

# FOR MEMBER STATES



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## UNESCO POLICY ACTION GUIDE TO CELEBRATE THE CREATIVE ECONOMY YEAR

UNESCO invite Member States you to join the celebration of the **International Year of Creative Economy for Sustainable Development**, by taking the following suggested policy actions in accordance with its [Roadmap](#).

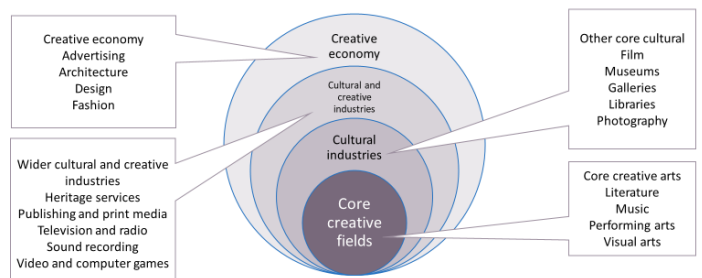
The year 2021 has been declared as the **International Year of the Creative Economy for Sustainable Development** by Resolution A/RES/74/198. UNESCO, as the United Nations Specialized Agency with a mandate in culture, engages in a year-long effort to highlight and amplify culture's contribution to the global economy and sustainable development. In particular, the Year of the Creative Economy aims to **acknowledge, promote and accelerate the economic and social contributions of the creative economy** to the Sustainable Development Goals as part of the Decade of Action.

**The creative economy is one of the world's most rapidly growing sectors** and currently contributes to 3% of global GDP. At the heart of the creative economy are **cultural and creative industries (CCIs)**, which operate at the crossroad of arts, culture, commerce and technology.

**The International Year must underline the fundamental role played by artists and cultural professionals for the global economy.** A suitable working environment for artists and creators who produce goods and services that benefit actors in the creative value chain is a key factor for a sustainable creative economy. Fair remuneration, social and economic safety nets and the equitable sharing of benefits of the digital revolution can all enhance resilience and sustainability within the creative economy ecosystem.

*Creative economy is comprised of diverse sectors of activities*

**Understanding Creativity: The Concentric Circles Model**  
(building on David Throsby's work) (Throsby 2007, 2008)



**Member States may consider taking the following policy actions...**

## Policy Action 1: Review the status of artists and cultural professionals

A sustainable creative economy, which ultimately contributes to sustainable development, requires **dignified working conditions for artists and cultural professionals**; they must be empowered if they are to continue producing goods and services to benefit the entire creative value chain. Member States are encouraged to do the following:

- **The Status of the Artist.** Does your country have a specific legislation on the status of the artist? If it does not exist, initiate a process to create one. If it exists, review it to see if it requires any updating in light of an evolving environment in which artists and cultural professionals operate.
- **Social protections of artists and cultural professionals.** Ensure that there are legislative frameworks to ensure fair remuneration to artists and cultural professionals for creative work on- and off-line. Ensure that particular attention is paid to social and economic safety nets for these workers in order to improve the resilience of the sector.
- **Artistic freedom.** Ensure that there is a law guaranteeing artistic freedom<sup>1</sup>.

## Policy Action 2: Provide an enabling environment towards sustainable development

For achieving sustainable development, it is critical to stimulate and further demonstrate culture's contribution to sustainable growth and prosperity, notably as part of recovery plans in the wake of the COVID-19 pandemic. To provide an enabling environment for cultural and creative employment, Member States are encouraged to do the following:

- **Data collection.** Create **robust data collection systems** to enable measuring the full scope of **cultural employment** and cultural consumption patterns in order to support participatory, transparent and evidence-based policymaking and policy engagement and to ensure informed decisions on public funding towards the creative economy.
- **Public support schemes** for artists and creative entrepreneurs. Review existing public support schemes to ensure that they respond to **the specific needs** of cultural employment, including the prevalence of individual workers and small and medium-sized companies, as well as, for some countries, the importance of the informal economy in the cultural sector. Consider integrating flexibilities in the system.
- **Education.** Strengthen **synergies between culture and education** to spark the most needed adaptation and innovation skills, with a view to preparing learners to adapt to fast-evolving labour markets and work patterns.

