

October 2010



The policy debate of the 2010 annual session of the UNCTAD Trade and Development Commission focused on two topics of great relevance to the creative economy. First, the impact of the economic downturn in international trade in 2009 and the post-crisis mitigating measures to facilitate the world economic recovery. Second, the development dimension of the tourism industry and its growing role in the national strategies of developing countries. Certainly, these two topics are closely interrelated and influenced the demand for certain creative industries products in the recent past. In 2009, the tourism sector was seriously hit by the financial crisis and the widespread fears of epidemic influenza and earlier this year by the air traffic paralysis due to the Iceland volcanic eruptions. Nevertheless, tourism continues to account for nearly 40 per cent of trade in services, providing employment to millions of people in all continents; in 2009, international tourist arrivals totalled 880 million. Tourists are potential consumers of art crafts, visual arts, cultural performances, museums, cultural heritage sites, local music, local gastronomy, photography, etc. Moreover, cultural traditions of different locations are of great attraction particularly for the “cultural tourists” whose demand is more culturally-oriented. The more creative goods and services a country has to offer, the more attractive it will be for foreign and domestic tourists. Certainly, efforts should be made to promote tourism policies that are both culturally and environmentally friendly and benefit local communities. Tourism policies should be better articulated with the cultural policies and specific measures for strengthening the creative economy, since these sectors are interdependent and can be mutually supportive.

**WIPO Intergovernmental Committee on Intellectual Property and Traditional Knowledge and Folklore—Geneva, 3 - 7 May 2010**

Last May, the World Intellectual Property Organization (WIPO) Intergovernmental Committee discussed the revised objectives and principles relating to the protection of traditional cultural expressions and folklore. The Committee debated the history, structure and key elements for this future legal instrument, on the basis of proposed amendments submitted by member States. One of the main objectives of this emerging legal regime is to recognize that indigenous peoples and communities consider their cultural heritage to have intrinsic value, including social, cultural, spiritual, economic, scientific, intellectual, commercial and educational values. It should also acknowledge that traditional cultures and folklore constitute frameworks of innovation and creativity that benefit indigenous peoples and traditional communities, as well as all humanity. The aim is also to prevent the misappropriation and misuse of traditional cultural expressions, providing indigenous peoples and communities with the legal and practical means, including effective enfor-

cement measures and ways that go beyond the customary and traditional context in order to promote the equitable sharing of benefits arising from their use. Moreover, this new instrument should reward and protect tradition-based creativity and innovation, especially by indigenous people, promoting intellectual and artistic freedom, research and cultural exchange on equitable terms. The Committee held negotiations for shaping an international legal instrument to ensure effective legal protection for traditional knowledge and traditional cultural expressions. Many non-governmental organizations voiced their concerns, requesting more clarity as regards the definitions. UNCTAD attended the session. WIPO is also celebrating its 40 years as a United Nations specialized agency, with a new logo repositioning its image and strategic revitalization in the field of intellectual property (IP).



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## Creative Portugal Porto, 24-25 May 2010



Creative Portugal was the first of what is expected to be an annual international platform for discussing, and showcasing tendencies in the domain of the creative industries at international and national levels. The event took place in various formats and venues in downtown Porto city and its historical centre. Discussions focused on the theme of “How creative can Portugal be?”. Creative Portugal was organized by the new Agency for the Development of Creative Industries in

partnership with the Youth Foundation. The Conference was opened by the Secretary of State for Innovation of Portugal, the cultural attaché of the Porto City Hall and other local authorities. UNCTAD made a keynote address underlining the development dimension of the creative economy and its potential to promote not only creativity, innovation and jobs, but also better quality of social and cultural life in the cities. Emphasizing that

rising of real incomes in countries such as Portugal lay behind the growing demand for culture and creative products and the changing patterns of cultural consumption, UNCTAD drew the attention to the greater importance of the creative industries in the European policy agenda. Issues related to cultural traditions, city regeneration, creative policies and management, education



and financing were also debated. Participants visited the *Bairro Criativo*, where a series of art-work like sculptures, graffiti, murals, collage created by a new generation of Portuguese artists were publicly exposed all

over the city to celebrate the launching of the Creative Portugal initiative. Several artistic and cultural events were performed to stimulate cultural interactions and networking. Every year, a different city in another region will host Creative Portugal with the aim to promote the creative economy throughout the country.

