



Praia Declaration

A multi-sector approach to promoting youth employment within Africa's creative economy

Preamble

1. The global challenge of achieving prosperity with sustainability has become even more critical in Africa, with its 70% of youth population and high levels of unemployment. Meeting in Praia, Cabo Verde, from 28 to 30 of November 2013, Ministers and heads of delegations from Angola, Burkina Faso, Cabo Verde, Cote d'Ivoire, Ghana, Nigeria, Sao Tome et Principe and Senegal exchanged and discussed with young cultural entrepreneurs and experts on the urgency for a paradigm shift;
2. **Recalling** the African Youth Charter (2006) and the African youth Decade (2009-2018) plan of action, and recognizing the charter as a legal framework guiding and supporting policies, programs and activities for youth in Africa and the first legal instrument of this kind adopted a continental scale that highlights the rights and responsibilities of young Africans and that provides an institutional role to their participation in national, regional and continental platforms;
3. **Recalling** the Charter for African Cultural Renaissance (2006), which focuses on the promotion of freedom of expression and cultural democracy, the integration of cultural objectives in development strategies, while encouraging international cultural cooperation, and developing all the dynamic values of African cultural heritage;
4. **Recalling** the Resolution of the 17th Summit of the African Union, held in Malabo, Equatorial Guinea, from 23 June to 1 July 2011 under the Theme “Accelerating Youth Empowerment for Sustainable Development” notably that “all Member States should advance the youth agenda and adopt policies and mechanisms towards the creation of safe, decent and competitive employment opportunities by accelerating the implementation of the Youth Decade Plan of Action (2009-2018) and the Ouagadougou 2004 Plan of Action on Employment Promotion and Poverty Alleviation”, and commit to reduce “Youth and Women unemployment by at least two percent annually over the next five years”;
5. **Recalling** Resolution and conclusions of the 101st Session of the International Labour Conference, Geneva 2012, which found "the magnitude and characteristics of the crisis of youth employment , exacerbated in many countries by the economic and financial crisis world "and hence should " adopt a multidimensional approach, including policies to stimulate job-rich growth and the creation of decent jobs through macroeconomic policies, employability , active labor market policies , entrepreneurship and youth rights, to address the social consequences of the crisis while maintaining fiscal and financial stability ";

6. **Recalling** the resolutions of the General Assembly of the United Nations on Culture and Development, notably 65/166 (2010), which explicitly emphasizes the role of culture in sustainable development and the achievement of national and international development goals, including the MDGs and 66/208 (2011) which reaffirms that culture is both an important factor of social integration and for the fight against poverty, which ensures economic growth and ownership of development;
7. **Recalling** the «Creative Economy Report 2013 » of the United Nations published by UNESCO and UNDP which underscores how creative economy in the last decade is enhancing livelihoods at the local level in developing countries while recommending further investments in creativity, innovation and sustainable creative enterprise development across the value chain;
8. **Recalling** also the normative instruments adopted at the international level such as the Universal Declaration of Cultural Diversity of 2001 and the UNESCO's Cultural Conventions which are intended to safeguard and nurture aspects of culture and creativity, from tangible and intangible heritage, to the diversity of cultural expressions and creative industries;
9. **Taking into consideration** the recommendations of the 8th UNESCO Youth forum advocating for capacity building for the transition to adulthood in line with the objectives of the UNESCO Operational Strategy on Youth 2014-2021;
10. **Recalling** that by 2014, African workforce will be close to one billion, that African youth population is growing exponentially and that one of the main challenges in Africa is employability of the 7 to 10 million youth joining the job market every year, and;
11. **Aware** that a large proportion of young people have skills and know-how different from the labor market needs and that often young women have less opportunities to acquire such skills;
12. **Considering** that the convergence between culture, creativity and new technologies, induces a dynamic capable of engendering new economic processes at the heart of the economy;
13. **Considering** that, creative economy could serve as an engine for inclusive growth, because based on immaterial capital and assets, it is not only one of the most rapidly growing sectors of the world economy, but also a highly transformative one in terms of income generation, job creation and export earnings while at the same time fostering social inclusion, cultural diversity and human development;
14. **Recognizing** that education systems are not sufficiently informed by the cultural heritage of African societies nor do they take into account the information society, and thus produce skills/competencies that are not useful for remunerated work though the creative economy;
15. **Considering** employability as a person's capability for gaining, creating and maintaining remunerated work;
16. **Convinced** that entrepreneurship development is a prerequisite for sustainable and inclusive economic growth while generating decent and productive work;
17. **Convinced** that private sector involvement is crucial to a successful multi-sectorial approach to promoting youth employability through the African creative economy;