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<sup>1</sup> *Artistic freedom* embodies the following bundle of rights protected under international law: the right to create without censorship or intimidation; the right to have artistic work supported, distributed, remunerated; the right to freedom of movement; the right to protection of social and economic rights; the right to participate in cultural life.

## Policy Action 3: Adapt cultural policies to the challenges and opportunities of the digital transformation

As creative transactions increasingly shift online, **adapting to the digital revolution is a pre-requisite** for a flourishing creative economy of the 21<sup>st</sup> century. This transversal issue requires a series of concerted efforts to realise equitable access to the internet, copyright protection and remuneration for online cultural goods, improvement of ICT infrastructure, training of creative workers and the public to benefit from the new technologies, and policy dialogues with major content platforms to safeguard local and diverse content. UNESCO has created an [open roadmap for the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions in the digital environment](#). Member States are encouraged to do the following:

- ▶ **Regulatory frameworks adapted to the digital environment.**
  - Conduct an overall mapping of the digital cultural and creative sectors.
  - Establish national teams of government officials, private sector actors, and civil society organizations.
  - Establish inter-ministerial coordination mechanisms to monitor the impact of the regulatory frameworks.
  - Design/revise/implement regulatory frameworks to support cultural and creative sectors in the digital environment.
- ▶ **Digital creativity, enterprises and markets.**
  - Conduct studies and collect data on the traceability of diverse creative expressions and their accessibility, on the fair remuneration of creators in the digital environment, and on the use of metadata in different creative sectors.
  - Provide spaces dedicated to digital creativity and innovation that enables artistic experimentation and collaboration.
  - Provide financial or other forms of support to creative SMEs and entrepreneurs working in the digital cultural and creative sectors.
  - Design regulations, policies and measures to ensure discoverability of local and diverse cultural content, fair remuneration for creators, and greater transparency in the use of algorithms.
- ▶ **International agreements.**
  - Conduct an audit of clauses in trade agreements that have an impact on the cultural and creative sectors in the digital environment.
  - Set up working groups between officials responsible for culture, intellectual property, trade, development, technology and innovation.
  - Conclude co-production and co-distribution of cultural goods and services in the digital environment.
  - Negotiate cultural clauses in trade and investment agreements dealing with e-commerce and digital products to recognize the dual nature of cultural goods and services.
- ▶ **Digital literacy, skills and competences.**
  - Audit and identify specific digital skill gaps in the cultural and creative sectors.
  - Establish training programmes to strengthen the digital skills and competencies of the cultural and creative sectors to fully participate in the ongoing changes to the cultural value chain.



- Provide support to cultural and media institutions so that they become learning spaces for the public to acquire digital literacy skills and competencies through creation and experimentation.
- Design and implement cultural cooperation programmes that support digital literacy and skills.

▶ **Human rights and fundamental freedoms in the digital environment.**

- Collect and analyze data on women working in the digital cultural and creative sectors to inform policy making.
- Adopt/strengthen policies to empower women and girls, ensure their effective participation and equal opportunities to work in the digital cultural and creative sectors.
- Set up bodies to receive complaints and monitor violations to artistic freedom in the digital environment.
- Adopt or revise legislation to address cyber harassment, online trolling and targeted attacks, particularly against female artists on digital platforms.

**Please inform us of your action in favour of the creative economy!**

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

Please contact Ms Caroline Ullerup ([convention2005@unesco.org](mailto:convention2005@unesco.org)) to learn about how to submit your inputs.



United Nations  
Educational, Scientific and  
Cultural Organization



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Sustainable Development

2021