

CONCEPT NOTE

**“INTERNATIONAL YEAR OF CREATIVE ECONOMY
FOR SUSTAINABLE DEVELOPMENT, 2021”**

Creative Economy and Sustainable Development

Creative economy is one of the most dynamic and fast-growing sectors that can provide significant contribution to achieving sustainable development. Some of the sectors in creative economy include film, music and sound recording, television and radio, visual arts and design, architecture, publishing, performing arts, programming and computer game, photography, museums, and galleries.

Creative economy has proven not only to generate income, create jobs and export earnings,¹ but also encourages creativity and innovation in the attaining inclusive, equitable, and sustainable growth and development.²

The United Nations Conference on Sustainable Development, entitled “The Future We Want”, through the General Assembly in its resolution 66/288 of 27 July 2012 highlights that in the context of sustainable development and poverty eradication should, among others, promote sustained and inclusive economic growth, foster innovation and provide opportunities, benefits and empowerment for all and respect of all human rights.

The 2030 Agenda for Sustainable Development recognizes cultural diversity and cultures contribution as featured in preamble paragraphs 8 and 36, and in Sustainable Development Goals and targets related to, among others, quality education (SDG 4.7), gender (SDG 5), economic growth, employment and decent work (SDG 8), reducing inequalities (SDG 10), sustainable cities and settlement (SDG 11.4) and sustainable consumption and production (12.a and 12.b).

¹ Creative Economy Report 2008 – The Challenge of Assessing the Creative Economy: Towards Informed Policy- Making (UNCTAD and UNDP, 2008); Creative Economy Report 2010 – Creative Economy: A Feasible Development Option (UNDP and UNCTAD, 2010); Creative Economy Outlook and Country Profiles: Trends in International Trade in Creative Industries (UNDP, 2015); Re-Shaping Cultural Policies: Advancing Creativity for Development (UNESCO, 2017).

² Creative Economy Report 2013 – Special Edition: Widening Local Development Pathway (UNESCO and UNDP, 2013).

During and after the 2008 global economy crisis, creative economy remained vibrant, resilient and, in some cases, continued growth.³ Creative economy is a viable option to diversify the economy particularly for resource dependent economy or economies relying on limited products. Creative goods and services rely less on exploitation of natural resources, but depend more on skills, talents and creative minds that transcend race, sex, language, religion and political background.

The strength of creative economy is not only found in its innovative nature but also in its inclusiveness feature. Many innovations are developed at sub-national level and creating enabling environment for creative economy could harness the potential of rural and disadvantage areas, generate jobs for creative youth, women, local communities, and promote social inclusion.

Objective of the International Year of Creative Economy for Sustainable Development, 2021

Creative economy is a driver and enabler for socio-economic development for many developed and developing countries and there is a need to harness these socio-economic potentials of creativity and innovation.

The multidisciplinary nature of creative economy, such as economic, social, cultural, technology, and environment spheres, requires better coordination and cooperation at all levels.

The International Year of Creative Economy for Sustainable Development, 2021 intends to:

- Raise awareness of the significance of creative economy in promoting inclusive and sustainable development at all levels. ^[1]_[SEP]
- Encourage governments, United Nations system, international and regional organization, and civil society, including private sector, non-governmental organization, academics and individuals to enhance initiatives and cooperation in creative economy at all levels. ^[1]_[SEP]
- Encourage discussions to create enabling environment and tackle the challenges of creative economy. ^[1]_[SEP]

³ Creative Economy Outlook – Trends in International Trade in Creative Industries, 2002-2015 Country Profiles 2005-2014 (UNCTAD, 2018).

- Enhance investment into production of and trade in creative and knowledge-based sectors in support of inclusive and sustained development. [SEP]
- Support individuals, Micro, Small and Medium Enterprises (MSMEs), youth, women and local communities in creative economy. [SEP]

Budget and Implementation [SEP]

All costs are covered by voluntary contributions. [SEP]

Creative economy has been discussed among different platforms including in UNCTAD, UNESCO, UNDP, ILO, and UNOSSC. The agency responsible for the facilitation of the observance is the UNCTAD. An inter-agency group consisting of UNCTAD, UNESCO, UNDP, ILO, UNOSSC and other UN entities could be established to work together and support the implementation of the International Year of Creative Economy for Sustainable Development, 2021.

-o0o-