questions for debate

These challenges require all actors to work together to ensure the sustainability of expected development outcomes. The purpose of this panel debate is to think strategically about these

¹ Worldwide, there are 1.8 billion young people (age between 15 and 24 years) out of 7.3 billion world population. It is estimated that 73 million young people are unemployed.

CULTURAL AND CREATIVE INDUSTRIES: A NEW AGENDA FOR THE DEVELOPMENT COMMUNITY?



challenges and the future of development assistance supporting creativity and innovation as a specific programme of activity and/or as a means to achieve larger objectives.

The following questions will guide the discussion:

1. What was the rationale for your organisation to include the cultural and creative industries in your development strategy? What are the main objectives of the strategy and what outcomes are you expecting to achieve?
2. How are you planning to measure the impact and sustainability of your strategy, and the programmes or projects it supports? How do you think the results will contribute towards the implementation of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions? To the SDGs?
3. What types of partnerships can be created among development banks and agencies to ensure that culture and creative industries become: i) fully-fledged dimensions of international development assistance with the necessary levels of financial investments? and ii) key axes of national plans to implement and monitor country commitments to the SDGs and targets at the country level?