

Creative Economy Outlook 2022

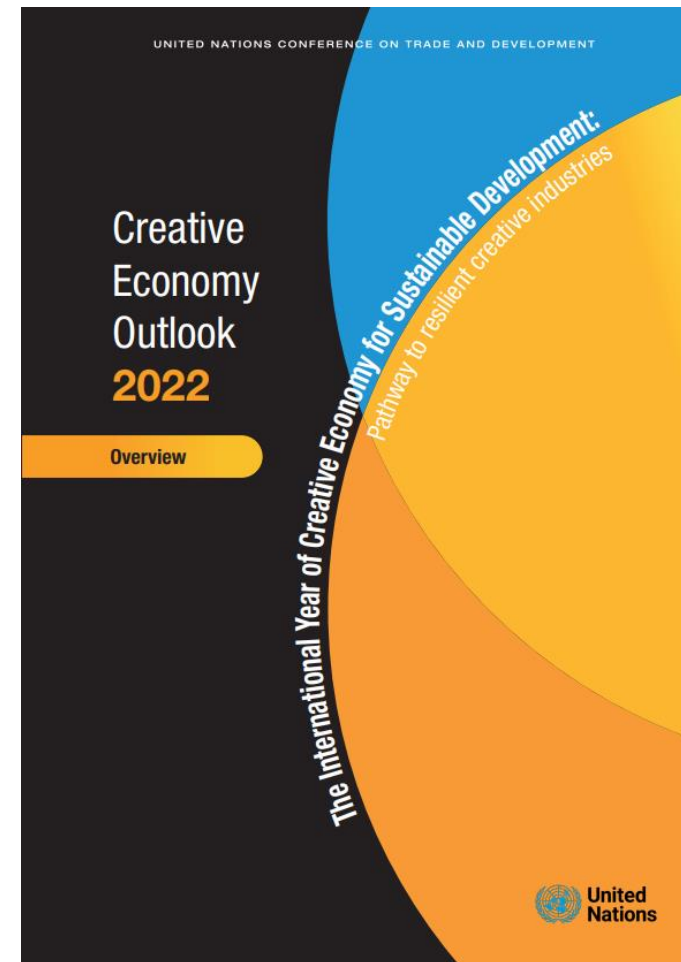
A biennial publication

Vincent F. VALENTINE
Trading Systems, Services and Creative Economy Branch
Division on International Trade and Commodities (DITC)
UNCTAD



