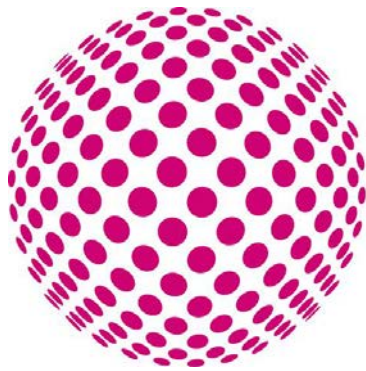


Established in 2018  
Rebranded in 2023



**GCEC**  
GLOBAL CREATIVE  
ECONOMY COUNCIL

A **diverse group** of global experts on Creative Economy from...

- \* Academia, Civil Society, Industry, and Non-profit;*
- \* Researchers, Practitioners, Evangelists, Policy Advisors and Investors;*
- \* Global North and South;*
- \* Providing 360 perspective on Policy Issues, Research where others are unable, and Convening Local Stakeholders wherever we go.*

Supported by the British Council and Creative Industries Policy and Evidence Center (PEC) for the inclusive and sustainable prosperity of our Global Creative Economy.

<https://pec.ac.uk/people/global-creative-economy-council/>



**John Newbigin – UK**  
Chair, Creative PEC's Global Creative Economy Council John is the Mayor of London's Ambassador...



**Jairaj Mashru – India**  
Advisor – Design, Innovation and Creative Entrepreneurship



**Daniar Amanaliev – Kyrgyzstan**  
Co-founder and Band Master of ololo group, Chair of Kyrgyzstan's Creative Industries Park Board



**Omar Nagati – Egypt**  
Architect, Urban Planner and Co-founder of CLUSTER



**Laura Callanan – United States**  
Founding Partner of Upstart Co-Lab



**Diana Marcela Rey Vásque – Colombia-Canada**  
Cultural Statistics Expert at UNDP for Saudi Arabia, Associate Researcher at Lado B



**Edna dos Santos-Duisenberg – Switzerland and Brazil**  
Vice-President, International Federation on Multimedia Associations



**Leandro Valiati – Brazil and South America**  
Senior Lecturer and Programme Director in Creative and Cultural Industries Programmes, University of...



**Avril Joffe – South Africa**  
Post Graduate Coordinator of the Cultural Policy & Management Department at the Wits School of Arts,...



**Andrea Dempster Chung – Jamaica**  
Andrea Dempster Chung is the co-founder and executive director of Kingston Creative, an NGO that use...



**Marcel Kraus – Czech Republic**  
Head of the Hyb4City department at Charles University's Hybernská Campus, Prague



**Pearl Wang Haoqing – China**  
Associate Professor and Director, Center for Global Cooperation and Education Development, USC-SJTU ...



**Dwinita Larasati – West Java, Indonesia**  
Lecturer and Researcher at Industrial Design Program, FSRD ITB, Indonesia Tita is a product designer...

GCEC Members from across the Americas, Asia, Europe, and Africa.

# Creative Industries Policy and Evidence Centre

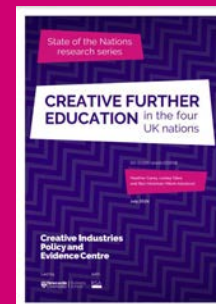
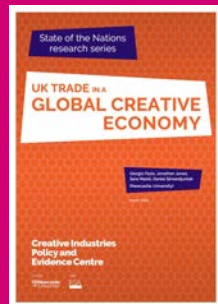
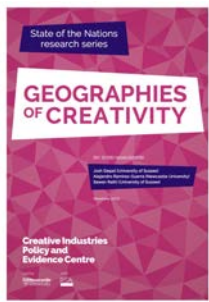
Led by



with



Our mission is to support growth of the UK's creative industries through independent research, evidence and policy advice.



