

Train for Trade II

EU-UNCTAD joint Programme for Angola



Economia Criativa

WORKING MEETING
Luanda, Angola, 18
May 2020



UNITED NATIONS
UNCTAD



EUROPEAN UNION



Train for Trade II



The Creative Economy component will directly contribute to the implementation of Program 1.7.2: “Promotion of Cultural and Creative Arts and Industries” within the scope of Angola's National Development Plan 2018-2022.

**CREATIVE ECONOMY
COMPONENT
General Objectives
of the Component:**

Extending the economic potential of the cultural and creative industries in Angola.

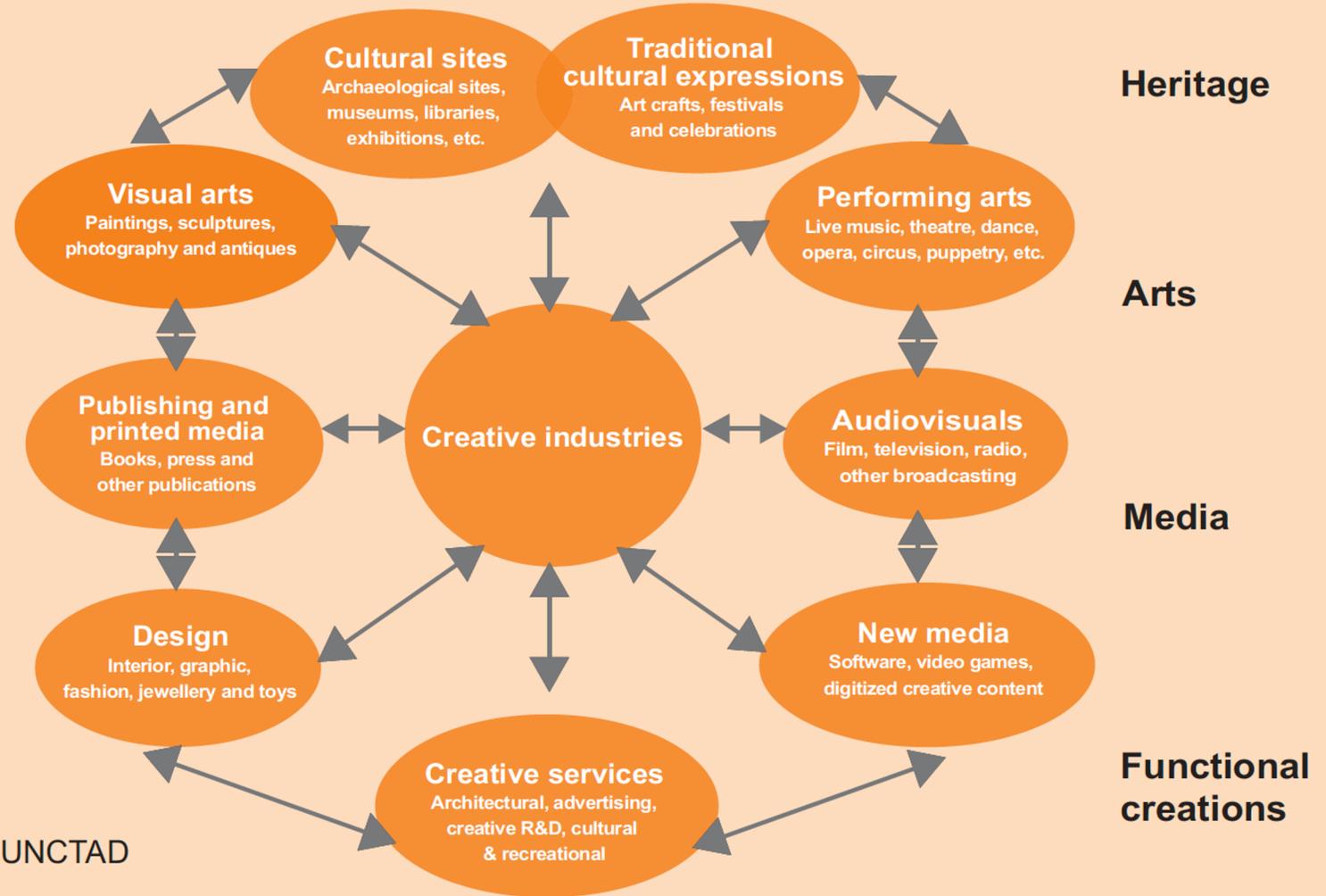
Generate employment and development through the growth of exports.

Empower the public, private sector and civil society.