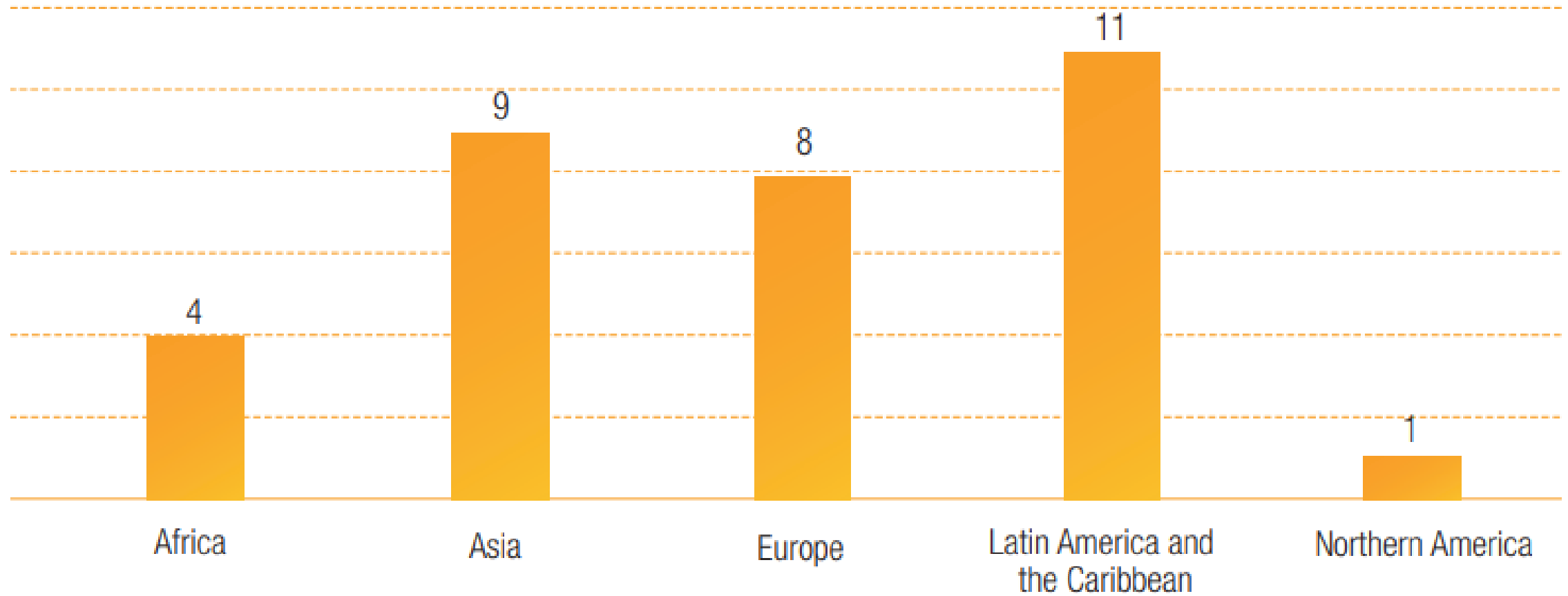
In 2021, in the context of the implementation of **General Assembly resolution 74/198** on the International Year of Creative Economy, UNCTAD conducted an [online survey on the creative economy and creative industries](#).

The responses from 33 countries provide insights on how the creative economy has become a sector of growing social, political, and economic significance at the national level.



Regional distribution of the participants in the UNCTAD survey

(Number of countries)



Institutional arrangement

1. Does your country have a government **ministry** and/or national **agency** with overall responsibility for the cultural and creative industries?
2. Which **department(s)/institution(s)** deal with matters concerning specific cultural and creative industries?



Answers: Institutional arrangement

Almost all countries that responded to the survey (28 out of 33) have at least **one entity** in charge of the creative economy and creative industries. But in most countries, several agencies have shared the responsibility of the sector.

Ten countries have dedicated ministries of culture.

Most countries **split duties** for the creative industries across multiple ministries and agencies, such as ministries of culture, sports, heritage, tourism, youth, trade, foreign affairs, intellectual property, telecommunications and innovation, and education.

No two countries are alike in their institutional arrangements.

National strategy

3. Which surveys, studies or **assessments** that evaluate the contribution of the creative economy/ industries to the economy of your country have been carried out recently?
4. What **national plan/strategy** does your country have to promote/support the creative economy/ industries?
5. Which creative economy **sectors/industries** have been identified as **priorities** in terms of their international trade potential?
6. What specific **policy measures** have been introduced to promote/support the creative economy/ industries



Panama

In 2009, cultural and creative industries contributed

6.4%

of the GDP and represented

3.2%

of the employed population.

In 2011, copyright-based industries contributed to

4.3%

of the GDP and employed over

29,000

persons, or

5%

of total workforce.

Trinidad and Tobago

Paraguay

In 2010, the cultural sector contributed to

3.9%

of the GDP.

Poland

In 2016, there were

100,500

enterprises in the cultural and creative industries.

They employed over

226,000

people.

In 2018, creative industries contributed to

6.3%

of gross value added.

Peru

In 2015, cultural sector made up

1%

of the GDP.

Audio-visual and radio:

41.3%

Visual and plastic arts:

27.9%

Books and publications:

23.7%

Answers: Measuring the creative economy:

Some countries have carried out mapping exercises and specialized surveys to identify firms and actors in certain creative industries and estimate their economic contribution.