## Incubators of Cultural Enterprises Malaga, Spain - 11 June 2010

With the aim of stimulating economic recovery in the region, a workshop around the topic “Incubators for cultural enterprises” was jointly organized by the public and private sector of the municipality of Malaga in Spain. In the context of the Pro-Mediterranean project, the purpose of the project is to create cultural incubators to promote the start-up of micro-enterprises in the field of creative industries in five Mediterranean countries of the European Union. In addition to Malaga, the other beneficiary cities are Evora (Portugal), Potenza (Italy), Rome (Italy), La Valleta (Malta) and Athens (Greece). The project is expected to: a) increase the competitiveness of the small and medium-sized enterprises (SMEs) linked to the creative industries through the promotion of a network of incubators in the Mediterranean region, b) provide support to SMEs active in the area of culture and tourism activities as well as those that are part of the creative industries value chain by facilitating the exchange



of knowledge, promoting economic initiatives and enhancing their management systems; and c) strengthen the business skills of artists and creative professionals. About 12 creative enterprises will be identified in Malaga to benefit from technical assistance and the support of a consultancy team who developed a specific methodology and tools to explore new business opportunities. UNCTAD was invited to support the launching of the project, provide some policy and technical advice to the project promoters and make a presentation focusing on how the creative economy can stimulate economic recovery in the post-crisis period. Malaga was severely affected by the economic crisis, due to its adverse impact on its main economic activities, namely tourism and the construction sector. Therefore, the creative industries should be seen as part of the solution to diversify the economic activities in the region and support job opportunities.





## Creative Cities: the impact of culture in the urban economy

Santiago, Chile 29-30 June 2010



The National Council of Culture and Arts of Chile convened an international seminar around the above-

mentioned topic. The seminar was structured in four panels: a) the creative industries and their impact in local development, arguing that creative industries are different from the traditional industries as they are anchored on cultural intangible assets that can generate various benefits for the urban and economic transformation of cities; b) city, public spaces and social participation, this panel analyzed different initiatives developed in Chile seeking for a more active role in the planning of neighbourhoods where the ownership of territory has a social and cultural meaning; c) the city as a space for creation, where the city is regarded as a space for creation and experiences that influence the processes of cultural identity through the diversity of artistic activities taking place in the city, d) culture as a criteria for the reconstruction of cities, in the light of the recent earthquake that hit hard a number of cities in Chile - what are the urban models that should be incorporated in the process of reconstruction?. UNCTAD shared views on the potential of the creative economy to revitalize socio-

economic growth in urban and rural areas. A growing number of cities are using the concept of creative cities to formulate urban development strategies with emphasis on cultural and creative activities. Policies for the creative economy have to respond not only to economic needs but also to special demands from local communities taking into account the special needs and priorities of the cities including their cultural identity, social inequalities and environmental concerns. Experts from Argentina, Brazil and Mexico shared their experiences in articulating urban and cultural policies. Proposals around development strategies for the cities were discussed, including the implementation of a plan of action where culture should play a strategic role to build citizenship and to stimulate reconstruction strategies. It was concluded that local development should be rooted on an inclusive model where the voice of communities should be heard for an adequate urban planning and a sustainable development.



