

# Creative Economy Outlook 2022

Chapter IV

*The International Year of Creative Economy for Sustainable Development:  
Pathway to resilient creative industries*



**United  
Nations**

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Special section on the International Year of Creative Economy  
for Sustainable Development, 2021

**Chapter IV**



In December 2019, the United Nations General Assembly adopted resolution 74/198 on the International Year of Creative Economy for Sustainable Development, 2021. The resolution “requests the secretariat of UNCTAD and in consultation with UNESCO and relevant entities of the United Nations system, to inform the General Assembly at its seventy-seventh session of the implementation of the present resolution, through a dedicated section of the Creative Economy Outlook, elaborating in particular on how the resolution is aligned with and advances the 2030 Agenda”.

In addition, the resolution:

- recognizes that the creative economy, known as the “orange economy” in a number of countries, involves, inter alia, knowledge-based economic activities and the interplay between human creativity and ideas, knowledge, and technology, as well as cultural values or artistic, cultural heritage and other individual or collective creative expressions;
- acknowledges that creative industries can help to foster positive externalities while preserving and promoting cultural heritages and diversity, as well as enhance developing countries’ participation in and benefit from new and dynamic growth opportunities in world trade; and
- emphasises the resilient growth in international trade in creative industries, including the trade of creative goods and services, and its contribution to the global economy, and recognizing the economic and cultural values of the creative economy.

The next section highlights how UNCTAD and other United Nations agencies implemented the resolution.

## A. Contribution of United Nations entities

### United Nations Conference on Trade and Development

The launch of the International Year of the Creative Economy (IYoCE) attracted over 7,000 people to the Creative Economy Webpage,<sup>1</sup> making it the most visited page in UNCTAD in January 2021. UNCTAD co-hosted or participated in 44 different events worldwide with a large number of participants. For example, 450 people attended the official launch of the IYoCE in January 2021 and 780 the Opening of the Creative Economy Forum of the fifteenth session of the United Nations Conference on Trade and Development (UNCTAD 15).

The importance and relevance of UNCTAD’s work on creative economy was reflected by the involvement of high-level government officials during the implementation of the IYoCE. Development partners also directly expressed their endorsement of and interest in the work of UNCTAD. The work of UNCTAD attracted lots of interest in the media (for example, over the year, UNCTAD’s work on the creative economy was mentioned in at least 133 different news articles and on multiple social media channels).

The timeline of events which is featured in Annex 1 allowed UNCTAD in cooperation with other United Nations agencies, to implement the resolution by:

- raising awareness about the creative economy;
- promoting cooperation and networking;
- encouraging the sharing of best practices; and
- promoting an enabling environment for all stakeholders in the creative economy.

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<sup>1</sup> See <https://unctad.org/topic/trade-analysis/creative-economy-programme/2021-year-of-the-creativeeconomy>.

One of UNCTAD's key events was the Creative Economy and Digitalization Forum, organised with the Government of Barbados as a lead-up to UNCTAD 15. The Bridgetown Accord<sup>2</sup> adopted by the forum, highlights “the inequality at the root of the cultural, creative and technological systems of the world and the need to identify more inclusive ways of industrializing creativity, technology and innovation for a more equitable future.”

UNCTAD continues to provide a platform for the promotion of the creative economy as a tool for economic diversification and sustainable, equitable and inclusive livelihoods. UNCTAD is engaging in different forums related to the creative economy, including:

- UNCTAD's Informal Working Group on Creative Economy, which was formed in 2021. This allows experts to discuss the opportunities and challenges associated with the evolving creative economy. The working group also aims to formulate a new working definition/taxonomy of the creative economy and creative industries for UNCTAD;
- A sub-group on the clarification on cultural products resulting from creative industries within the Task Team on International Trade Statistics of the United Nations Statistics Division (UNSD). UNCTAD and UNESCO are the leading agencies in this exercise. The work will allow United Nations agencies to continue working together in clarifying statistical needs and definitions. UNCTAD will rely on the ad hoc group to make sure the needs of all countries are considered; and
- UNCTAD has also developed and conducted a global survey on the creative economy and creative industries in 2021. This survey is expected to be carried out periodically and focuses on national institutional arrangements related to the creative economy, measurement issues, and national strategies and policies.

