



# UNESCO Workshop on Culture and Sustainable Development

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# UNESCO'S STATEMENTS

- “This session will examine the state of the art in the area of culture-induced economic growth and cultural employment .....
- “A country’s GDP does not automatically trickle down to the poor and reduce poverty.”

# GOVERNMENT'S OPTIONS

- Implement policies that “tax the rich and feed the poor”!
- Implement policies that help the poor to help themselves:
  - Education
  - Culture and Creative Industries

# AREAS OF WIPO WORK THAT RELATES TO CULTURE

- Culture and Creative Industries
- Traditional Knowledge (TK) and Traditional Cultural Expression (TCE)

# TK and TCEs

- TK and TCEs are cultural and economic assets.
- Indigenous people rely on these assets.
- These assets are unprotected in the IP sense
- WIPO's activities include the promotion and protection of TK, TCEs as IP (while recognizing UNESCO's role in safeguarding and preserving).

# TECHNICAL ASSISTANCE: CULTURE

- Creative Industries Focus:
  - Encourage developing countries to use the copyright system (IP) **to exploit the economic potential of their culture.**
  - Ensure that participating developing countries **take responsibility** for producing practical and measurable results from technical assistance inputs.

# CHALLENGES FOR CULTURE

- Digital Technology – creation, distribution, reproduction
- Global market place, national laws
- Tendency for users to disregard copyright protection restrictions
- “The crisis of copyright concerns essentially the question of the financing of culture in the 21st Century” – WIPO Director General

# WIPO's MANDATE & MISSION

## ■ *Mandate*

- *To promote the protection of intellectual property throughout the world*

## ■ *Mission*

- *The promotion of innovation and creativity for the economic, social and cultural development of all countries, through a balanced and effective international intellectual property system.*



# CULTURAL POLICY STATEMENT

- “Copyright policy is like two sides of a coin, Just as economic value is created when two different sides of a coin exist, **copyright policy can provide cultural value to society** only when it has dual aspects of rights protection and facilitation of the use of works.” – Minister of Culture, Sports and Tourism, **Republic of Korea** September 2012
- Creation, Protection, Utilization

# CULTURAL POLICY STATEMENT

- “To establish an infrastructure which will facilitate the **development of the economic potential of the cultural sector**, promoting cultural industries and entrepreneurship and **emphasizing the importance of intellectual property**.” – National Cultural Policy for Barbados 2010

# THAILAND

- Comprehensive **creative industries strategy** adopted in 2009.
- Established a **National committee** on Creative Industries, **chaired by the Prime Minister**.
- Allotted 20 million Baht for implementing the strategy.
- Target increase contribution of the creative sector from **12% to 20% of the GDP** within the next three years.

# STATE OF THE ART

“in the area of culture-induced economic growth and cultural employment .....

- Growing interest in creative industries around the world
- Estimates of economic value assisting policy makers
- Government policy direction critical
- Government \$ investment also critical
- Great opportunity for development aid

# THANK YOU!

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