Answers: National strategy

Most respondent countries established a specific strategy or national plan to support and develop creative industries.

National strategies and plans for creative industries

Country	National plan or strategy for creative industries	Year effective
Central African Republic	National Cultural Policy Document	2005
Latvia	Sustainable Development Strategy 2030	2010
Cambodia	National Policy for Culture	2014
Honduras	National Strategy to Revitalize the Tourism and Culture Industry	2014
Trinidad and Tobago	Strategic Plan for the Fashion Industry	2015
Georgia	Cultural Strategy 2025	2016
Mongolia	National Program on Cultural Production	2016
Russian Federation	Russian Cultural Policy Strategy to 2030	2016

Answers: United Arab Emirates:

The Ministry of Culture and Youth launched the **10-year Cultural and Creative Industries Strategy** to develop the sector and increase its size and activity.

The strategy aims to put the country on the cultural and creativity map and enhance global competitiveness.

The strategy positions the **creative economy among the top ten economic sectors in the country** to contribute to **5 per cent of the GDP**.



Measures to tackle the COVID-19 crisis

7. What COVID-19 **emergency policy measures** have been introduced to promote/support the creative economy/industries?
8. What **survey/studies** have been undertaken to assess the impact of COVID-19 on the creative economy/sectors/industries in your country



Answers: Measures to tackle the COVID-19 crisis



Example(s) of COVID-19 policy measures targeting the creative economy

Azerbaijan

Tax benefits and vacations to businesses in creative industries (January 2020)

Plan to provide financial support of 6 million manat (US\$ 3.5 million) to production entities using national traditions and material heritage (December 2020)

Example(s) of COVID-19 policy measures targeting the creative economy

Cambodia

Help for small and medium-sized enterprises and general workers in the film industry (2020)

Tax exemptions for hotels and guesthouses

E-learning and e-library development

Suspension of National Social Security Fund payments for enterprises in the garment industry



Participation in the 2021 International Year of Creative Economy

9. What [events/initiatives](#) in support of 2021 International Year of Creative Economy did your country plan



Answers: Participation in the 2021 International Year of Creative Economy

Indonesia

At the [international level](#), organized the Association of Southeast Asian Nations (ASEAN) Creative Economy Business Forum (ACEBF).

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 hosted the World Conference on Creative Economy (WCCE) in Bali in October 2022, with the theme of “Inclusively Creative: A Global Recovery”.



How to complete the UNCTAD Creative Economy Survey 2023

Some examples to help you complete the survey

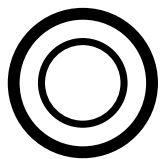
Online survey here: <https://forms.office.com/e/nacCaazwP8>



Survey QR code

The survey focuses upon **6** key areas:

- 1 Government oversight**
- 2 Economic impact assessment**
- 3 National strategy**
- 4 Sustainability initiatives and government support**
- 5 Digitalization and AI policies**
- 6 Export promotion**



Please give us the name of the country on behalf of which you fill out the survey. *

Enter your answer

My Country

Kindly provide us with the name, email address and organization of the focal point whom we may contact for clarifications (optional).

Enter your answer

Any email address

1

Government oversight: Is there a designated government ministry or agency responsible for overseeing and supporting your country's cultural and creative industries? *

Yes, please specify

No

Please list all designated ministries or agencies (if there are several) responsible for overseeing and supporting your country's cultural and creative industries. *

Ministry of Culture
Centre for Creativity (supportive environment for CCSs)
CED Slovenia (Creative Europe Desk Slovenia)

Economic impact assessment: Has there been any assessment or study conducted to measure the economic contribution of the creative economy in your country (i.e., contribution to gross domestic product, international trade, employment, survey among firms or creative workers)? If so, please provide details or references. *

Yes, please specify

No

Please provide details or references to any assessment or study conducted recently to measure the economic contribution of the creative economy in your country. *

EL ESTUDIO SE PUEDE ENCONTRAR EN EL SGTE LINK: <https://www.indecopi.gob.pe/pesipro-derechos-de-autor>

National strategy: Does your country have a national strategy or plan that outlines objectives and measures to support and develop the creative economy? If available, please provide an overview or a link to the strategy. *

- Yes, please specify
- No

Please provide an overview or a link to the national strategy or plan on the creative economy.

