

So What Can the Convention on Cultural Diversity do for Cultural Industries in the South? Caribbean-EU Initiatives

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Creative/Cultural Industries

- "Creative industries" include the recording industry; music and theatre production; the motion picture industry; animation; music/magazine publishing; book, journal and newspaper publishing; the computer software & games industry; photography; commercial art; and the radio, television and cable broadcasting industries; Internet audiovisual.

Global Market for Cultural Goods & Services

- Price Waterhouse Coopers estimated global market value of creative industries at US\$1.3 trillion in 2005 (from \$831 billion in 2000):
 - **North America** - 43.5% (USA- \$523 bill; Canada - \$23 bill)
 - **Europe, Mid East, Africa** - \$450 bill
 - **Asia** - \$229 bill
 - **LAC** - \$32 bill
- Globally, creative industries forecast to grow by 10 % annually over next decade.

Value of Trade in creative goods & services

- UNCTAD - World exports of creative goods & services reached \$424 billion in 2005 or 3.4% of global trade. (Creative Economy Report 2008). Trade in creative G & S grew by 8.7 % over 2000-5.
- EC - in 2003 turnover of creative industries in Europe was €654 billion - employed 5.6 million people
- **United Kingdom** - in 2004 - 8% of gross value added, employed 1.8 million people, accounted for £11.6 billion in exports or 4% of all goods & services exported by UK.
- **USA** - 2003 - 6% of GDP; employing 4.7 million people; exports of copy-right based industries amounted to \$89 billion according to IIPA report
- Statistics **Canada** - the value of cultural services trade exports increased by 81%, from \$1.45 billion in 1996 to over \$2.63 billion in 2002.

Jamaican movie/dance



Culture icon



Export cultural expressions



Rihanna - Barbados

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Country??

- Zeca pagodinho - singer
- Juliana Paes, Sonia Braga - movies
- Rodrigo Santoro - movies
- Carlinhos de Jesus - dance
- Fundo de quintal - samba

Motion Picture Industry

- 2006 - US Box Office receipts - \$9.5 bn (607 films); 2001 - \$8.41 bn
- 2006 - global box office sales \$25.8 bn; 2001 - \$16.96 bn
- Average cost for a MPA film was \$103 mn.
- Average cost of Nigerian film (on video) - \$25,000

Developing countries

- Despite rich, diverse creativity and talent developing countries are marginal players in commercialization of and trade in cultural products and services.
- Artists are “discovered” in developing world and branded and marketed in OECD - Rihanna model

Challenges

- Disconnect between the South where an incredible pool of talent and cultural expression exists and control over the marketing & distribution infrastructure for cultural products and services
- Relatively poor countries have very creative people (music & entertainment) - Brazil, Cuba, Haiti, Jamaica
- But concentration in global music industry
- Concentration in global film and media
- How to ensure that benefits accrue to societies from which artists emerge?

Necessary Policy Responses by Developing Countries

1. Cultural policy framework to Recognize & Promote cultural industries as an economic sector
2. Incentives - tax and others to support CI
3. Ensure they get efficient platforms - ICT
4. Govts need to invest in infrastructure & training
5. Reduce input costs to cultural industries - tariffs
6. Ensure cultural service suppliers get proper market access in developed countries
7. Export, not only protect cultural expressions

UNESCO Article 13

Parties shall endeavour to integrate culture in their development policies at all levels for the creation of conditions conducive to sustainable development, and within this framework, foster aspects relating to the protection and promotion of the diversity of cultural expressions.

Art. 14 - Cooperation for Devpt

- a) Strengthen cultural industries
- b) Capacity building - information & expertise, training, etc.
- c) Technology transfer - incentives
- d) Financial support - International Fund for Cultural Diversity; ODA; loans, grants, etc.

Art 15 - Collaborative arrangements

- Development of partnerships - public & private sector, NGOs - to cooperate with developing countries to protect & promote diversity of cultural expressions

Art 16 - Preferential treatment for developing countries

- Developed countries shall facilitate cultural exchanges with developing countries by granting, through the appropriate institutional & legal frameworks, preferential treatment to artists, & other cultural professionals & practitioners, as well as cultural goods & services from developing countries.

Cariforum-EC Economic Partnership Agreement (EPA)

1. Market access for Entertainment services - temporary entry for up to 6 months for individuals; also can invest in EU
2. Protocol (III) on Cultural Cooperation - between the EU & 15 Cariforum states

CPC 9619 - Entertainment services (other than audio-visual)

- 96191 Theatrical producer, singer group, band and orchestra entertainment services
- 96192 Services provided by authors, composers, sculptors, entertainers & other artists
- 96193 Ancillary theatrical services n.e.c.
- 96194 Circus, amusement park and similar attraction services
- 96195 Ballroom, discotheque and dance instructor services
- 96199 Other entertainment services n.e.c.

Other market access

- Chef de cuisine services
- Fashion model services

Protocol on Cultural Cooperation

- Covers “artists and other cultural professionals and practitioners”
- Framed in the spirit of UNESCO Convention objectives
- Art 2 - Cultural exchanges & dialogue
- Art 3 - Grants temporary access of artists, actors, poets, composers, entertainers, authors, technicians & other cultural professionals & practitioners - up to 90 days in year. Also Training
- Art 4 - Technical assistance for development of cultural industries; cooperation between private companies, NGOs, public-private partnerships

Cultural Protocol

- Art 5 - Audiovisual - provides for co-productions between CF & EU creators to qualify as domestic content. Generous formula of 80-20 % of production budget
- Art 6 - Temporary import of equipment for filming
- Art 7 - Performing arts
- Art 8 - Publications
- Art 9 - Protection of sites & historic monuments

European Funding

- Significant increase in new cycle to €165 mill for ACP Culture Fund (
- Funding from EC & some member states
- Benefit from participation in festivals and artistic events in EU

Thank You

