Agenda for Kick Off Workshop

Welcome and introductions
3:00 - 3:10 CET

About the Creative Economy Alliance
3:10 - 3:20 CET

Introductions from partners
3:20 – 4:00 CET

Needs assessment and round-table discussion
4:00 - 4:20 CET

How can we work together? Some next steps...
4:20 - 4:30 CET
What is S4YE?

Solutions for Youth Employment (S4YE) is a multi-stakeholder partnership, hosted by the World Bank that brings together private companies, governments, NGOs, youth and World Bank Group teams in order to identify, curate, learn from and scale innovations in youth employment.
Components of S4YE Ecosystem

S4YE Steering Committee
(including NGOs, private sector, bilateral donors, international organizations)

Impact Portfolio
(44 youth employment projects)

Private Sector Advisory Council
(40+ private sector firms)

Youth Advisory Group
(32 young entrepreneurs)

WBG Youth Employment Network
(150+ lending operations)
S4YE, World Bank previous work on the Creative Economy

Past Events and Activities

• **Solutions Note Published**
  - Orange Economy: As a Driver of Jobs for Youth

• **Knowledge Brief Published**
  - Unlocking Opportunities for Youth in the Orange Economy: Music in Africa

• **Blogs**
  - Don’t overlook the orange economy: five reasons why creativity is key for the jobs agenda
  - Nurturing creativity: how development organizations can support the growth of “orange jobs”
  - Three lessons on fostering inclusion, empowerment, and employment through creativity

• **Upcoming**
  - The Impact of Emerging Technologies on Creative Industries – Job Creation and Growth
  - Fashion Industry: Economic Impact, Employment Opportunities, and Environmental Sustainability
  - Film Industry: Employment Opportunities and Investment Trends Across Streaming Platforms
Youth & Women make up a significant part of the creative economy

Figure 4. Percentage of persons employed in cultural occupations in low- and middle-income countries, by gender, 2015 or latest year available

Source: UIS 2020
Youth & Women make up a significant part of the creative economy

Figure 3: Top 10 countries with a large percentage of persons employed in cultural occupations who are 15-24 years old, 2015 or latest year available

- Pakistan: 33.2%
- Ghana: 27.1%
- Uganda: 25.3%
- Mozambique: 23.6%
- Mali: 21.7%
- Togo: 21.5%
- Peru: 21.4%
- Paraguay: 19.9%
- Honduras: 18.7%
- Philippines: 17%

Source: UIS 2020
A supra-regional project implemented by GIZ and Goethe-Institut
Objective of this Workshop today

1. **Share with partners an initial proposal** of developing an informal platform on the potential of the creative economy for addressing youth employment

2. **Brainstorm and discuss** the scope and focus of this platform with like-minded partners

3. **Discuss who else** needs to be at the table
The Creative Economy...

... fosters more **sustainable economic growth**

... is one among the most **rapidly growing sectors** in the global economy

... enhances social inclusion, solidarity and **diversity**

... has won **governments’ interest** in the orange economy
Creative Economy Alliance
for youth employment and diversity

The alliance is a **global multi-stakeholder partnership** bringing key organizations together – governments/public sector, private sector, NGOs, foundations, donors, and academic institutions - to share a commitment towards **supporting youth employment and diversity in the creative industries.**
Creative Economy Alliance
for youth employment and diversity

**Key objectives**

**Build partnerships** and collaborate to develop solutions on how to support youth employment and diversity in cultural and creative industries.

**Engage with young creatives and creators** from diverse backgrounds and genders to create needs-oriented support for emerging trends in the cultural and creative industries.

Co-create a **knowledge repository** of reports, guidance notes, research and tools for practitioners supporting youth employment and diversity in the creative industries.
Creative Economy Alliance
Past Events and Activities

Tune in to the Web 3 / NFT Webinar Series

Join our Webinar

Women in Web3
Unleashing underrepresented voices

Thursday, June 1st, 2023
3 pm CEST, 90 minutes

Join us via MS Teams
**Timeline**

- **APRIL**
  - Series of Consultations and first Activities
  - webinar series on NFT: access the recordings to be released soon

- **MAY**
  - Kick-Off Alliance & Webinar Series
  - virtual kick-off workshop on the Alliance
  - webinar series on NFT in CCI

- **JUNE**
  - Consultation and Network Meeting
  - deep dive session

- **JULY-AUGUST**
  - Research and Consultations
  - prepare reports, briefs, blogs for the knowledge repository
  - creation of workplan

- **SEPT-DEC**
  - Network Meeting, Work Plan, Launch of the Repository, Knowledge Briefs
  - launch of the online repository
Areas for Research and Knowledge

The Impact of Emerging Technologies in the Creative Economy

Enabling Environment for the Creative Sectors

Access to Finance: Shaping the Creative Economy Landscape

Talent and Skills Development

Value-Chain Analysis within the Creative Economy
Virtual round-table and discussion

Who is in the room?

