

CONTRIBUTION OF CREATIVITY TO SUSTAINABLE DEVELOPMENT

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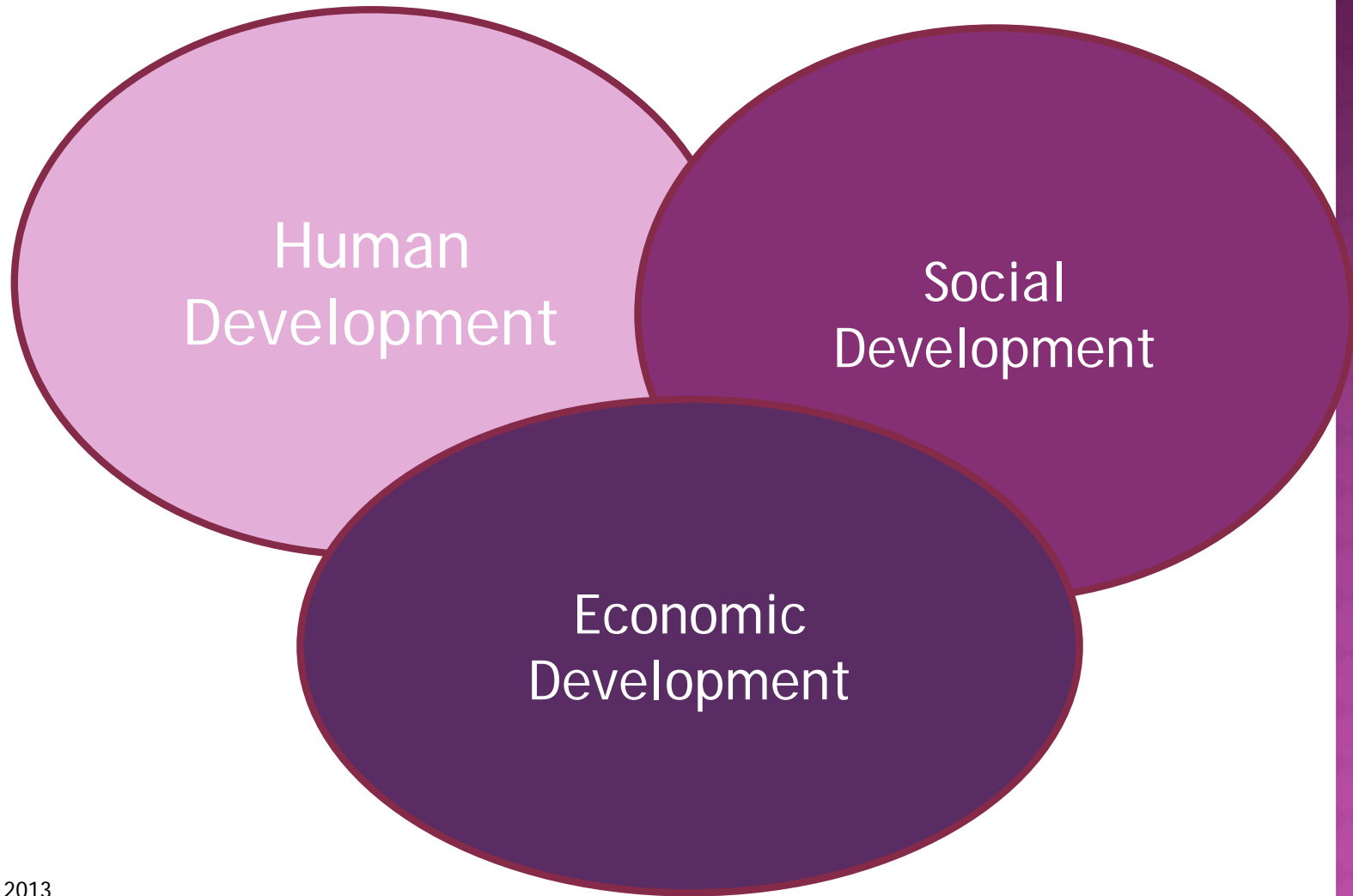
CAJ: culture, arts and jobs

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CONTRIBUTION OF ARTS, CULTURE AND HERITAGE TO ALL DIMENSIONS OF DEVELOPMENT