[www.pec.ac.uk](http://www.pec.ac.uk)

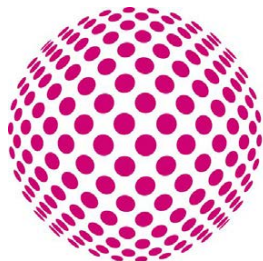


Arts and  
Humanities  
Research Council

# A Global Agenda for the Cultural and Creative Industries

## 11 Key Actions

December 2021



**GCEC**

GLOBAL CREATIVE  
ECONOMY COUNCIL

In Partnership with



**Creative Industries  
Policy and  
Evidence Centre**

Led by



with



# CONTEXT

## WHY WRITE THIS PAPER?

- Pandemic exposed weaknesses of existing economic development models
- World is facing economic, health, social, and environmental crises together
- Rise of human creativity, resilience, and entrepreneurial spirit
- Emergence of digital technologies in the next evolution of creative sectors
- Need to synthesise and consolidate the global research and dialogues about various aspects of the creative economy

## WHO WROTE THIS PAPER?

- 17 diverse stakeholders of the creative and cultural ecosystem
- Backgrounds in academia, industry, and government backgrounds
- Representing nearly all regions of the world (Africa, Americas, Asia, Europe)
- Policy and Evidence Center (PEC), Nesta and British Council

# 1. Creative education and skilling

The PEC Council calls on local, national and international governments to recognise the role that the arts and culture play in developing creativity in individuals at all levels of education and training. This will help ensure the future workforce has the creativity and skills needed to manage disruptions and take advantage of emerging

opportunities in areas like virtual reality, environmentally conscious design and artificial intelligence. To achieve this will mean integrating the arts and culture, alongside skills in science and technology, in every aspect of education and training.

**This action relates to Sustainable Development Goals:**





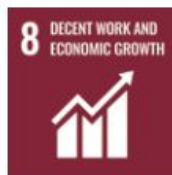
## 2. Creative entrepreneurship and innovation

The Council calls on policymakers to recognise the value of innovative business models emerging through use of digital technologies in the CCIs, but also the distinctive challenges they face, including the need for finance which places a fair value on creative intellectual property rights (IPRs) and on business support which helps

small creative businesses benefit fully from the digital revolution.

Given the high and rising rates of self-employment in the CCIs, greater prioritisation must also be given to providing training in entrepreneurship across skills systems.

**This action relates to Sustainable Development Goals:**



### 3. Creative careers, freelancers, and informal livelihoods

The Council calls for policies that support decent working conditions and social protection for CCI workers, recognising the prevalence of self-employment, casual and contract work and informal work in the sector. We call on international agencies and national governments to collect better labour market data to ensure fair and inclusive representation for these individuals in policies.

In particular, we ask for recognition of the role of the informal economy in many cities, particularly in the Global South. Working within limited resources, unregulated labor, and often unregistered enterprises, informal creativity should neither be dismissed as a marginal survival strategy, nor romanticised as a community answer that absolves the State of its proper responsibilities.

**This action relates to Sustainable Development Goals:**





# 4. Research and development in the cultural and creative industries

The Council recommends that the 'Frascati' definition of Research & Development (R&D) used by policymakers all over the world is revised, so that policies incentivising investment in innovation properly encompass the full range of knowledge domains including the Arts, Humanities and Social Sciences and not just Science & Technology. R&D measurement systems including official R&D surveys must also be upgraded to recognise R&D in different fields.

Multi- and interdisciplinary R&D – hallmarks of innovation in the CCIs – is also needed to tackle the world's greatest economic and social problems.

More broadly, the Council asks that opportunities for R&D funding are promoted more effectively to CCIs and mutually advantageous links are explored between sectors (e.g. manufacturing and design).

