High Level Seminar on the Creative Economy and Copyright as Pathways to Sustainable Development

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Regional Experiences and National Strategies for the Creative Economy

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I. Global context and new governance

II. Regional experience: Asia and Europe

III. National strategies: South Korea and Brazil

IV. Shaping strategies and building creative capacities
A changing world

Our world is complex, there are new forces

New thinking, products and processes

The digital revolution provoked deep changes transforming the way we live

Foster creativity remains a big challenge

- How to nurture creative minds?
- How to stimulate the creative process?
- How to capture creative advantage?
- How to accommodate dynamism and uncertainties?

A new wave of collaboration, co-working community-engagement, multi-cultural interactions
New governance and environmental challenges

- G-20 gradually expanding the G-8 changes in global governance
- A mobilized and participatory civil society gaining voice on global issues
- Geo-political tensions, terrorism, conflicts migration, corruption
- Climate change and environmental degradation more visible, more natural catastrophes everywhere
- Transition towards a green economy

Need to balance political goals and quality of life
Re-thinking the “creative destruction”

Economic development is unbalanced
- Those with more resources can invest, innovate and produce
- Some firms and sectors gain market shares, others lose

Social mobility reflects differences in talents and choices
- Those who are more talented and creative are likely to prosper
- Creative people usually seek better paid occupations in cities

New products and production processes will replace older ones in a process of creative destruction (Schumpeter)

The creative economy rely on ideas, knowledge, skills and the ability to seize opportunities
A new creative thinking

Innovation-driven companies have to adapt
- arts and science to be assimilated by companies
- different set of capabilities at the core of growth
- be pro-active and open-mind

A new company culture that favours:
- Flexibility over conformity
- Questions over answers
- Critical thinking over assumptions
- Teams over structures
- Doing over analysing

Right balance:
knowledge, creativity and results
Asia structural transformation

- Asia remains the fastest growing region since early 2000s
- Growth in services, manufacturing, more jobs and rising productivity
- China’s economy slowed but remain high. India is growing even faster
- Successful catch-up experiences and strong intra-Asian trade
- Population is aging but more people has growing purchasing power
- Greater openness, technological progress and capital mobility

2030 Agenda – Innovation and Industrialization
The rise of the creative economy

- From heritage and traditional knowledge like crafts to the most technology-intensive and services-oriented such as scientific research, new media, audiovisuals, digital services, design etc.

- Every day everywhere, we consume creative products at home, work as well as in times of leisure or entertainment.

- We listen to music, watch TV, read newspapers, go to cinema, use software in the computer, play video-games etc.

- Globalization and connectivity changed our lifestyle which is more associated with style, brands, status.

- One of the most dynamic sectors of the world economy.

Creativity, knowledge and connectivity are driving growth, jobs, trade and innovation.
Soft innovation and creativity

- Creativity makes innovation happen across sectors
- Soft innovation means novelty
- New books, new films, publicity campaigns, Prêt-à-porter fashion
- The bestselling videogame spend 3 weeks as N°1
  Half of music titles in the Top 10 change each month
- Today markets rely more on product differentiation rather than on changes in technology processes

Soft innovation moves the creative economy
World trade in creative products
(billion US dollars)

Global trade of creative products more than doubled in a decade with an annual growth rate of over 10%

Source: UNCTAD Creative Economy Database
Digital creative content in leisure & entertainment

- **Advertising**: Internet advertising is a fast-growing market. Growing traffic in social networks, more time online.

- **E-books**: Increase of 65% in the use of e-books in 2015. Shift from higher priced printed books to cheaper e-books.

- **Games**: Another market in expansion about US$ 60 billion. Online/wireless games overtaking console and PC games.

- **Home videos**: A market worth US$ 50 billion expected to double in 5 years. Shift from physical to digital / digital TV.

- **Music**: The market for live and recorded on-line music recovered. Higher global spending on digital music thanks to smart phones.

Digital creative content accounts to 30% of spending in leisure and entertainment.
European Creative Agenda

- Creative Europe → Strategy to boost growth and jobs
  Creative Europe Programme 2014-2020 → € 1.8 billion

- EU creative economy: 4.5% GDP, 8.5 million jobs

- EU –27, boost export potential of creative products

- Increase competitiveness (creative hubs, labs)

- Promote partnerships, finance creative business

- Spill-overs: innovation, ICT and urban regeneration

Arts, culture, creativity and innovation
Europe’s soft power
South Korea National Policy on Creative Economy

- In the last decades the government invested massively in science and technology: energy, aerospace, robotics, biotechnology

- South Korea has top mobile phone companies. More than 90% of the population has mobiles. The country has the fastest Internet

- South Korea's education system is technologically advanced and is the world's first country to bring high-speed fibre-optic broadband internet access to every primary and secondary schools

- The country was pioneer in developing the first digital textbooks freely distributed to students

- Public policies on audio-visuals have been instrumental

- South Korea is moving ahead on smart-cities

Creative Economy is a priority in National Strategic Plan
South Korean’s creative strengths

- Korea has an **old history and a rich culture**
- Korean **architecture** is known by its harmony with nature and the mix of old and modern style
- Korea has **traditional and new forms of arts** influenced by international events
- Traditional knowledge is preserved through Korean cuisine, tea ceremony, dances, pottery
- Korean **films, animation, video games and TV content** are gaining international recognition

**Blending the past, present and future**
“Hallyu” or the **Korean new wave**

Music and dance giving a modern image of the country
Creative economy in Brazil

- Creative activities concentrated in big cities
- About 2% of work force are creatives with higher remuneration
- Over 250,000 creative firms, 890,000 creative class (2013)
- Brazilian creative intensity is low 1% but accounts to 2.6% GDP
BRASIL CRIATIVO

