

Cultural and creative industries component

Train for Trade II

EU-UNCTAD joint Programme for Angola



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Mapping the cultural and creative industries in Angola

Short course for Permanent Missions in Geneva
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Project background





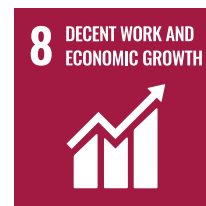
Cultural and creative industries component

Objective: to increase the economic potential of cultural and creative industries (CCIs) in Angola for employment, trade and development gains

The component directly contributed to the implementation of Program 1.7.2: “Promotion of Cultural and Creative Arts and Industries” of the National Development Plan of Angola 2018-2022

Contribution to United Nations Sustainable Development Goals

- Goal 8 - Decent work and economic growth
- Goal 9 - Industry, innovation, and infrastructure
- Goal 11 - sustainable cities and communities



Cultural and creative industries component

Pilot project that could be adapted to and replicated in other developing countries

Nearly **300** public and private sector creative economy stakeholders trained through **13** online and face-to-face workshops

Five reports produced

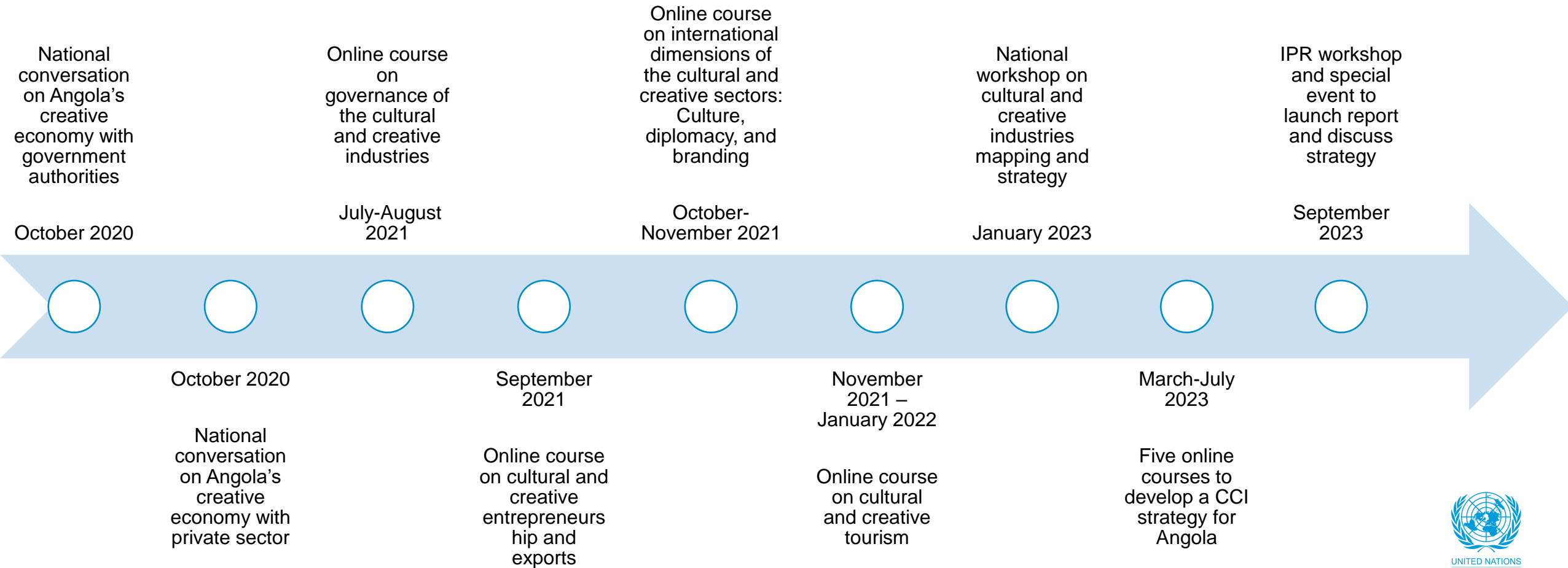
- Mapping the cultural and creative industries in Angola (report)
- Action plan
- Cultural and creative tourism (technical note)
- The international dimension of the CCIs in Angola: image, export, and investment (technical note)
- Towards a strategy on cultural and creative industries for Angola (meeting summary)

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Context

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- Contemporary history of Angola: colonialism, conflict, and **commodity dependence**
- There is an opportunity to stimulate the cultural and creative industries (CCIs), and innovation ecosystems more broadly, as a route to **economic diversification** and development
- Economic diversification will help Angola better manage economic fluctuations attached to the price of oil
- The mapping report assesses the **economic potential of the CCIs** in Angola for job creation and trade and creates the context for a wider conversation

Economic contribution

Angola's CCIs

- Angola is a nation **rich in diverse cultural and creative expressions**. Creative economy production centres on music, literature, audiovisual production, performing arts, festivals and crafts, but could be expanded.
- The Angolan **diaspora plays a critical ambassadorial role** in showcasing Angola's culture, arts, and creations to other countries.
- Angola's **young population presents enormous potential** for cultural and creative production, including gaming and streaming.
- A new generation of **creative entrepreneurs is developing industry, commercial, and consumer innovations** for both Angola and within the Portuguese-speaking world.
- With language connections and shared consumer markets, Angola's **cultural and creative products can reach and grow in international markets without significant adaptation**.
- Even within its commodity-dependency, there is **significant room to leverage the trade and export potential** of the CCIs, especially with **Portuguese-speaking trade partners**.