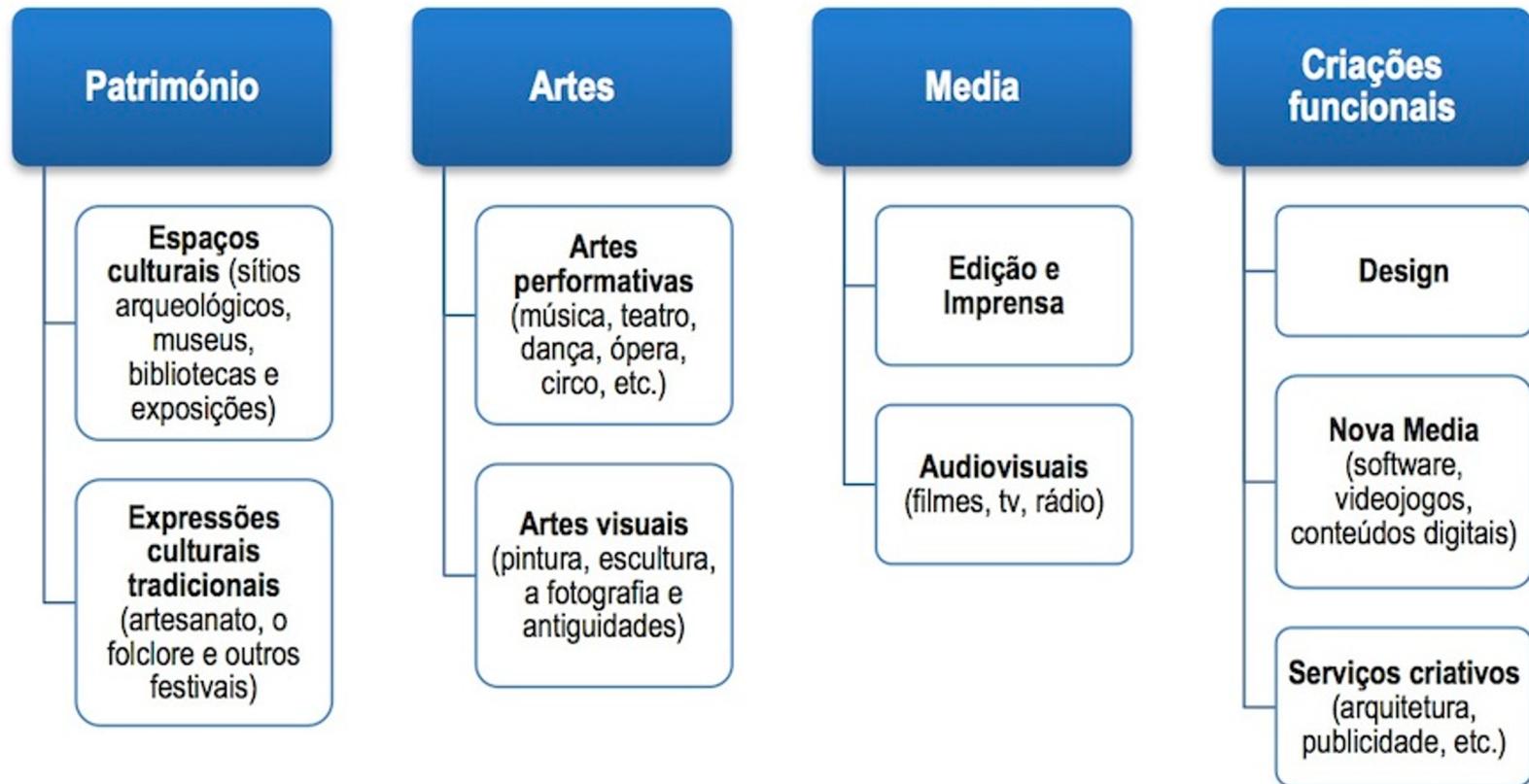
Cultural and Creative Industries

- The Cultural and Creative Industries have their origin in the creative sectors, arts, culture and historical heritage, and the concept integrates all human activities based on creativity and capable of contributing to the innovation and competitiveness of countries and regions.
- When formalized as businesses, the cultural and creative sectors provide, on average, higher pay and more qualified jobs than traditional service or industrial sectors.
- They are driven by original creative ideas and expressions that transform people, places and economies.

Sectors



Sectors



The Importance of Cultural and Creative Industries

- World exports of creative goods, increased from \$208 billion in 2002 to \$509 billion in 2015 , more than double during the 13-year period (UNCTAD Creative Economy Outlook:Trends in International Trends in Creative Industries, 2002-2015).
- In 2013, they generated US\$2,250b of revenues (3% of world GDP) and 29.5 million jobs. The cultural and creative industries are major drivers of the economies of developed as well as developing countries. (Cultural times: The first global map of cultural and creative industries December 2015, Ernst and Young).