Civil society organizations notified UNCTAD about 82 events<sup>3</sup> held during the International Year of Creative Economy in 2021. The focus of the all-year campaign went beyond the traditional cultural economy to also include sciences and industrial production. This new focus allows policymakers to expand the range of creative economy-related policies, which requires more horizontal types of inter-ministerial interventions in education and the promotion of public-private research and development partnerships. In addition, it involves specific support measures that governments may provide to various forms of artistic or cultural expression.

Working with partners, the “Friends of Creative Economy,” in the context of the World Conference of Creative economy has had positive impact on research, capacity building projects and consensus building. Examples of this are the recently published UNCTAD report called *Creative Industries 4.0*, the UNCTAD training courses on tourism and creative industries and the on-going preparatory work related to the upcoming World Conference on Creative Economy in Bali, Indonesia 2022.<sup>4</sup>

## United Nations Educational, Scientific and Cultural Organization

UNESCO's actions for the celebration of the 2021 International Year of Creative Economy for Sustainable Development involved a multitude of events. For example, the Abu Dhabi Summit 2021,<sup>5</sup> explored challenges and ways to develop a resilient, and collaborative creative ecosystem. It aimed to raise awareness of the importance of the creative economy for building sustainable and people-centred societies. UNESCO also raised awareness on the current state of the creative industries amidst the COVID-19 crisis by launching

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<sup>2</sup> See [https://unctad.org/system/files/official-document/td540\\_en.pdf](https://unctad.org/system/files/official-document/td540_en.pdf).

<sup>3</sup> See <https://unctad.org/topic/trade-analysis/creative-economy-programme/2021-year-of-the-creativeeconomy>.

<sup>4</sup> See <https://kemenparekraf.go.id/ragam-ekonomi-kreatif/world-conference-on-creative-economy-2022-saatnya-ekonomi-kreatif-jadi-mainstream>.

<sup>5</sup> See <https://en.unesco.org/news/unesco-advocates-robust-and-resilient-cultural-economy-abudhabi-culture-summit-2021>.

the ResiliArt Movement<sup>6</sup> in 2020. This has resulted in more than 300 virtual debates in over 115 countries. It led to a global discussion with key industry professionals on the experience of artists in the field.

UNESCO funded various projects globally via the International Fund for Cultural Diversity,<sup>7</sup> a funding mechanism of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions. This encouraged creating resilient cultural and creative sectors through CCI policy development, capacity-building, and strengthening of organizational structures. Projects were carried out in several countries such as Argentina,<sup>8</sup> Cambodia,<sup>9</sup> Ecuador,<sup>10</sup> Ethiopia,<sup>11</sup> Georgia,<sup>12</sup> Honduras,<sup>13</sup> Jamaica,<sup>14</sup> Mexico,<sup>15</sup> Mozambique,<sup>16</sup> Serbia,<sup>17</sup> South Africa,<sup>18</sup> United Republic of Tanzania,<sup>19</sup> Turkey,<sup>20</sup> and Viet Nam.<sup>21</sup>

The UNESCO Roadmap on the occasion of the International Year of Creative Economy for Sustainable Development<sup>22</sup> calls attention to the importance of investing in creativity. It also calls for action for countries to review the status of artists and cultural professions; provide an enabling environment for sustainable growth patterns; and adapt cultural policies to the challenges and opportunities of the digital transformation.

## United Nations Industrial Development Organization

During 2021, UNIDO partook in 4 major events for the creative economy. It facilitated a wide scope of technical assistant projects to support SMEs and collaborated with various international organizations with a focus on digital innovation and partnerships.

UNIDO's side event for the 19th Session of the UNIDO General Conference,<sup>23</sup> allowed international experts from Armenia, Lebanon, Tajikistan, and Tunisia to discuss how artisanal expertise and cultural heritage can become drivers of social change and improve livelihoods of vulnerable social groups and rural communities through new employment and entrepreneurial opportunities.

UNIDO's partnerships with international organizations raised awareness of the issues with the creative sectors and looked at the development of digital innovation. Together with UNCTAD and Sound Diplomacy, UNIDO held a dialogue called Create, innovate, recover: digitalizing creative industries for a sustainable

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<sup>6</sup> See <https://en.unesco.org/news/resiliart>.

<sup>7</sup> See <https://en.unesco.org/creativity/ifcd>.