**This action relates to Sustainable Development Goals:**



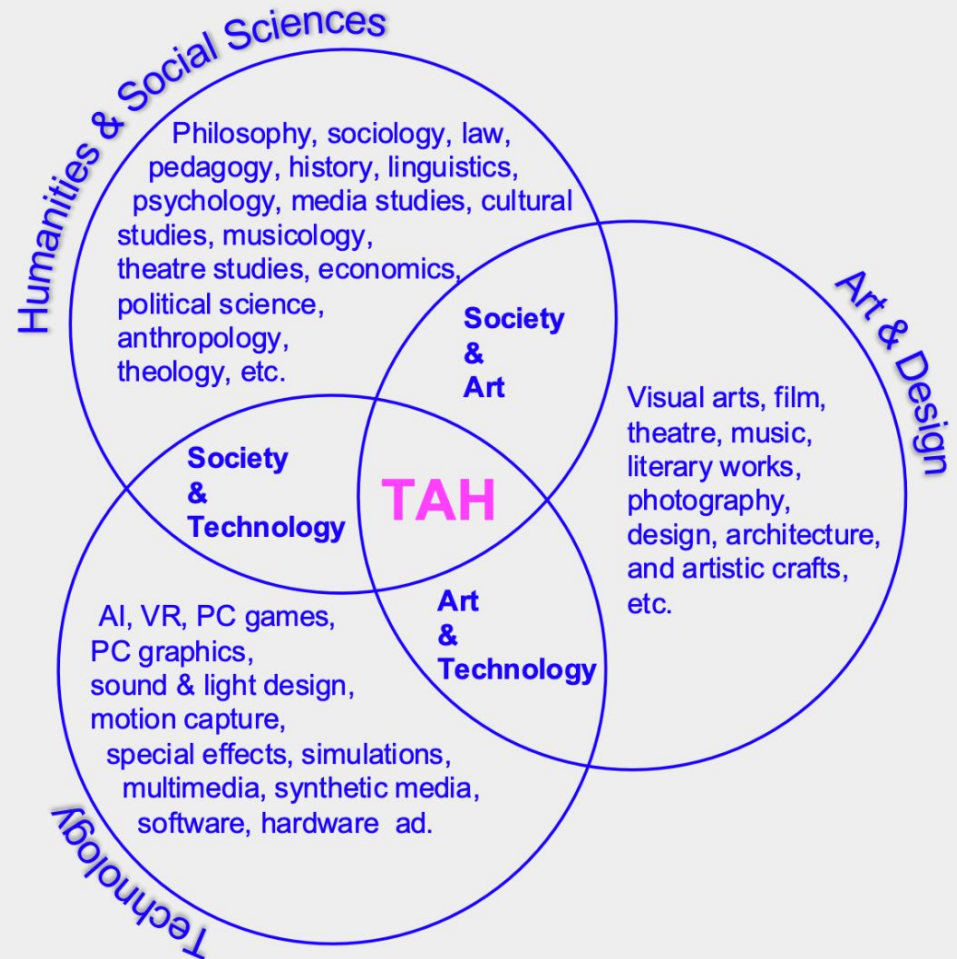
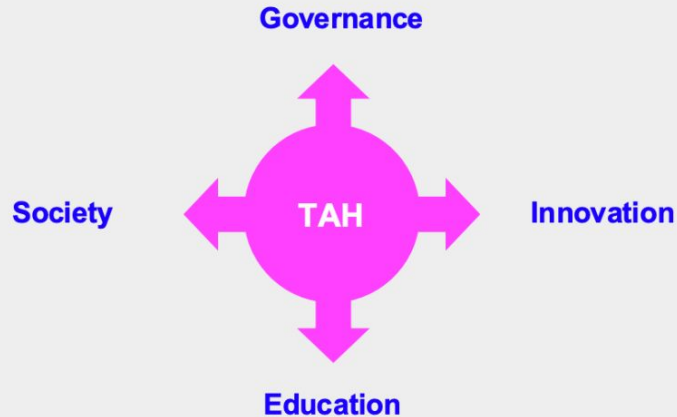
# TAH – Centre for Innovations in Technology, Art and Humanities, CZ

**Founder** Association (August, 2024)

**Finance** Mix of Resources

**Focus** TAH is a center for technologically advanced, creative, and socially responsible solutions to the challenges of the future.

**Activity** Network, policy analysis, lobbying, education, Art-Tech research, communication

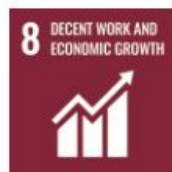


# 5. The cultural and creative industries and the digital economy

The Council calls on international and national policymakers to involve the CCIs in the shaping of new regulatory frameworks and infrastructure aiming to deal with issues relating to data and privacy, internet platform regulation and the creation and protection of intellectual property.