TEAM COMPOSITION

UNCTAD - Geneva

Marisa Henderson (UNCTAD Geneva)



Head of the Creative Economy Program

PhD in International Political Economy from the University of Warwick, England

Master in International Relations from FLACSO, Argentina

Focus: Support developing countries to maximize the use of Cultural and Creative Industries aiming at job creation and poverty reduction.

Contact: marisa.henderson@unctad.org

TEAM COMPOSITION

UNCTAD - Geneva

Carolina Quintana (UNCTAD Geneva)



Responsible for Partnerships and Networks, Creative Economy Program - UNCTAD (Creative Industries Program, DITC, UNCTAD)

MBA from Business School of Lausanne

Focus: social, economic and cultural development

Contact: Carolina.Quintana@unctad.org

TEAM COMPOSITION

UNCTAD
CONSULTANTS

Pedro Affonso Ivo Franco (Brazil / Germany)

Master in International Relations and Cultural Diplomacy from the University of Furtwangen, Germany

Specialized in cultural and creative clusters, creative cities and export of creative products and services

Focus: Coordinator of the Consultants Team

Contact: pedro.ivo franco@un.org



TEAM COMPOSITION

UNCTAD CONSULTANTS

Carla Figueira (Portugal / UK)



PhD in Cultural Policy and Management (City Praxis XXI Scholar)

MA in Arts Management (City University, UK, Chevening Scholar)

She is Director of the Master in Tourism and Cultural Policy, and the Master in Cultural Policy, Cultural Relations and Cultural Diplomacy at the Institute of Creative and Cultural Entrepreneurship, Goldsmiths, University of London, UK

Focus: international cultural relations, international marketing, cultural and creative formation

Contact: carla.casacafigueira@un.org

TEAM COMPOSITION

UNCTAD CONSULTANTS



Carlos Martins (Portugal)

Degree in Economics from the Faculty of Economics in Porto, post-graduate degree in Cultural Tourism from the University of Barcelona and a PhD student in Economic Geography from the University of Porto

Member of the National Council of Culture - Arts section

He was director of the European Capital of Culture in 2012

Focus: cultural tourism, activation of cultural and creative markets, public-private partnerships for the cultural and creative sectors

Contact: carlos.martins@opium.pt

TEAM COMPOSITION

UNCTAD CONSULTANTS

Ingrid Fortez (Consultora Local Luanda)



Pós-Graduação, Gestão e Comunicação de Tendências na Faculdade de Letras da Universidade de Lisboa

Directora e co-fundadora da Nlongi - Plataforma Criativa especializada em Produção cultural e educação criativa

Foco: Consultora Local em Angola (pesquisas, contatos, agendas e informações)

Contacto: icfortez@gmail.com

TEAM COMPOSITION

UNCTAD CONSULTANTS

(In the process of being
contracted)

André Lira (Brasil)



Post-graduation in Specialization in Cultural Management - SENAC
(Salvador / BA) / 2009 – 2010)

SEBRAE National Consultant (Brazil) for the Creative Economy

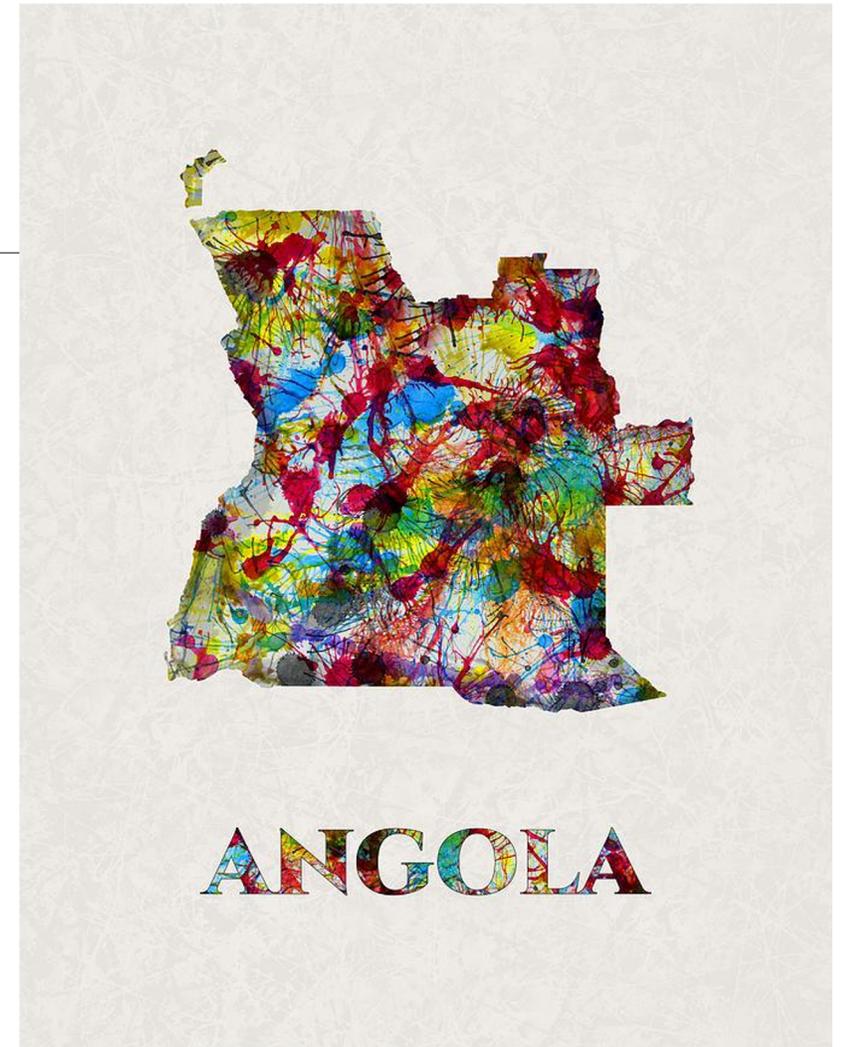
Focus: Development of online and offline Methodologies and Training I