<sup>8</sup> See <https://en.unesco.org/creativity/ifcd/projects/empowering-youth-disadvantaged-areas-buenos>.

<sup>9</sup> See <https://en.unesco.org/creativity/ifcd/projects/strengthening-civil-society-engagement>.

<sup>10</sup> See <https://en.unesco.org/creativity/ifcd/projects/fostering-cultural-entrepreneurship-cuenca>.

<sup>11</sup> See <https://en.unesco.org/creativity/ifcd/projects/strengthening-capacities-within-dance-sector>.

<sup>12</sup> See <https://en.unesco.org/creativity/ifcd/projects/creative-twist-boosting-cultural-creative>.

<sup>13</sup> See <https://en.unesco.org/creativity/ifcd/projects/building-capacities-women-young-creators>.

<sup>14</sup> See <https://en.unesco.org/creativity/ifcd/projects/evaluating-jamaicas-cultural-creative>.

<sup>15</sup> See <https://en.unesco.org/creativity/ifcd/projects/promoting-creative-economy-state-yucatan>.

<sup>16</sup> See <https://en.unesco.org/creativity/ifcd/projects/enhancing-networks-knowledge-exchange-among>.

<sup>17</sup> See <https://en.unesco.org/creativity/ifcd/projects/gender-equality-cultural-diversity>.

<sup>18</sup> See <https://en.unesco.org/creativity/ifcd/projects/revenue-streams-african-musicians>.

<sup>19</sup> See <https://en.unesco.org/creativity/ifcd/projects/strengthening-contemporary-dance-scene-east>.

<sup>20</sup> See <https://en.unesco.org/creativity/ifcd/projects/empowering-turkeys-cultural-professionals>.

<sup>21</sup> See <https://en.unesco.org/creativity/ifcd/projects/strengthening-intellectual-property>.

<sup>22</sup> See [https://en.unesco.org/sites/default/files/creative\\_economy2021-unescoroadmapen-ok2.pdf](https://en.unesco.org/sites/default/files/creative_economy2021-unescoroadmapen-ok2.pdf).

<sup>23</sup> See <https://www.unido.org/19th-general-conference>.



recovery in Africa.<sup>24</sup> The event explored the importance of innovation and digital transformation in the creative sector. The dialogue focused on how international and local partners can contribute to the recovery from the Covid-19 crisis and the achieving the SDGs, with various case studies from East and Western Africa. The dialogue showcased how the European Union, UNIDO, UNCTAD and other partners are supporting the recovery of creative and cultural industries.

UNIDO also partnered with the European Brand Institute (EBI), for the 17th Brand Global Summit,<sup>25</sup> highlighting brands' role as major game-changers in boosting the post-pandemic economic recovery, while also unleashing creativity and innovation in digitalization. The summit brought together leading branding experts and high-level representatives from governments, the private sector, academia, and international organizations, who exchanged experiences on applying brand management as a multidimensional-impact tool for improving business performance and resilience.

## World Intellectual Property Organization

WIPO organised 12 major events to promote the creative economy in 2021. The activities helped WIPO to form partnerships, collaborate with the private and public sectors, and facilitate capacity building activities, which aimed at raising awareness on copyright and intellectual property among creative communities, government policy makers, the business community, and civil society.

It launched WIPO for Creators,<sup>26</sup> a public-private-partnership with the Music Rights Awareness Foundation, creative industry stakeholders, and partners from the public and private sector, to raise awareness about creators' rights and related processes. WIPO also organized bi-weekly webinars with member States and creative industry stakeholders on strengthening legal and licensing frameworks in support of effective and efficient copyright and related rights management.

WIPO also facilitated various meetings on creative industries with member States of the African Regional Intellectual Property Organization (ARIPO), Antigua and Barbuda, Kazakhstan, Kyrgyzstan, Poland, the Philippines and Trinidad and Tobago. The meetings focused on conceptual issues, the role of intellectual property, capacity building for trainers on intellectual property, data collection and analysis, and specific creative sectors, such as the audio-visual sector, book publishing, mobile applications, music, and video games.

WIPO's technical cooperation activities focused on improving legislative frameworks and copyright infrastructure and raising awareness on copyright and intellectual property among creative communities, policy makers, the business community and civil society.