- Ministry of Culture
  - Secretary for Creative Economy
  - National Plan (2011-2014)
  - Policies, directives and actions

- BRASIL CRIATIVO - Creativity for a new development
- Concertated cross-cutting policies
- Focus on social inclusion, competitiveness and innovation

Secretary of Creative Economy
set-up in 2010 and extinguished in 2014
Policies, programmes and actions

Creative programmes at State and City level

**Rio de Janeiro**
- TV, cinema, fashion and events
- World Cup 2014 and Olympics 2016

**Sao Paulo - Creative City**
- Software, R&D, printing, advertisement, cinema
- Academic + Industry strengths

**Rio Grande do Sul**
- Design, ICT, performing arts
- Technology parks, clusters
Public-Private Partnerships

The creative economy is big business, employs millions of people but also promotes cultural diversity, social cohesion, sustainability

Reinforce linkages between creative investments and business
- enhancing creative capacities, skills training
- attract investors from domestic and global markets
- support creative entrepreneurship (start-ups, micros)
- improve labour and social laws (job precarity)
- revisit legislation for copyrights
- new business models (internet law)
- new markets, North-South, South-South

Government and corporations working in a mutually-supportive manner
Policies to stimulate creative innovation

- Ease **financial** and **technical** resources for **creative entrepreneurs**
- Review **fiscal policies** for ICTs and creative sectors
- Promote digital education to enhance **creative skills** (ICT tools)
- Support development of **local content** for local needs
- Encourage **SMEs creative enterprises** to produce creative content
- Implement **legal reforms** to promote e-commerce and e-business
- Reconcile **national policies** with **multilateral agreements**:
  - WTO market access, WIPO legislation, OECD directives

**Creative economy and digital innovation**: a perfect match
How to stimulate creativity and innovation?

- The pillars to support a robust creative economy: knowledge, education, and culture.
- Education and continuous learning drives creativity and innovation.
- Digital innovation opened new paths for education, health, and energy.
- The youth are producing and consuming more creative content - “prosumers”.
- In the knowledge-based era, youth is attracted by unconventional creative and artistic jobs.
- Creative people have greater levels of satisfaction more autonomy, diversity, and flexibility.
Creative education nurturing creative minds

- Public investment should focus on education and human development by stimulating creative talents

- Curriculum of schools and universities should be adapted to new realities - multi-disciplinary, new pedagogy, methods

- Jobs generated by the creative economy are knowledge intensive requiring specific skills and high-level qualifications

- No longer possible to work in silos. Need cross-cutting learning arts, law, management, design, economics, ICTs, science

Reinforcing linkages between education, creativity, entrepreneurship and urban spaces
Strategies to enhance the creative economy

Public Policies: strategic vision and concerted inter-ministerial policies

Put in place a creative nexus by reinforcing linkages among education, investments, technology, entrepreneurship and trade

- Target measures for supporting the creative sector:
  - invest in knowledge and education to stimulate creative talents
  - infrastructure (access to broadband, clusters)
  - institutional mechanisms (Creative Economy Committee)
  - financing and investment (new business models and tools)
  - regulatory framework (fiscal and competition policies)
  - revisit and adapt IPR legislation to current realities
  - promote public/private partnerships, support SMEs
  - encourage continuous learning, e-skills

Plan of Action to foster the creative economy for local and global markets
Creative economy and sustainability

- Creativity and intellectual capital are inexhaustible human resources.
- Ideas and skills are the main inputs for creative production, different from sectors that use intensively non-renewable natural resources.
- There are losses in ecosystem, livelihoods, and lives because of unsustainable and polluting ‘business as usual’.
- Most creative industries are environmentally-friendly have low carbon and water footprints, sustainability certification.
- Creative industries are knowledge-intensive, creating greener products as compared to traditional manufacturing.

A creative and greener economy are mutually-supportive.
Shaping national policies and actions

- **Role of governments:** to articulate policies, institutions and infrastructure to foster the creative economy for development

- **Role of artists and creative professionals:** transform ideas into marketable high-quality creative goods or services

- **Role of creative entrepreneurs:** to promote entrepreneurship reinforcing skills and linkages between arts, creation and business

- **Role of academia and researchers:** to deepen research and analyse indicators for evidence-based policy-making

- **Role of civil society:** forging strategic alliances to facilitate interactions with stakeholders locally and globally

Creativity is essential to think, plan and act intelligently
UNITAR – Creativity for Development

- Stimulate and training creative talents
- Reinforce skills and capacities: youth and women
- Assist governments in policy-making for enhancing the creative economy for development
- Develop creative entrepreneurship
- Offer courses, knowledge and capacity-building
- Facilitate access to information, forge co-creations

Pilot on-line free course: October – December 2016
Introduction to the creative economy (800 participants)
www.unitar.org/ksi/crea4dev
Building creative minds

UNITAR capacity-building assistance can be provided in five areas:

- **Transformative dialogues on creative economy**: creating space for conversations so as to stimulate innovative approaches
- **Transformative development strategies**: empowering policymakers to design strategies to nurture the creative economy
- **Creative Entrepreneurship**: providing courses to develop skills on creative entrepreneurship targeting youth and women
- **Creativity & Creative Economy**: proposing e-learning courses to contribute to a culture of creativity and innovation
- **Open Knowledge & Digital Storytelling Platform**: setting-up a crowd-powered platform enabling dissemination of studies, stories and good practices (content created by creative professionals)

UNITAR Creative Economy Initiative
Thank you very much for your attention

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