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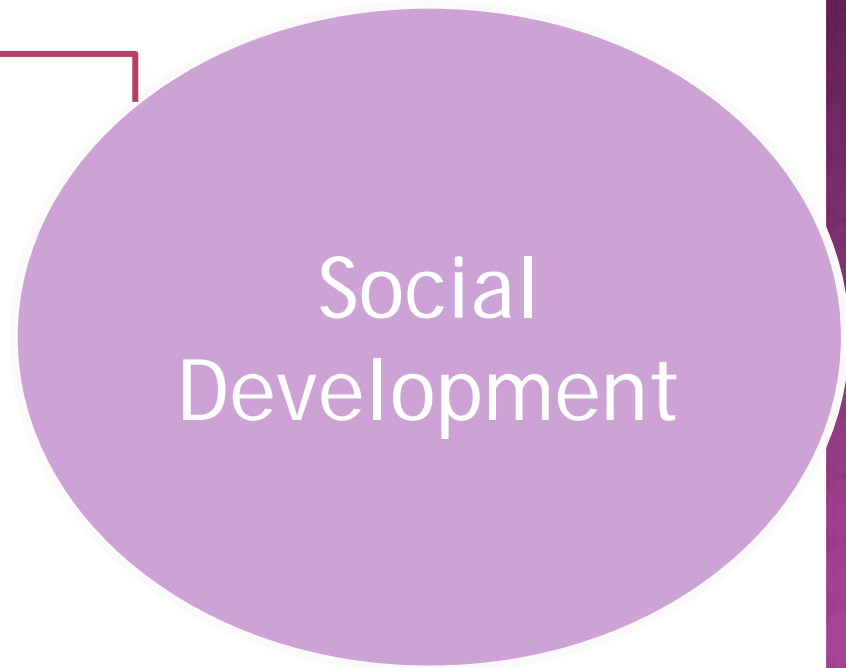
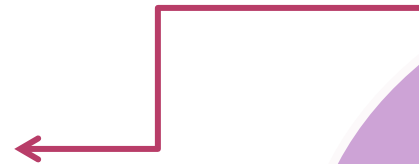


Human
Development

- artistic and creative self expression
- self esteem enhancement
- emotional and intellectual stimulation
- confidence building
- catharsis
- creative thinking and innovation
- to the exploration of the human condition

CONTRIBUTION OF ARTS, CULTURE AND HERITAGE TO DEVELOPMENT

- community participation
- youth and gender involvement
- contribution to democracy
- social inclusion
- social cohesion
- the building of social capital



CONTRIBUTION OF ARTS, CULTURE AND HERITAGE TO DEVELOPMENT

- income generation
- poverty alleviation
- employment (jobs)
- small business development
- foreign exchange earnings
- Investment
- city development & regeneration



Economic
Development

CONTRIBUTION OF ARTS, CULTURE AND HERITAGE TO ALL THREE ASPECTS OF DEVELOPMENT

Universal Declaration of Human Rights - fundamental right of every citizen "to participate in the cultural life of the community and enjoy the arts

Unesco Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)

Unesco's Recommendation on the Rights and Status of the Artist (1988)

Charter for African Cultural Renaissance

WHAT WE MISS BY FOCUSING ON FIGURES

- ◉ Informality
- ◉ Not members of international federations
- ◉ Small, operating below the radar
- ◉ Taxation, regulation
- ◉ Industry formation

WE DO NOT SEE

- ❑ Vibrancy
- ❑ Artistic excellence
- ❑ Experimentation
- ❑ Employment
- ❑ Local development
- ❑ Liveable communities

In developing the more commercial side of their work

artists and cultural practitioners in Africa are adopting innovative forms of business

that speak to

the rich heritage, past traditions and values of the societies in which they are located

as well as

the need for sustainability in the absence of state subsidy to the arts in general

Examples offered:

The creative economy of Ségou (Mali



Book Café,
Harare,
Zimbabwe

<http://festivalsegou.org/new/en/photos/view/2.html>

The Language of ...