Please state your…

• Your Name
• Your Organization’s name
• Where you are based

… in the chat box.
Virtual round-table and discussion

Inviting partners to share briefly the scope of their work:

- **Ekaterina Travkina** Coordinator, Culture, Creative Industries and Local Development, **OECD**
- **Katalin Bokor** Economic Affairs Officer, Trade and Creative Economy, **UNCTAD**
- **Friederike Kamm** Programme Specialist Culture, Division of Culture and Communication, **German Commission for UNESCO**
- **Glenn Gillis & Tatiana Skliarenko** Chairperson **Games for Change Africa**
- **Tom Cahill-Jones** Partnerships Creative Industries **Policy and Evidence Centre (PEC)**
- **Roberta Annan** Managing Director, **Impact Fund for African Creatives (IFFAC)** and Founder **African Fashion Foundation**
- **Rehana Mughal & Genevieve Pace** Director, Creative Economy, **British Council** Senior Relationship Manager, **British Council**
- **Raimund Moser** Chief, Women, Youth and Vulnerable Communities Section **International Trade Centre (ITC)**
- **Fatemah Javed** Global Sector Lead for Media, **IFC**
## Creative Economy (CE) Program

**Contact:** Marisa.Henderson@un.org and Katalin.Bokor@un.org

### Program and priorities

| Pilar 1: Biannual Creative Economy Outlook and ad-hoc research papers |
| Pilar 2: Inclusive capacity building through trainings and projects |
| Pilar 3: Promoting a resilient and inclusive CE at UNCTAD and UN intergovernmental machinery |

### Themes and topics

| Promoting creative industries as a feasible path for structural transformation and economic diversification |
| Promoting international trade in creative goods and services |
| Measuring the CE’s contribution to the economy, international trade, employment |
| Research on digitalization, Industry 4.0, inclusiveness, and sustainable business practices in creative industries |

### Regions and countries

| International trade statistics with a global coverage |
| Focus on developing economies (UNCTAD mandate) |
| Capacity building project on the CE in Angola |
| Regional cooperation with G20, ALADI, etc. |
| UN inter-agency cooperation |
| Partner of the World Conference on Creative Economy series |
Using the power of games to create impact

An invitation to amplify efforts in fostering social and economic growth in Africa.

Glenn Gillis,
Chairperson G4CA
Who are we?

Games for Change Africa is a Chapter of the global Games for Change nonprofit organisation, founded in New York in 2014.

Games for Change empowers creators and social innovators to use games and immersive media as vehicles for social change in order to help people learn, improve their communities and ultimately, make the world a better place.
G4CA Festival

The G4C Africa Festival is an annual event that brings together everyone who is interested in using games to drive social change.

Last year on 1-2 December we ran the first in person edition of the Festival during Africa Games Week in Cape Town.

We gathered to connect with likeminded individuals and organisations across the continent to celebrate and promote the power of games for social good through curated talks and panels, play session and workshops as well as other interactive experiences.

This year the Festival will return on the 28th November 2023.
Ready to create **impact** using the **power of games**?

**Priorities**
- Demand Led Strategy
- Scaling Capacity
- Co-production & Collaboration

**Themes**
- Impact at scale
- Culture and Stories
- Inclusion and Diversity
- Sustainability

**Regions**
Creative PEC
(Creative Economy Alliance Kick-Off)

Wednesday 17th May 2023
VISION

“The PEC will address industry and government’s current priorities for the creative industries including those set out in strategy documents such as the DCMS/CIC Sector Vision, while at the same time advancing research into the longer-term challenges and opportunities facing the sector”

We will do this by:

1. Producing our own research and making it available in a range of accessible formats
2. Acting as a platform for policy-relevant research undertaken by others
3. Engaging policymakers through ‘embedding’ researchers in their planning, design and delivery cycles
NORTHERN HUB @ NEWCASTLE UNIVERSITY

- Research Director
- Research Unit
- Engagement Manager (Local Policy)
- Policy and CI ecosystem
SOUTHERN HUB @ RSA HOUSE