## B. Contribution of countries

The following case studies present how some countries promoted their creative economy during the International Year of Creative Economy with various events, campaigns, dialogues, and knowledge sharing.

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<sup>24</sup> See <https://tii.unido.org/event/create-innovate-recover-digitalizing-creative-industries-sustainable-recovery-africa>.

<sup>25</sup> See <https://www.brandglobal.org/brand-global-summit-2021/>.

<sup>26</sup> See <https://www.wipo.int/wipoforcreators/en/>.

**Box 5****Slovenia and the International Year of Creative Economy**

**Slovenia** has traditionally advocated for an increased importance of culture and creativity in foreign relations, particularly in international peace and sustainable development. It has been underlining this aspect of culture and creativity in political dialogue, concrete cultural projects and communication campaigns.

Slovenia's "Creativity4Sustainability" video campaign was launched in partnership with UNCTAD during the 2021 International Year of Creative Economy for Sustainable Development. The goal was to raise public awareness on the cross-cutting contribution of culture and creativity to SDGs. UN World Bee Day also highlighted how artists use their creativity to bring solutions to the construction of honeycombs as well as the promotion of urban pollination.

In September 2021, during the Slovenian Presidency to the Council of the European Union, the Future Unlocked! Conference was held in Ljubljana, which focused on the culture and creativity as agents of change, with particular focus on their contribution to the economic growth and their role as drivers of peace and stability. Together with the European Creative Business Network, Slovenia brought in an impressive amount of knowledge, networking, and guidance through the European Creative Industries Summit 2021.

While the networking, workshops, knowledge sharing and co-creating solutions prove to be beneficial for young creatives, experience also shows that positive and enabling political practices need to be shared among policy makers in the regions. Policy makers must do more to build enabling and supporting environments for the cultural and creative sector to bring its positive impact on peace, stability, and sustainable development to the best of its potential. In collaboration with its partners, Slovenia will continue to follow this path.

*Source:* Input from the Government of Slovenia.



**Box 6.****Indonesia and the International Year of Creative Economy**

**Indonesia** attaches a high importance to developing and promoting an inclusive creative economy. It integrates creative economy into medium and long-term development plans at both national and local levels. Such integration enables a more effective and holistic policy to develop and advance the creative economy.

Throughout 2021, the country carried out various activities at national, bilateral, regional, and multilateral levels, collaborating with institutions and actors from various backgrounds. At the national level, several important policies were put in place to assist the creative sector during the pandemic with financial stimulus, business matching, intellectual property registration, credit relaxation and restructuring, low-interest-rate working capital loans, and MSMEs credit guarantee scheme.

At the international level, Indonesia organized many activities to highlight the importance of creative economy for achieving the SDGs, and promote Indonesian creative products and services. Through its embassies, Indonesia organized 138 events in 57 cities of 38 countries related to the promotion of creative economy, such as business matchmaking, cooperation on capacity building and facilitating business dialogue between start-ups and venture capital.

To promote creative economy in the Southeast Asia region, Indonesia organized the Association of Southeast Asian Nations (ASEAN) Creative Economy Business Forum (ACEBF) in November 2021.

Indonesia encourages creative economy stakeholders to conduct activities that can have positive impacts on the creative economy sector, such the Tourism Working Group and discussion on the scope of “Innovation, Digitalization, and Creative Economy” in the Group of Twenty (G20). Indonesia will host the World Conference on Creative Economy (WCCE) in Bali in October 2022, with the theme of “Inclusively Creative: A Global Recovery.”

*Source:* Input from the Government of Indonesia.

**Box 7.****Least developed countries and the International Year of Creative Economy**

The Doha Programme of Action for Least Developed Countries,<sup>1</sup> during its plenary meeting held in December 2021, specified several areas of work regarding creative industries, including:

