



COURSE ON KEY ISSUES ON THE INTERNATIONAL ECONOMIC AGENDA

Short courses for Permanent Missions in Geneva
Organised by the Division on Technology and Logistics-Technology, Innovation and
Knowledge Development Branch

Policy Capacity Building Section / P166 courses

Unlocking the potential of the creative economy for resilience and sustainable development

Friday, 24 November 2023

Delivered by the Division on International Trade and Commodities
and the Division on Technology and Logistics

UNCTAD

PROGRAMME

Geneva, Palais des Nations		Room XXII
10:00 - 10:15	<p>Welcome address, Dr. Shamika N. Sirimanne, Director, the Division on Technology and Logistics, UNCTAD.</p> <p>Short course will be moderated by Mr. Angel Gonzalez, Head, Technology, Innovation and Knowledge Development Branch, UNCTAD.</p>	
10:15 - 11:15	<p>Session 1 – UNCTAD’s Creative Economy Programme and intergovernmental processes</p> <p>The first session will provide an overview of the creative economy and its rapid growth as a sector with the potential to create job opportunities, increase revenues, and contribute to the well-being of society. It will pay special attention to the linkages to the 2030 Agenda for Sustainable Development, the Sustainable Development Goals (SDGs), and its role in the post-COVID-19 pandemic recovery and response to multiple crises. The session will present UNCTAD’s Creative Economy Programme and update delegates about the main intergovernmental processes on the creative economy, such as at the General Assembly, G20 Culture Working Group, World Conference on the Creative Economy, etc.</p> <p>Presented by Ms. Marisa Henderson, Chief, Trade and Creative Economy Section, Division on International Trade and Commodities, UNCTAD</p> <p>Q&A</p>	
11:15 - 11:45	<p>Session 2 – UNCTAD Survey on the Creative Economy</p> <p>The second session will present the ongoing UNCTAD Survey on the Creative Economy to delegates. The session will highlight the last survey’s results and go through the questions. The current survey will feed into the Creative Economy Report 2024.</p> <p>Presented by Mr. Vincent Valentine, Economic Affairs Officer, Trade and Creative Economy Section, Division on International Trade and Commodities, UNCTAD</p> <p>Q&A</p>	
11:45 – 13:00	<p>Session 3 – Measurement and technical assistance</p> <p>The second session will provide a technical overview of definitional issues and how to measure the economic contribution of the creative economy, including trends in the international trade of creative goods and services. The sessions will present the Creative Economy Component of the EU-UNCTAD joint programme for Angola: Train for Trade II and the recent report Mapping the cultural and creative industries in Angola.</p>	

	<p>Following the course, delegates will have a comprehensive understanding of the creative economy and how it contributes to and promotes sustainable development.</p> <p>Presented by Ms. Katalin Bokor, Economic Affairs Officer, Trade and Creative Economy Section, Division on International Trade and Commodities, UNCTAD</p> <p>Q&A</p>
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The creative economy is a rapidly growing sector that has the potential to create jobs, income, and export revenues, foster innovation and entrepreneurship, and contribute to the overall well-being of society. UNCTAD's short course provides a comprehensive overview of the creative economy. It explores its linkages to the 2030 Agenda for Sustainable Development, the Sustainable Development Goals (SDGs), and its role in the post-COVID-19 pandemic recovery. The course is designed to give delegates a thorough understanding of what constitutes the creative economy, its measurement, its contribution to sustainable development, and how policy and institutional frameworks can support its growth.

The course will cover UNCTAD's mandate and work on the creative economy, trends in the trade of creative goods and services, and the challenges and opportunities facing the creative economy amid the increasing digitalization of the sector. By the end of the course, delegates will have gained a comprehensive understanding of the creative economy, including its potential to contribute to sustainable development and policies that promote its development.