18. **Convinced** that the creative economy can also provide an opportunity for African countries to foster structural transformation of their economies and enable them to take steps to access the booming sectors in the glo-cal economy. This is feasible if governments have put in place effective policies that aim at the creation of an enabling environment;
19. **Considering** that priority actions related to the development of youth employment in the cultural and creative sector should be focused on supporting the autonomy, capacity and competitiveness of youth, we the Ministers and Heads of Delegation agree on the following principles:
- The transversal nature of culture and the creative economy which is linked to various ministerial areas;
 - Sustainable development;
 - The complementarity of economic and cultural aspects of development;
 - Social inclusion;
 - The protection and promotion of cultural diversity;
 - Inter-ministerial collaboration;
 - Public and private partnerships considering particularities;

20. Therefore, we, the Ministers and Heads of Delegation,

- a. Welcome and thank the President of the Republic of Cabo Verde for his commitment to promote the Praia Declaration among his peers in view of implementing its resolutions;
- b. Adopt the Praia Declaration on multi-sectorial approach to promoting youth employment through creative economy in Africa;
- c. Assert our will and commitment to its implementation, taking into account the specificities of different national contexts;
- d. Endorse the development and implementation of an inter-sectorial framework and a national action plan;
- e. Request the relevant United Nations organizations and other actors of international cooperation to support national frameworks and action plans;
- f. Suggest, the inclusion in UN country, African Union as well as regional organizations in operationalizing action plans and in supporting pilot programs including implementation, monitoring and evaluation;
- g. Propose to encourage regional and sub-regional trade in the creative economy and the employability of young people;
- h. Invite technical and financial partners involved in this sector, in cooperation with organizations of civil society, the private sector and communities to support all actions to be undertaken to promote the creative economy and employability youth.

21. In conclusion, we the Ministers and Heads of Delegation, give priority to the following actions:

- a. Establish Value Chain Analysis in the cultural/creative industries sectors/sub-sectors, as well as sectors/sub-sectors connected to them as a prerequisite step before any policy or program/project proposal;
- b. Conduct a review /update of current policies to accommodate creativity, improve performance and establish the conditions and the enabling environment for creative work for young people with a particular focus on women. To this end, define short, medium and long-term (3-10 years) plan;
- c. Establish, under the leadership of a chosen ministry, direct consultations ministry by ministry, in order to formulate integrated national strategies enabling the promotion and growth of the creative sector by supporting entrepreneurship and employability of youth;
- d. Complete and ensure the effective implementation of regulatory and legal frameworks related to intellectual property and the creation of work opportunities for young people;
- e. Encourage attractiveness to investment through tax incentives and provide special support and the development of entrepreneurship and self – employment in the creative economy including through the creation of incubators, access to micro-finance and simplification of procedures
- f. Establish a system for the development of technical and professional skills taking into account the reality of training systems in Africa while recognizing the predominance of the informal sector in the economies targeting however, skills at tertiary level to promote the transformation of economy through innovation and creativity;
- g. Introduce in the educational systems, from primary to tertiary, the transmission of knowledge, know-how and the values of African cultures as well as those of global citizenship

Prime Ministers of the sub-region of ECOWAS and SADC are called upon to hold a summit on the creative economy and employment of young people so the results and recommendations will be submitted to the Heads of State;