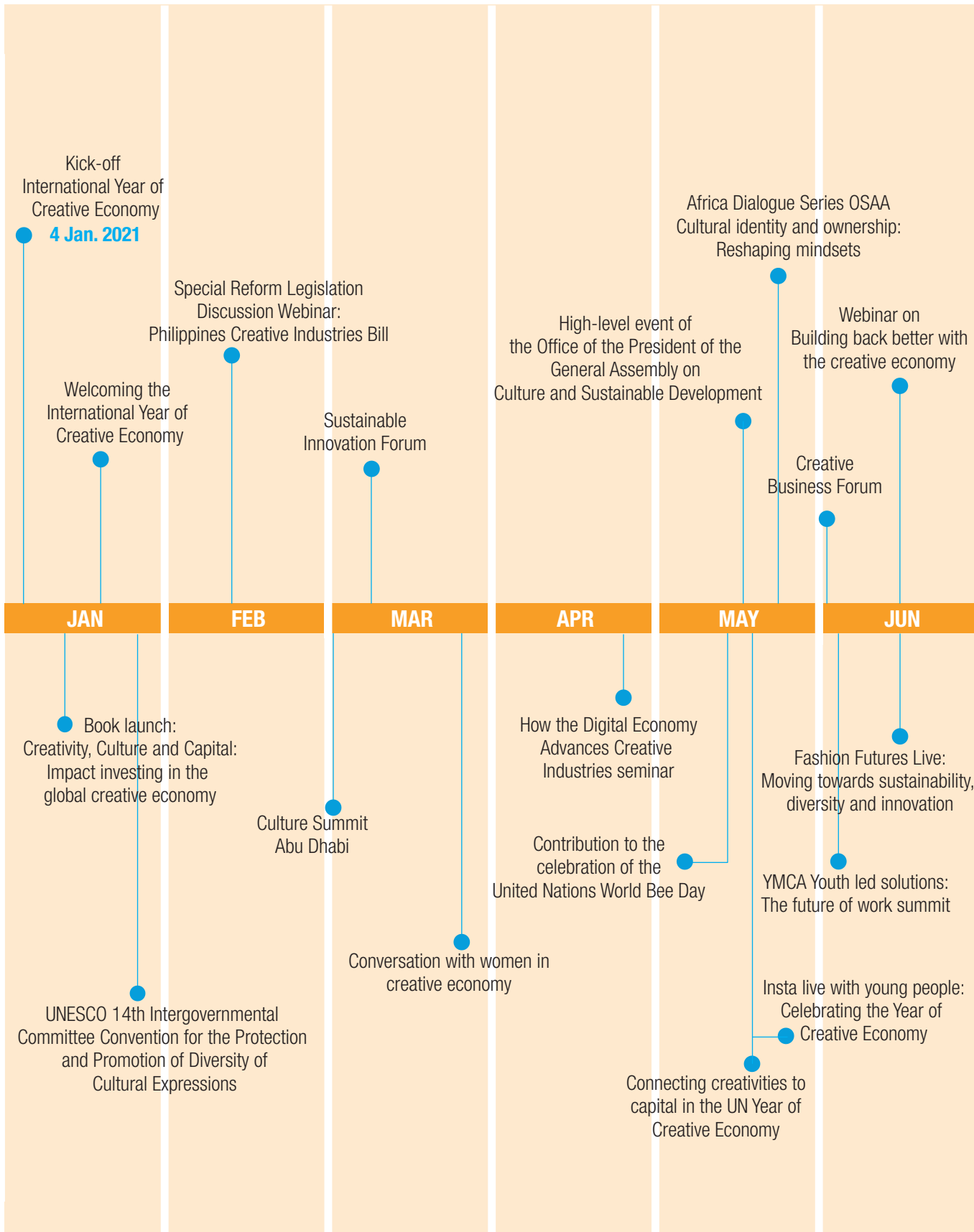
- leverage the opportunities offered by the 226 million young people in LDCs through productive capacity development in cultural and creative industries and services sectors;
- design and implement policies and measures supporting the outward and inward mobility of artists and cultural professionals from and to LDCs, including South-South mobility, as a key enabler for vibrant and dynamic cultural and creative industries; and
- protect and promote the status of artists and cultural professionals, and encourage artists’ inclusion in the digital ecosystem, including through appropriate intellectual property frameworks.