- PEC Director
- Policy Unit (National Policy)
- Communications Unit
- Research Network Administration
- State of the Nation launches
THEMATIC PRIORITIES

4 areas of regular reporting:

- R&D, Innovation and Clusters - University of Sussex
- Creative Education, Skills and Talent - Work Advance
- Internationalisation - Newcastle University
- The Arts, Cultural and Heritage Sectors - University of Sheffield

- Cross-cutting themes include EDI and Sustainability
- Wider research network commissioned to tackle other areas
GLOBAL

- British Council
  - Global Creative Economy Council
- EIT Culture & Creativity
- OECD
- Research Network
Impact Fund For African Creatives (IFFAC)

- At IFFAC, we're dedicated to developing creative talent through our 3-stage approach: incubation, acceleration, and seed financing. The first two steps are crucial in establishing a strong foundation for targeted businesses and preparing them for capital injection. In our third stage, pre-selected businesses receive seed funding after pitching to our investment committee and submitting a vetted business plan, along with technical assistance and support.

- To provide even more support, the IFFAC platform offers three sub-funds totaling 150M USD. The Grant Fund, totaling 20M USD which supports incubator and accelerator programs. The Early-stage Fund, totaling 30M USD, provides funding for businesses in their early stages and the development and infrastructure fund totals 100M USD.

- Overall, our 3-stage approach embodies development, expansion, and funding to put African talents and their businesses at the forefront of the global creative economy.
What IFFAC does in the creative economy

• IFFAC nurtures and develops the African creative and cultural industry by providing technical and financial support to transform businesses in this sector into sustainable enterprises.

• Created by IFFAC in collaboration with the African Fashion Foundation, the African Fashion Futures Incubator has been launched with 14 African fashion designers from Ghana, Nigeria, and Rwanda as its first cohort to provide capacity building, mentorship with financial support of €10,000 to €50,000.

• Through IFFAC, we have launched the Roberta Annan Scholarship and African Fashion Foundation scholarship which provide tuition-free education to pursue a degree at Conde Nast College and a Master’s degree at Academia Costume & Moda respectively.

• Through the Black Heritage textile group, our acquisition of acquisition Volta Star Textiles Limited provides employment to +700 persons and produces world-class ring spun yarn and grey baft as its products which in the long term participates in the world exports and apparel manufacturing shifting with the frontier of production moving to Africa.
Why is creative alliance important and what we hope to achieve from the alliance

WHY IS CREATIVE ALLIANCE IMPORTANT

• Collaboration and knowledge-sharing
• Advocacy
• Networking

WHAT WE HOPE TO ACHIEVE

• Increased visibility and exposure
• Access to resources
• Opportunities for growth and expansion
• Improved innovation
## PROGRAM & PRIORITIES
- African Fashion Futures Incubator
- Roberta Annan Scholarship
- African Fashion Foundation scholarship

## THEMES & TOPICS
- Mentorship and grants
- Scholarship

## REGIONS & COUNTRIES
- Africa
- Africa and UK
- Africa and Italy

## CREATIVE ECONOMY & YOUTH EMPLOYMENT

### ENGAGEMENT
- Seedstars and 14 African designers
- The College, stakeholders, and the student
- The University, stakeholders, and the student

### COLLABORATION
- Africa Fashion Foundation
- Conde Nast College
- Academia Costume & Moda
We contribute to **inclusive economic and social development** and create stronger links with the **UK** through:

- Creating international opportunities for the next generation of creative innovators, practitioners and entrepreneurs
- Developing the capacity of creative professionals and policymakers to support sustainable creative economies in their countries

We focus on

1) Research, Insight and Advocacy
2) Leadership and Learning
3) Sector Development
Next Steps

We want to hear your ideas:

Please write in the chat if you are interested in the alliance

We will contact you after the meeting to:

• pinpoint common interests
• identify who else should be part of the alliance
• share further ideas

We will send you the presentation and links.
Caught your interest?

Get involved now

Would you like to **join the alliance and shape the future format or co-creation ideas?**

Contact us:

**World Bank**

Namita Datta: **Ndatta@worldbank.org**

Jemi Laclé: **Jlacle@ifc.org**

**GIZ**

project CCI: **kultur-und- kreativwirtschaft@giz.de**
THANK YOU!

Namita Datta – S4YE
Angelika Frei-Oldenburg – GIZ

Creative Economy Alliance  |  Solutions For Youth Employment (s4ye.org)
Extra slides
PollEv:  www.pollev.com/