We also call for greater investment in digital skills and in robust digital infrastructure, equally available across geographies, recognising that this is becoming at least as important as new buildings and other physical infrastructure for the CCIs.

**This action relates to Sustainable Development Goals:**



# 6. The cultural and creative industries and environmental sustainability

The Council calls on policymakers to recognise the contribution the CCIs make to a circular economy and to economic growth with relatively little impact on resources and the physical environment, while at the same time acknowledging the need for action to mitigate the impact they do make. This is true in areas like design, including fashion design, which are in the

vanguard of innovation but also currently major polluters. It is also true for much arts and entertainment activity. Policymakers must include creative practitioners in their climate initiatives if they wish to fully benefit from cross-sector trends between creative businesses and areas such as biodiversity, local foods, certifiable ethical fashion and eco-tourism.

**This action relates to Sustainable Development Goals:**



# 7. Creative cities and regional clusters

The Council calls on national and regional governments to not only invest in CCIs in the largest cities but also to consider the many opportunities that lie across smaller, local clusters. Existing evidence indicates that these have the potential to become innovative engines of growth at the grassroots and serve niche markets in the CCIs globally, while bringing economic resilience and a sense

of belonging to hyperlocal communities native to the region.

In order to better understand these micro-clusters, we ask that policymakers include grassroots and community initiatives in their efforts to map the CCIs, for example in the regional and national creative city indices.

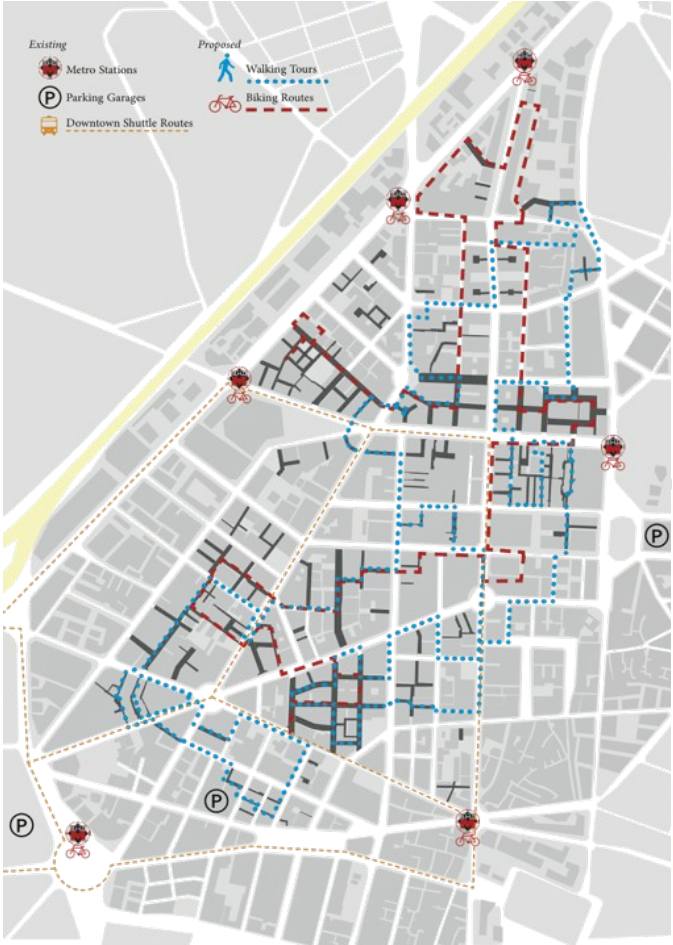
**This action relates to Sustainable Development Goals:**



