

Project Recommended by the IFCD Panel of Experts

Score	Country	Request number	Applicant	Field of activity	Focus on capacity-building for cultural policies
32	Saint Lucia	2014 / 045	Ministry of Tourism, Heritage and Creative Industries (State Party)	Cultural policies and industries	Yes

Project title	Measuring the social and economic contribution of the cultural industries in Saint Lucia.
Project duration	March 2014 – March 2015
Aim	The project aims to position Saint Lucia as a culturally dynamic and economically innovative location through the development of a national cultural industries' map which can effectively guide policy development.
Brief summary (§ 16.1)	The Ministry of Tourism, Heritage and Creative Industries, which is committed to the development of a dynamic cultural industry that achieves sustainable economic, environmental and socio-cultural growth, proposes to: 1) map the potential of cultural industries in the country; 2) carry out capacity-building workshops and mentoring activities for creators and cultural entrepreneurs; and 3) put in place a media campaign to raise public awareness on the opportunities and value that cultural industries bring to development.
Expected results and impact (§ 16.2)	<ul style="list-style-type: none"> • Saint Lucia's cultural industries mapped and analysed – The ministry will complete a mapping exercise, which will include extensive field research and the involvement of the creative community, to measure the island's cultural industries' economic activity and identify its key players. The results of this exercise will inform upcoming policy development in the field of cultural industries. • Young creators and cultural entrepreneurs are trained and coached to develop their careers – The applicant will conduct consultation meetings to determine the needs and challenges faced by cultural practitioners in the island. Once priorities are set, the Ministry will develop and implement training and mentoring programmes for creators and cultural practitioners. Cultural industry professionals will be engaged to take part in these programmes. • Public awareness is raised about the importance of Saint Lucia's cultural industries – The ministry will conduct a media campaign, communicating the results of the mapping exercise and giving visibility to the islands key cultural industries and players. A study to assess the level of public acceptance of the value of cultural industries will be undertaken.
Recommended amount in US\$ (§ 16.3)	54,522
Relevance to the objectives of the	<ul style="list-style-type: none"> • Contributes to the introduction of better informed cultural policies to promote the cultural industries in Saint Lucia – both the development of

Convention and the fields of activity of the IFCD (§ 16.4)	<p>a comprehensive map of Saint Lucia’s cultural industries and key players and the communication campaign are instrumental in ensuring effective policy interventions to develop a competitive and dynamic local creative industries sector.</p> <ul style="list-style-type: none"> • Promotes information sharing and transparency – the publication and dissemination of the results of the mapping exercise among the island’s creative community is expected to reveal important information about the economic structure and dynamics of the cultural industries in Saint Lucia, which have not yet been explored.
Feasibility and expected structural impact (§ 16.5)	<p>Saint Lucia is a small island developing state. In recent years, industries that traditionally played a key role in the country’s economy, such as the export of crop and tourism, are now facing a strong competition from other neighboring countries. Consequently, the government has been exploring innovative means of diversifying the economy and creating new opportunities. This project proposal represents a chance to get a clear picture of the potential of cultural industries to contribute to the social and economic development of the island state through the development of evidence-based policies and strategies.</p> <p>The project will involve a wide range of stakeholders: from policy and decision-makers to cultural practitioners. This will contribute to achieving long-term sustainable results and ensuring an impact of the project.</p>
Comments from evaluators	<p>The evaluators recommend the project because it aims at developing a map of the country’s cultural industries which will contribute to the introduction of cultural policies and the strengthening of the institutional infrastructure. The project also contributes to cross-sector cooperation and an active involvement of all stakeholders in the project.</p> <p>The expected results are measurable and meet the objectives of the 2005 Convention and IFCD in many points (cultural policy development, information sharing and transparency).</p>