Taxonomy and measurement

- The establishment of a **taxonomy** for the CCIs in Angola is critical because it will enable the **measurement** of the full economic weight of CCIs, employment and trade in creative goods and services.
 - Data on CCIs' contribution to Angola's gross domestic product: not available
 - Data on employment in CCIs: not available
- The lack of a **shared database between key government stakeholders** is a major challenge impacting economic legitimacy of the sector.

Socio-economic contribution of CCIs

Available quantitative and qualitative information

- Contribution to GDP or GVA: not available
- Contribution to employment: not available
- Turnover of enterprises by industry: available
- Total number of firms by industry: available
- Exports and imports of creative goods: available
- Exports and imports of creative services: aggregate data
- Public budget and spending: available
- Access to electricity and the Internet: available
- Students involved in CCIs-related tertiary education: available
- Innovation indicators: available
- UNCTAD CCI stakeholder survey

Challenges

Main challenges

Economic	Policy and legal	Structural	Financial
Inability to decrease commodity dependence on oil exports and exposure to global oil price volatility.	Policy centralization at ministerial level coupled with lack of participation of private sector and civil society in public policies consultation and planning.	Low levels of Internet access among young population due to high costs.	Lack of access to credit, microfinance, or funding to start a financially sustainable business.
Underestimation of macroeconomic potential of CCIs by government and public.	Inefficient patronage, copyright, and intellectual property rights legislation and regulation .	Lack of international creative tourism due to shortage of professional tourism services and accompanying degradation or lack of maintenance of cultural infrastructure.	Sector does not consider CCI businesses for credit, and when they do, bureaucracy needs to be simplified.
Lack of a definition and classification for CCIs in Angola and a data collection strategy.	Absence of efficient tax system and incentive policies for CCI professionals.	Lack of technical, entrepreneurial, and management skills in sector.	Requirements for credit for cultural and creative activities are challenging.
High degree of informality of CCIs makes it more difficult to estimate their economic weight.			
Low level of public investment in the CCIs at national and provincial levels.			

The role of policy

Areas for a CCI-led journey toward diversification

- Currently, there is a **lack of strong policy coherence** in Angola regarding the CCIs.
- But there is already an understanding in Angola that the **CCIs provide a feasible route to economic diversification**.
- On that path there are **six policy areas to consider** for developing Angola's cultural and creative industries:
 1. Public policy and governance
 2. Measurement
 3. Empowerment
 4. Finance, innovation and technology
 5. Promotion
 6. Trade

Key policy areas

1. **Public policy and governance:** Angola's CCI policy is fragmented across ministries. There's a need for a more cohesive and coordinated governance structure.
2. **Measurement:** A sufficient national definition of and classification for the CCIs is missing, and so data is scattered and cannot be compared locally and globally. Improved data collection, measurement and statistics is a must to support the CCIs and to unlock their promise.
3. **Empowerment:** There is significant scope to empower the creative workers and artists in Angola across several dimensions: from digital and physical infrastructure to training, education, continuous learning, and ecosystem development.
4. **Finance, innovation and technology:** The CCIs require more thoughtful finance and funding that is conscious of the sectoral challenges and adaptable to real CCI needs, given earning fluctuations.
5. **Promotion:** Angola's cultural and creative products lack a strong, saleable brand and image nationally and globally. Brand and communication campaigns could highlight the sector's importance and role in everything from job creation to social cohesion and cultural diplomacy.
6. **Trade:** Angola should diversify its trading partners. The CCIs can play a key role in strengthening trade and cooperation relationships. A significant opportunity lies with other Portuguese speaking countries and African regional cooperation.

Towards a strategy

Towards a cultural and creative industries strategy for Angola

- Objectives:
 - Define a framework for all Angolan CCI stakeholders to maximize the potential of the creative and cultural industries.
 - Send a strong message to stakeholders about the importance of Angolan ICCs.
 - Increase the visibility of Angolan ICCs abroad.
- Key elements:
 - **Vision** for Angola's CCIs that all stakeholders share
 - **Guiding principles** include shared beliefs, values and behaviors among stakeholders
 - **Background on CCIs**
 - **Stakeholder analysis**
 - **Objectives** that provide solutions to problems
 - **Actions** needed to produce solutions
 - **Results** express what is expected to be achieved
 - **Implementation** strategy

Draft CCI strategy outline

1. Objective of the strategy

- Promote the production, distribution and consumption of goods and services offered by Angola's cultural and creative industries, recognizing them as a strategic component for the country's development.

2. Main stakeholders

- Public stakeholders: relevant ministries, agencies, departments, public enterprises, public education institutions, public cultural centers, etc.
- Private stakeholders: CCI workers, entrepreneurs and enterprises, financial institutions, private education institutions, private cultural centers, consumers, etc.
- Civil society: civil society organizations, etc.
- International stakeholders: international organizations, development banks, development agencies and partners, embassies, tourists, etc.

3. Aspirations

- Increase by 50 per cent the volume of exports of Angolan creative products.
- Build the “Angola Criativa” brand and make it a reference on the African continent.
- Position Angola's digital infrastructure among the three best infrastructures on the African continent.

Draft CCI strategy outline (continued)

4. Key areas where stakeholders can take action

- a. Coordination and management
- b. Taxonomy
- c. Legislation
- d. Intellectual property
- e. Statistics
- f. Data collection
- g. Education and training
- h. Partnerships
- i. Physical infrastructure
- j. Digital infrastructure
- k. Financing
- l. Routes to revenues
- m. Brand and image
- n. Cultural and creative diplomacy

Thank you!

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