*Omar Nagati, GCEC - Egypt*





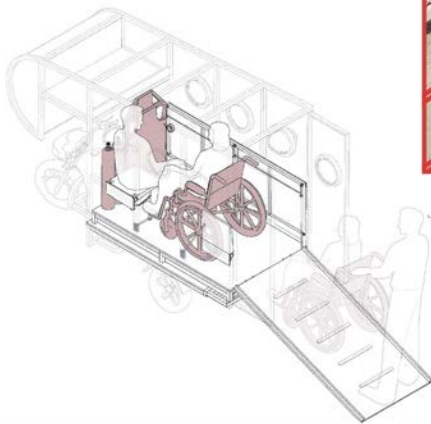
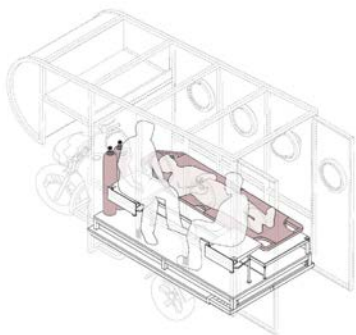












# 8. Alternative finance in the cultural and creative industries

The Council calls on global policymakers to work with trusts and foundations to develop incentives and guarantees to encourage private sector investments in the necessary infrastructure, skills, markets and platforms to advance growth and equality, and to spur new types of cultural production among creative communities. By

working together at an international level it would be possible to generate more imaginative structures for alternative finance and create conditions that would encourage more impact investors to invest in the global creative economy.

**This action relates to Sustainable Development Goals:**





# 9. Social equity, cultural diversity and inclusion in the cultural and creative industries

The Council supports continuing and growing efforts by international agencies and national policymakers to preserve cultural and creative practices, languages, traditional knowledge, art and artefacts and heritage sites and texts.

In addition, we suggest the global promotion of cross-cultural experiences enabled by digital technologies, helping communities to build empathy through shared audiences, collective meaning making and a more inclusive, compassionate society.

**This action relates to Sustainable Development Goals:**



*Leandro Valiati, GCEC - Brazil*

# Growth vs Development in Cultural and Creative Industries (CCIs)

- **Growth in CCIs:**
  - Quantitative increase in economic indicators
  - Expansion of market size and revenue
  - Increase in the number of businesses and employment
- **Development in CCIs:**
  - Qualitative improvements in societal and cultural aspects
  - Focus on social equity, cultural diversity, and inclusion
  - Preservation of cultural practices, languages, and heritage
  - Promotion of cross-cultural experiences and empathy

# Growth x Development

- **Growth**
- Global market: ~\$2.25 trillion (2022)
- Employment: ~30 million people worldwide
- Fastest growth: Asia-Pacific (7-9% annually)
- Digital boom: Streaming services +25% annually
- **Inequalities**
- Geographic: 80% of exports from high-income countries
- Gender: 30% women in leadership, 15-30% pay gap
- Digital divide: 40% global population lacks internet access
- Market concentration: Top 5 media companies control 50%+ revenue
- Income disparity: "Superstar effect" vs precarious employment
- **Challenges & Opportunities**
- COVID-19 impact: Disruption but accelerated digital transformation
- Sustainable development: Green jobs potential
- Policy focus: Diversity, inclusion, fair remuneration
- Tech innovation: AR, VR, AI, blockchain creating new possibilities



