

# FOR CIVIL SOCIETY ORGANISATIONS AND CULTURALS INSTITUTIONS



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## UNESCO GUIDE TO CELEBRATE THE INTERNATIONAL YEAR OF CREATIVE ECONOMY

To celebrate this important year, UNESCO is launching a year-long effort to highlight and amplify culture's contribution to the global economy and sustainable development. This guide gives an overview of UNESCO's key messages for the year and concrete measures and activities that can be implemented by diverse stakeholders to celebrate the creative economy.

The creative economy is one of the world's most rapidly growing sectors and contributes 3% to global GDP. At the heart of the creative economy are **cultural and creative industries**, generating 2,250 billion USD annually and employing around 30 million people worldwide. These industries are also the biggest job providers for workers aged 18-25, making it the industry of tomorrow.

Today, creativity is increasingly recognized as a **renewable, omnipresent resource** for sustainable, human-centric development. But the cultural and creative industries have been hit hard by the COVID-19 crisis, which has highlighted and amplified pre-existing vulnerabilities within the culture sector. For the creative economy to truly stimulate sustainable development, these vulnerabilities must be addressed.

The International Year of Creative Economy for Sustainable Development could not come at a more relevant time. As artists and cultural professionals struggle to survive in the pandemic, the creative economy needs to be revived with the artists and cultural professionals in the driving seat, and we must use this opportunity to make the creative sector more resilient in the face of future crises and to design cultural policies that better align with the 2030 Agenda.

To do this, we need to bring everyone on board, and we need to shout out far and wide to make everyone know the importance and the potential of the creative economy for sustainable development.

**We want you to join us in this mission!**



## UNESCO's key messages for 2021

An overarching slogan for this year is “**Building back better**”. Culture has a transformative role in developing innovative solutions to implement the 17 Sustainable Development Goals. But the creative economy faces challenges that must be addressed including the status of the artist, mobility and market access, intellectual property rights, artistic freedom, instrumentalization of arts and culture, and gender equality. For 2021, UNESCO therefore urges States to develop policies that benefit the entire creative value chain both online and offline.

In a nutshell, UNESCO's key messages for the year are:

- 1) Artists and cultural professionals are essential workers in the creative economy.** We must use the momentum of this international year to highlight their importance, and to correct vulnerabilities in the sector by reviewing policies concerning the Status of the Artist, fair remuneration for creative work, and artistic freedom.
- 2) Culture is a key driver of sustainable growth and prosperity.** To stimulate culture's contribution to sustainable growth patterns, notably as part of recovery plans in the wake of the COVID-19 pandemic, it is critical to provide an enabling environment for cultural and creative employment and to ensure more robust data collection systems.
- 3) The digital environment offers new opportunities for creative work and engagement, but it also comes with additional challenges.** As creative activities increasingly move online, adapting cultural policies to the digital revolution is a pre-requisite for a flourishing creative economy.







## What can you do to mark the year of creative economy?

The International Year of Creative Economy for Sustainable Development presents an opportunity to celebrate the potential of the creative economy and to highlight its key challenges.

UNESCO has activities planned throughout the year. Apart from the events listed above, UNESCO also plans to partner with major international cultural events to highlight our key messages, creating a learning module on the creative economy, and creating a communications campaign on the main issues in the creative economy to be diffused as widely as possible.

But the year will only be truly impactful if everyone takes part in making it a success.

### To participate in this mission, you could...

- **Partner up with major cultural events** in your country or region to raise awareness of the creative economy, its potentials and its key challenges;
- **Host a ResiliArt debate** on building back better the creative economy after the COVID-19 Pandemic;
- **Design a workshop** to sensitize policymakers, key stakeholders and/or the public on key issues facing the creative economy;
- **Organise an exhibition** to showcase artists from your country or region;
- **Write a press release or contact local broadcasting providers** to share information on the creative economy;
- **Raise awareness across your communications platforms** of the [UNESCO Creative Economy Year Roadmap](#), the 2005 Convention on the Protection and the Promotion of the Diversity of Cultural Expressions and the 1980 Recommendation on the Status of the Artist.

UNESCO will develop communication and training tools for general use. Please stay tuned: [en.unesco.org/creativity/](http://en.unesco.org/creativity/)

### Please inform us of your action in favour of the creative economy.

UNESCO will develop a monitoring system to collect information about activities organized in the framework of the Creative Economy Year. Please contact Ms Caroline Ullerup ([convention2005@unesco.org](mailto:convention2005@unesco.org)) to learn about how to submit your inputs.



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