*

<https://cdn.www.gob.pe/uploads/document/file/4390329/Industrias%20culturales%20y%20creativas%3A%20situaci%C3%B3n%20y%20perspectivas.pdf>

<https://transparencia.cultura.gob.pe/sites/default/files/transparencia/2022/03/resoluciones-ministeriales/rm086-2022-dm-mc-anexo.pdf>

https://cdn.www.gob.pe/uploads/document/file/1025961/PNC_VERSI%C3%93N_FINAL_2.pdf?v=1595329988

Sustainability initiatives and government support: Does your government support or promote sustainable business practices within the creative economy? Please provide details of any policies, incentives, or programs that foster sustainability in this sector (initiatives that promote reduced environmental impact, use of renewable energy, inclusiveness, fair employment practices, etc., in the creative economy). *

Yes, please specify

No

Please provide details (name of the policy/incentive/program, year, link) of any policies, incentives, or programs that foster sustainability in this sector (initiatives that promote reduced environmental impact, use of renewable energy, inclusiveness, fair employment practices, etc., in the creative economy). *

<https://cdn.www.gob.pe/uploads/document/file/4390329/Industrias%20culturales%20y%20creativas%3A%20situaci%C3%B3n%20y%20perspectivas.pdf>

Economic impact assessment: Has there been any assessment or study conducted to measure the economic contribution of the creative economy in your country (i.e., contribution to gross domestic product, international trade, employment, survey among firms or creative workers)? If so, please provide details or references. *

Yes, please specify

No

Please provide details or references to any assessment or study conducted recently to measure the economic contribution of the creative economy in your country. *

Philippine Creative Economy Satellite Accounts
<https://psa.gov.ph/statistics/creative-economy>

Export promotion: Have your government identified a specific creative industry (industries) for export promotion due to its (their) export potential and competitive advantage? Are these industries receiving or will receive (financial or technical) policy support (export promotion)? *

Yes, please specify

No

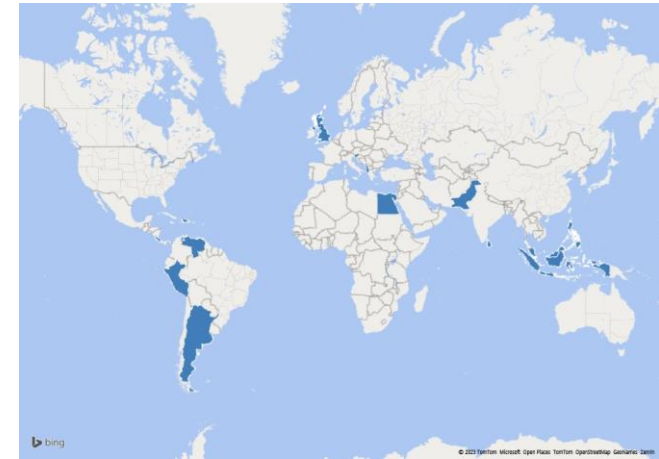
Please specify name of the priority industry (industries) for export promotion and the name of the export promotion initiative(s), year, link. *

IT exports are boosted and monitored through the Pakistan Software Export Board <https://pseb.org.pk> and in the same way, Textile and other exportable industries are promoted and facilitated through the Trade Development Authority of Pakistan, which is a department within the Ministry of Commerce and Textile Industry of the Government of Pakistan. <https://tdap.gov.pk/>



Survey QR code

WE NEED YOU!



Survey respondents 2023

Thank you!