Entrepreneurial Education, Public Management in the Cultural and
Creative sector, and Export

Contact: andre@cultivesolucoes.com.br

1. Mapping

Systematic study carried out to establish reliable data on the character, size and contribution of creative industries to Angola's economy



Map Of Angola, Water Color Map, Artist Singh é uma mídia mista do ArtGuru Oficial MAPS que foi carregado em 13 de fevereiro de 2019.

Objective: To develop a database on Angola's cultural and creative industries



Analyze the strengths, weaknesses, opportunities, and threats of the cultural and creative sector in Angola



Identify and analyze the policies and mechanisms of public private support



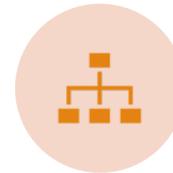
Identify the main sectors, products and services



Develop an estimate of the number of people involved in the sectors



Understand the economic value of the sector



Map production and distribution chains



Identify the spatial characteristics of the cultural and creative industries



Map marketing and market activation channels

2. Action Plan for Government, Private Sector and Cultural and Creative Entrepreneurs



Activate the
Economic Value of
the Cultural and
Creative Sector



Attract foreign and
domestic investment
to the sector



Assist in
structuring public
policies



Activate job creation
opportunities



Foster Cultural and
Creative Tourism

3. Training modules in creative economics

Based on the Mapping, needs and sectors pointed out by the Angolan government



Adding value to cultural and creative products



Improve the export capacity and Develop the “Angola Criativa” Brand



Improve business skills of cultural and creative entrepreneurs, producers and agents



Develop skills related to the design and implementation of public policies to support cultural and creative sectors

4. National workshop of interested parties (stakeholders)

July 2020

Present and receive feedback on the draft of the Mapping
of Cultural and Creative Industries in Angola

Collect feedback and validate proposals for the Action
Plan

Collect feedback and validate the proposals of the
Training Modules

SCHEDULE FOR THE FIRST MONTHS

APRIL –MAY

- Initial Meetings
- Desk Research
- Initial interviews

JUNE

- Desk Research
- Initial interviews
- Analyze the proposals for the Action Plan
- Analyze the proposals for the Training Modules

JULY

- First National Workshop of interested parties
- Presentation of the draft of the Cultural and Creative Industries Map
- Validation of the Action Plan and Training Modules

AUGUST

- Delivery of the mapping, action plan and three training modules

Main beneficiaries

Technicians from the Ministry of Culture (MINCULT) and other Ministries, Public Organizations Provincial and municipal governments

Cultural and creative entrepreneurs, Producers, Private sector agents

Academic and non-governmental organizations related to cultural and creative industries, including professional arts and crafts schools and universities

Indirect:
Intergovernmental, regional and bilateral development cooperation organizations

Initial needs

1. Development of a collaborative work model
2. Appointment of interlocutors from the respective Ministries / Secretaries of State
3. Establishing direct and fluid communication
4. Identification of external persons / entities to contact
5. Data sharing
 - Documents (plans, strategic documents, studies)
 - Statistics
 - Analysis and references on sectors

Reflections

1. How can my governance area today boost the Cultural and Creative Industries in Angola?
2. How do I visualize the sector in 5 years?
3. How can I contribute to achieving these goals in the next 5 years?

Formalizing the next steps

1. Minutes of the meeting to be sent by UNCTAD by 21st May 2020
2. Appointment of focal points by each ministry involved and their contacts (email and whatsapp) by to 21st May 2020 by Government members
3. Submission of information note on the project by UNCTAD for external dissemination by 21st May 2020
4. Sending an email to the meeting participants with requests for information and an invitation to a follow-up meeting by 21st May 2020