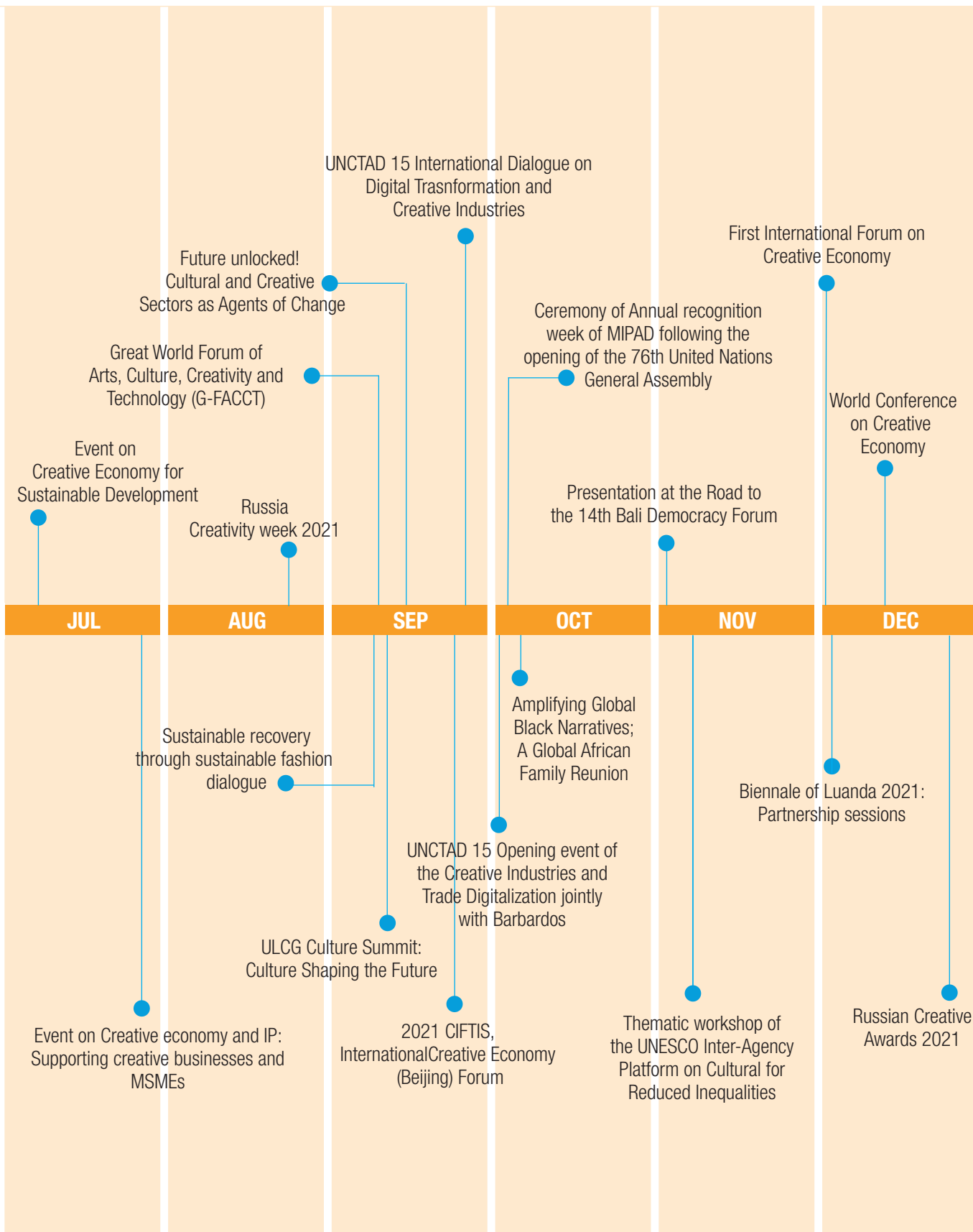
Efforts to promote dialogue and inclusion within the creative industries have already begun within LDCs. For example, the second edition of The Biennale of Luanda – “Pan-African Forum for the Culture of Peace”<sup>2</sup> was held in December 2021. This is a joint initiative of UNESCO, the African Union and the Government of Angola in partnership with UNCTAD. The initiative aims to promote the prevention of violence and the resolution of conflicts by encouraging cultural exchanges in Africa and dialogue between generations. As a space for reflection and dissemination of artistic works, ideas and best practices related to the culture of peace, it brings together representatives of governments, civil society, the artistic and scientific community, and international organizations.

*Source:* UNCTAD.

Timeline of UNCTAD events during the International Year of  
the creative economy

**Annex 1**













Notes de fin

<sup>1</sup> See <https://digitallibrary.un.org/record/3959499?ln=en>.

<sup>2</sup> See <https://unctad.org/meeting/biennale-luanda-angola>.