

The International Year of the **Creative Economy:**
**Creative Industries and civil participation for resilient,
inclusive, and sustainable COVID-19 recovery**

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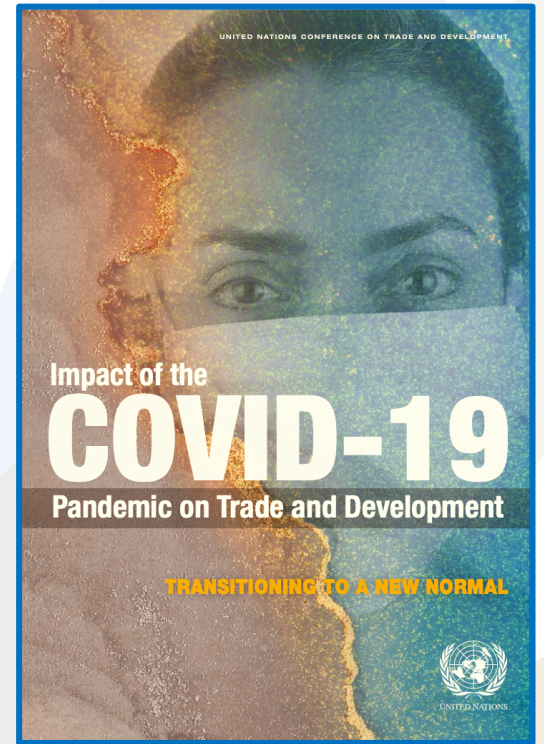


1. COVID-19

- Women and youth account for 50% of employment in tourism, services, MSMEs, and creative industries (CCIs) – the sectors suffering brunt of pandemic

Art and CCI industries

- Millions underemployed or unemployed, abrupt revenue drops, disrupted supply value chains – especially those who could not go online
 - Up to 60% revenue loss for creative entrepreneurs in Kenya & East Africa
 - Loss of 2.7million jobs and +\$150bn revenue in U.S between April-July 2020
- YET Cannot solve world's socio-economic, health, and environmental problems without creativity



Source: HEVA Fund, 2020;
Brooking Institution, 2020



2. 2021 – International UN Year of the Creative Economy (CE)

- **Definition CE:** “evolving concept based on creative assets potentially generating economic growth and development, embracing economic, cultural and social aspects with tech, tourism, and intellectual property objectives”
- **Creative industry:** Interlinkage of traditional subsectors with technology-intensive and services-oriented fields → arts and crafts, media, design...
- Formally employs 30 million people.

Majority women and youth

- employs more young people aged 15-29 than any other sector
- more women than men involved in cultural work



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Source: UNCTAD, 2021;
UNESCO, 2019



3. CE and Sustainable Development

Socio-economic

- CE has high localized impact: stimulate diversification, entrepreneurship, cultural diversity, and competitive advantage
- Often bases in social and solidarity economy (COOP etc.)
- Creative goods global value \$509bn in 2015
- Export trade growth ~7% (2002-2015)

SDGs

- Poverty reduction, climate mitigation, and gender equality, etc.

Can leverage digital transformation (e-Commerce and online platforms)

BUT must leave no-one offline:

Digital divide: → 3.4bn people unconnected



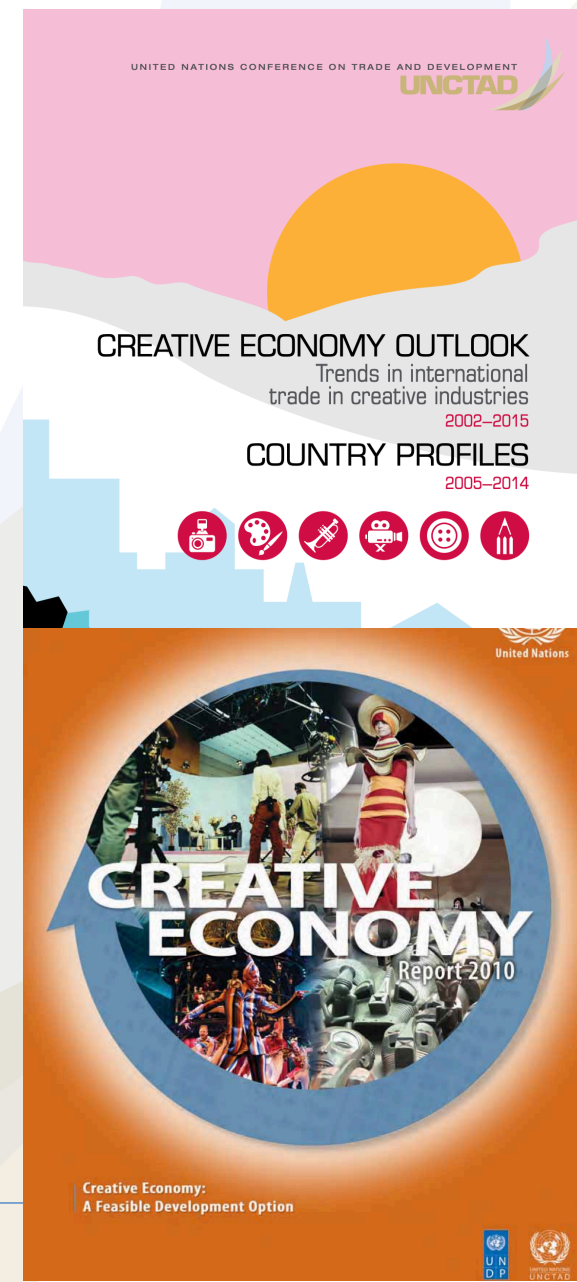
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- In LDC, **19% of populations have digital access** and Africa 28% of population
- In LDCs, 43% gender access gap

4. UNCTAD Creative Economy Program

- Helped shape global understanding of CE to promote development through creativity since 2004
- helps developing countries maximize gains from CE to generate inclusive employment, reduce poverty, and support SD
- **+ eTrade for Women Programme** targeting female entrepreneurs in the digital space of 7 regions of developing countries
- **Main coordinator of MSME Surge Project** of UN SER Framework for COVID-19 – to support member States revive MSME, ensuring decent work, protecting jobs, workers and productive assets



5. UN@75 and Civil engagement

- **UN@75: use ITC for global dialogue**, calling for action on inequalities, climate change, and solidarity – to understand CSO’s expectations on development community
- **By Sep 2020, +1million people** of all regions, ages, and social groups had taken part in the surveys and dialogues
- **Outcome:** overwhelming concern for climate crisis and **over 87%** respondents think **global cooperation is imperative** to deal with current and future challenges!

UN75
2020 AND BEYOND

Conclusion: We cannot afford to waste another crisis

We need:

- Include creative industries in dialogues and initiatives to solve global challenges and change the narrative
- Financing for Development and the 17 SDGS → GGND - 10% of world GDP to developing countries
- To support massive public funds and policies – particularly for women, youth, MSMEs, to leverage orange eco-innovations in local and emerging market
- **Register your activities in support of CE for Sustainable Development [HERE!](#)**



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15th Quadrennial Conference
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