economy, jobs, turnover

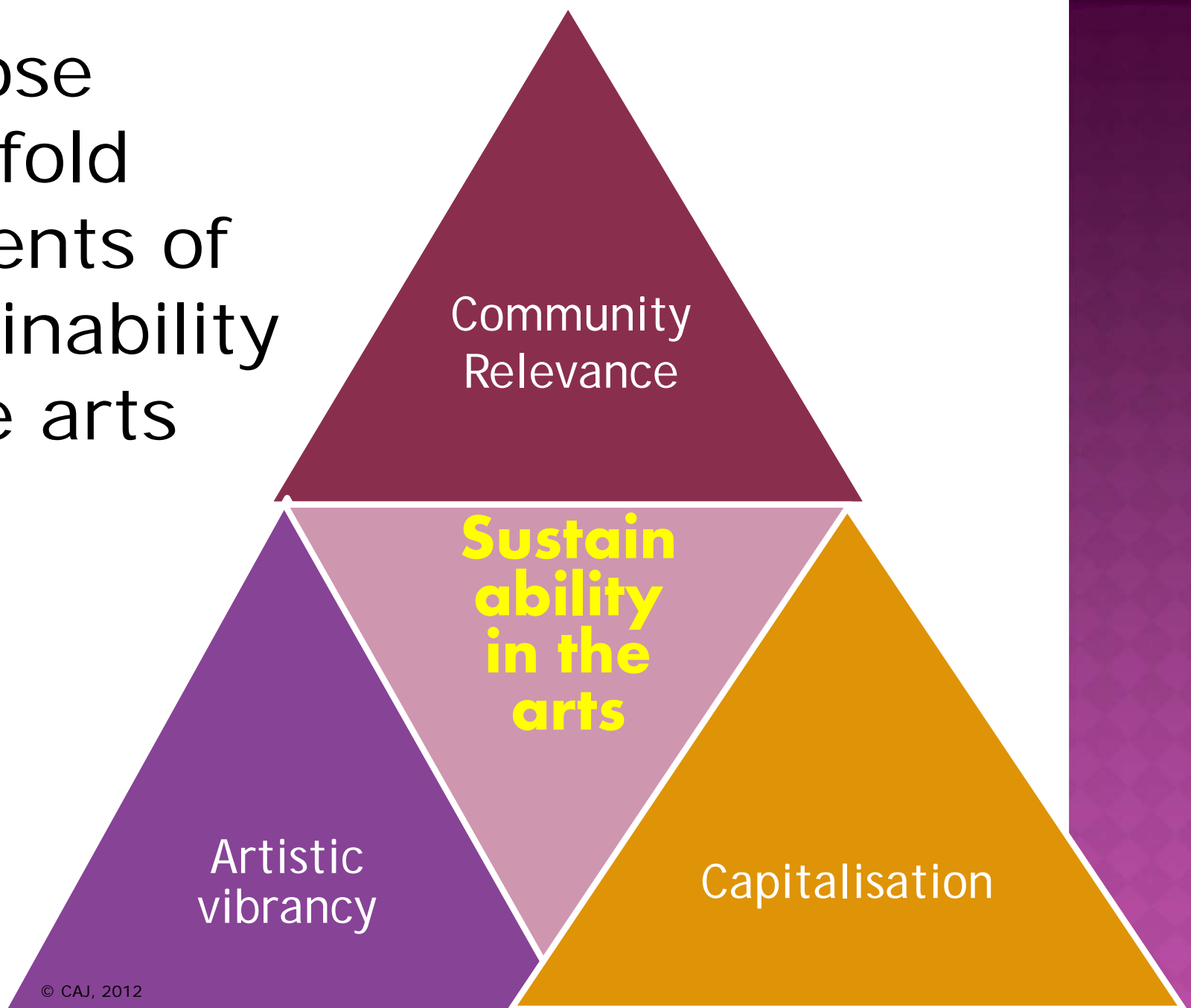


GIVES RISE TO THE EXPECTATION OF SUSTAINABILITY

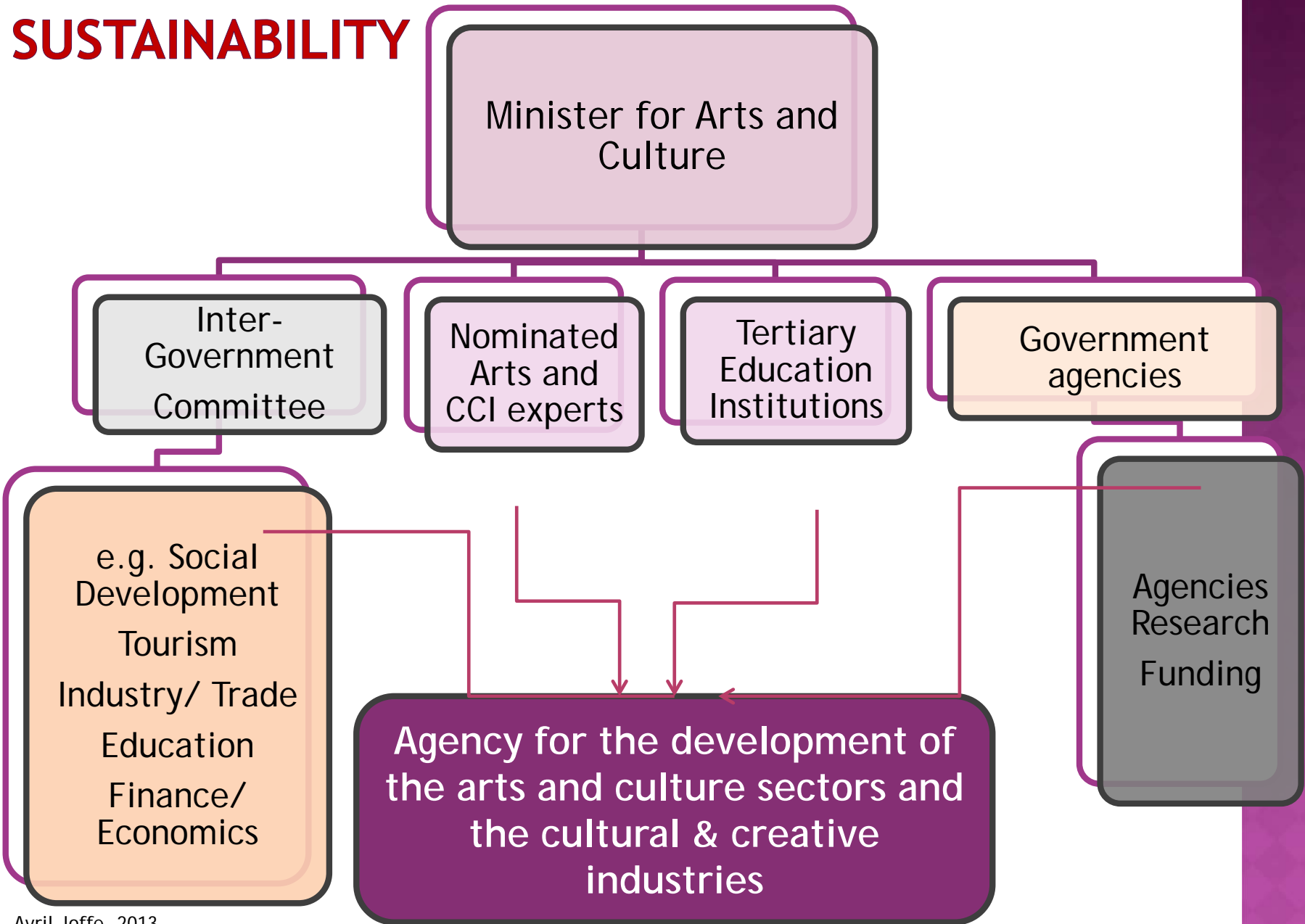
Sustainability What do we mean?

- Corporate governance
- Administrative and financial systems
- Arts programmes
- Continuity in leadership & personnel
- Access to funds, finance and sponsors
- Linkages into development goals and strategies

Propose threefold elements of sustainability in the arts



INSTITUTIONAL ARRANGEMENTS TO ENSURE SUSTAINABILITY



TO CONCLUDE

PRECONDITIONS TO ENABLING CULTURE AND CREATIVITY TO CONTRIBUTE TO SUSTAINABLE DEVELOPMENT

- Provide support to arts, culture and heritage through subsidies, grants, training and infrastructure
- Support, inform and educate other governmental departments about the role of culture in development

and also

- Facilitate the nurturing and investment in the cultural and creative industries of the cultural economy

THANK YOU!

Examples in the presentation from
Joffe, A. The Cultural and Creative Economy in Africa:
Challenges and Innovations, *Papers commissioned by
UNESCO for the preparation of the Creative Economy
Report, 2013*