## Eqvus 2010- Culture and economic development

Athens, Greece 22 June 2010

The Independent Arts Council (IAC) from Greece organized the seminar "ATHENS EQVUS 2010: The cultural economy and development". In the light of the serious economic crisis which has been severely affecting the Greek economy, this event was intended to raise awareness on the potential of culture and the creative industries to help the country to explore new paths to generate jobs, socio-economic growth and a more sustainable development. By encouraging cultural activities and a participatory approach, the aim of the IAC was to engage artists and creators in the search for solutions to tackle the adverse impact of the economic crisis. The purpose of the seminar was to contribute to improving the arts and culture environment in the country by promoting new and innovative structures to stimulate the creative economy. UNCTAD promptly accepted to support this initiative which was organized in a creative manner. The seminar took place at the Ministry of Culture in Athens. The novelty of the event was that due to budgetary constraints, most participants addressed the seminar via SKYPE. For the first time, UNCTAD used this new digi-

tal means of communication to address a teleconference, and it proved to be very effective with no costs involved. The meeting offered a podium for politicians, professionals from the cultural sector and the creative industries and academics to discuss new financing mechanisms to stimulate creative enterprises including the use of alternative currencies and the need to forge strategic alliances involving the private sector. UNCTAD emphasized that demand for creative products remained firm even during the economic crisis and the creative economy can contribute to the recovery. Greece is encouraged to reinforce the culture-tourism linkages as a crisis-mitigation measure.



## Creative Economy Academic Exchanges

### Geneva, Palais des Nations, Geneva, 17-29 May, 2010



Encouraged by the fact that the first “Creative Economy Report” became a key bibliographic reference for academics, earlier this year the UNCTAD Creative Economy Programme initiated contacts with universities and academics around the world with a view to carry out a brief survey and collect relevant information as the basis for setting up a virtual platform for academic interactions on topics relating to the creative economy. About 200 universities and academic institutions all over the world were identified and contacted as a basis for a repertory of universities and research centres with programmes and courses in areas related to the creative economy. A large number of academic institutions responded positively to a questionnaire confirming their willingness to join the future UNCTAD Creative Economy Academic Network which is planned to become operational in 2011.

In the meantime, UNCTAD is expanding its collaboration with a growing number of universities by participating in seminars, sharing research, lecturing for students and opening possibilities for internships. Against this background, a lecture highlighting the economic potential of the creative economy to the Caribbean region was given to nearly 50 students and lecturers from the master course on international trade law, policy and services of the University of the West Indies (Shridath Ramphal Centre) who took part in a tailor-made study tour designed to complement their academic studies with exposure to the process of multilateral negotiations and the functioning of trade and development international organizations based in Geneva, Switzerland. Another lecture focusing on the main findings of the Creative Economy Report was given to graduate students from the University of Bale, Switzerland who visited UNCTAD. This is a pragmatic way to move ahead the research agenda around the creative economy.



**Coming soon:**  
**Creative Economy Report—2010**  
**Creative economy: a feasible development option**  
 Visit our web: [www.unctad.org/creative-programme](http://www.unctad.org/creative-programme)

#### Up coming events :

<i>Events</i>	<i>Date</i>	<i>City, Country</i>	<i>Website / contact</i>
Sixth World Summit on Internet and Multimedia	13-15 October	Shenyang, China	<a href="http://www.fiam.org">www.fiam.org</a>
Global Music Pilot Campus	12-18 October	Dar es Salaam, Tanzania	<a href="http://global-music-institute.net">global-music-institute.net</a>
Global South-South Creative Week	19-21 October	Shanghai, China	<a href="http://www.unctad.org/creative-programme">www.unctad.org/creative-programme</a>
Workshop for Enhancing New and Dynamic Sectors	25-27 October	Vientiane, Laos	<a href="http://www.unescap.org">www.unescap.org</a>
Workshop on Cultural Economics & Management	4-5 November	Valencia, Spain	<a href="http://www.uv.es">www.uv.es</a>
The 4th International Cultural Industry Forum	18-19 November	Beijing, China	<a href="http://www.iciforum.org">www.iciforum.org</a>
Creative Cities and Industries in the 21st Century Symposium	11-12 November	Istanbul, Turkey	<a href="http://www.yses.yildiz.edu.tr">www.yses.yildiz.edu.tr</a>
Thailand International Creative Economy Forum	28-30 November	Bangkok, Thailand	<a href="http://www.ticef.com">www.ticef.com</a>
International Conference on Creative Economy in North-East	8-10 December	Fortaleza, Brazil	<a href="http://www.instanima.com.br">www.instanima.com.br</a>



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