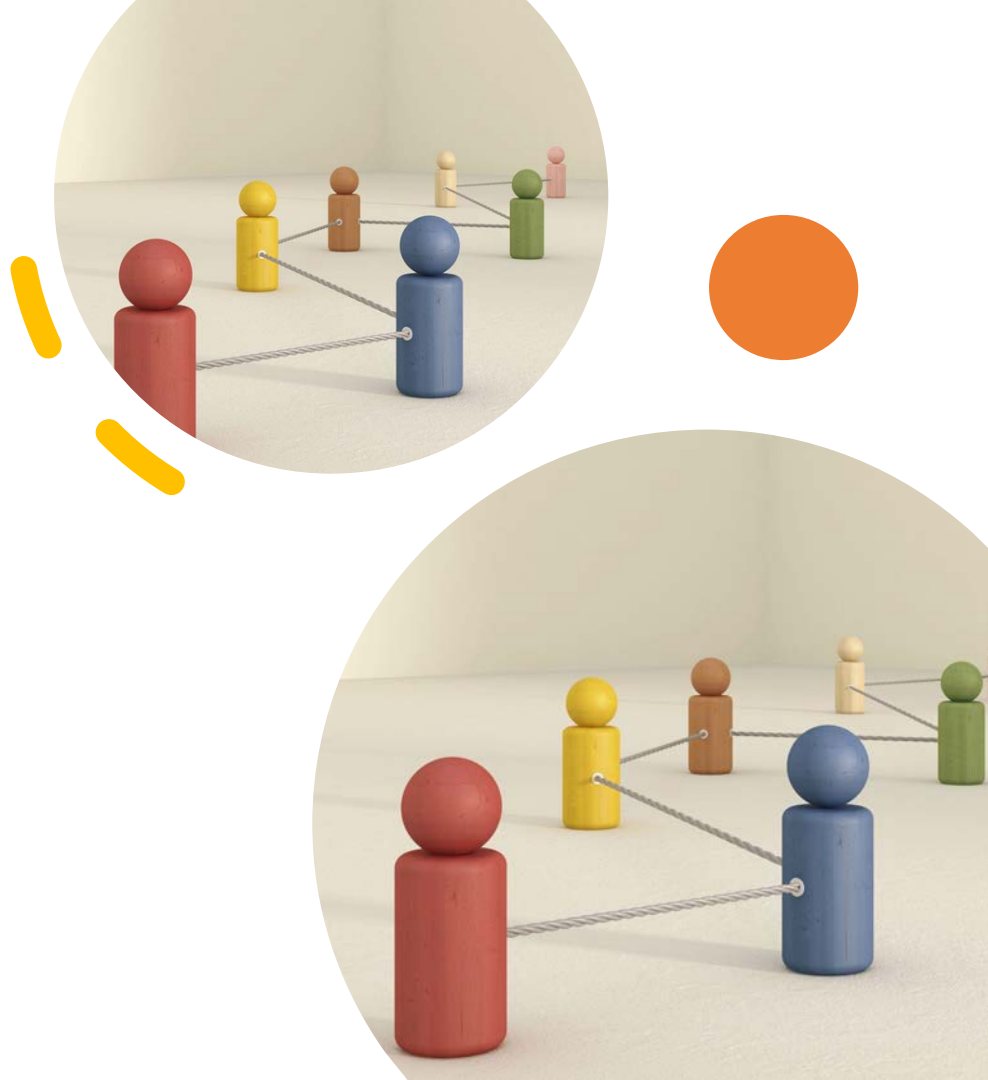
# Social Equity in CCI

- **Concept:**
- Social equity in CCI refers to fair access to opportunities, resources, and representation for all individuals and communities within the cultural and creative sectors, regardless of their social, economic, or cultural background.
  
- **Key Points:**
- Equal opportunities for education and training in creative fields
- Fair compensation and working conditions across all levels
- Balanced representation in decision-making positions
- Equitable distribution of funding and resources
- Access to cultural participation for all socioeconomic groups



# Social Equity in CCI

- **Concept**
- Inclusion in CCI involves creating environments and practices that actively welcome, respect, and value individuals from all backgrounds, ensuring their full participation and contribution to the cultural and creative sectors.
- **Key Points:**
- Accessibility measures for people with disabilities
- Programs to support underrepresented groups in CCI
- Inclusive storytelling and content creation
- Cultural sensitivity in production and distribution
- Diverse audience engagement strategies





# Cultural Diversity in CCI

- **Concept:**
- Cultural diversity in CCI encompasses the variety of cultural expressions, traditions, and perspectives represented and celebrated within the creative sectors, recognising the value of all cultural identities.
- **Key Points:**
- Preservation and promotion of diverse cultural heritage
- Support for minority languages and art forms
- Cross-cultural collaboration and exchange
- Diverse representation in media and cultural products
- Recognition of traditional knowledge and practices



# 10. International standards for gathering and sharing data

The Council calls for the development of global standards for classifying CCIs and creative occupations to fuel the growth of an internationally comparable evidence base. This should include a coordinated effort to ensure revisions to the international Standard Industrial Classification (SIC) and Standard Occupational Classification (SOC) codes, reflecting the changing nature of the CCIs.

We also recommend a review of international measurement standards insofar as they relate to the CCIs to support better collection of CCI data at an international level. Whilst we recognise the differences between national needs and systems, there are still important improvements to be made globally, such as in the area of streaming and international trade of digital services.

**This action relates to Sustainable Development Goals:**

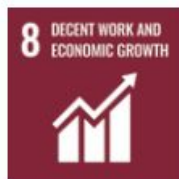


# 11. International co-operation for cultural and creative industries governance

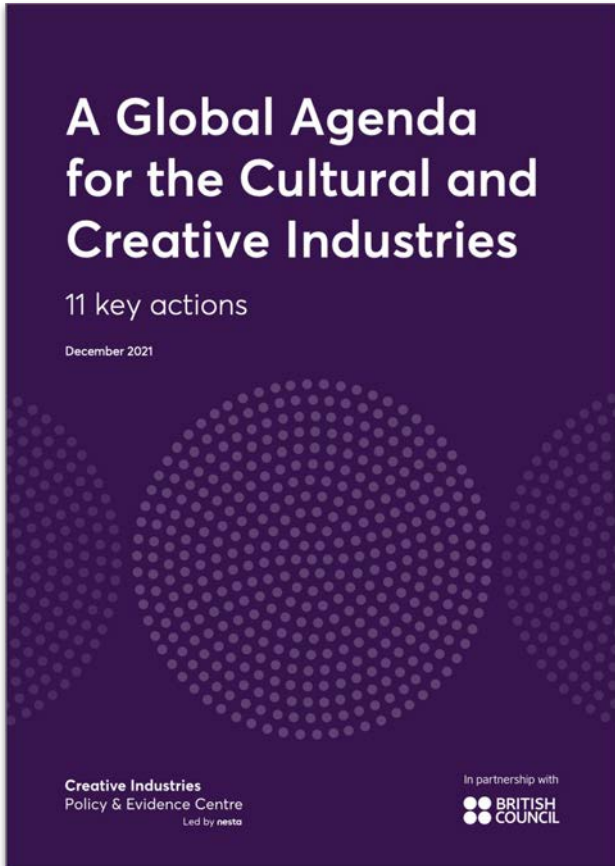
The Council calls for the setting of global standards for international cooperation towards the CCI's development worldwide. IPR legislation, internet regulations, taxation

and related policies need to be re-calibrated to be consistent, inclusive, fair and mutually beneficial to industry and government.

**This action relates to Sustainable Development Goals:**



# Free Download in 16 Languages



## A Global Agenda for the Cultural and Creative Industries

11 key actions

December 2021

Creative Industries  
Policy & Evidence Centre  
Led by *nesta*

In partnership with  
 BRITISH  
COUNCIL



++

Research,  
Policy Briefings,  
Blogs and more at  
<https://pec.ac.uk>

---

You can now read the report in

- |                       |              |              |
|-----------------------|--------------|--------------|
| → Arabic              | → Georgian   | → Portuguese |
| → Bengali             | → German     | → Russian    |
| → Chinese (Mandarin)  | → Hindi      | → Spanish    |
| → Chinese (Cantonese) | → Indonesian | → Turkish    |
| → French              | → Kazakh     | → Uzbek      |
-

# Global Signatories

**Avril Joffe, South Africa**

**Bernd Fesel, Germany**

**Daniar Amanaliev, Kyrgyzstan**

**Diana Marcela Rey Vasquez, Columbia**

**Dwinita Larasati, Indonesia**

**Edna Dos-Santos Duisenberg, Brazil/Switzerland**

**George Gachara, Kenya**

**Jairaj Mashru, India**

**John Newbiggin, United Kingdom**

**Laura Callanan, United States of America**

**Leandro Valiati, Brazil**

**Marcel Kraus, Czech Republic**

**Omar Nagati, Egypt]**

**Eliza Easton, United Kingdom**

**Hasan Bakshi, United Kingdom**

...

Questions?



Thank You.