

CREATIVITY

QUESTIONS & ANSWERS

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WHY CREATIVITY?

People everywhere are driven by a fundamental need to express themselves creatively. This creativity not only makes for a richer, more varied world, it also serves as a basis for sustainable development, as recognized by the 2030 Agenda for Sustainable Development. A source of economic empowerment, creativity contributes to inclusive employment and entrepreneurial opportunities in the cultural and creative industries. Today, the creative economy is responsible for nearly 30 million jobs worldwide, and employs more people ages 15 to 29 than any other sector. Creative expression can also support the social, civic and political empowerment of marginalized groups by fostering a respect for their human rights, in particular their cultural rights and freedom of expression. At a time when freedom of artistic expression is under threat worldwide – Freemuse reported that, on average, one person per week was prosecuted for expressing themselves artistically in 2017 – UNESCO works to promote creativity and the rights of creators as a cornerstone of prosperous, free societies.

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HOW DOES UNESCO WORK TO PROMOTE CREATIVITY?

- i. **Mobilizing its normative tools.** Two UNESCO Conventions – the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage and the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions – are essential to its efforts to support creativity.
 - a. The 2003 Convention works to safeguard the practices, representations, expressions, knowledge and skills that are continuously being created and recreated when transmitted from generation to generation. It stresses the dynamic nature of intangible heritage, as well as the role that the communities and groups involved in the production, recreation and transmission of intangible cultural heritage play in enriching the cultural diversity and creativity of humanity.
 - b. The 2005 Convention aims to ensure that artists, cultural professionals and citizens from around the world can create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own.
- ii. **Policy guidance and monitoring.** Through Re | Shaping Cultural Policies, the Global Monitoring Report on the 2005 Convention, UNESCO monitors the efforts of Member States to promote the diversity of cultural expressions through their policies and legislation. The 2013 Special Edition of the Creative Economy Report demonstrates how the cultural and creative industries lie at the heart of local economies in the global South. The 2005 Convention also recently adopted digital guidelines to help countries ensure that artists and producers benefit fully and fairly from the potential of information technologies.
- iii. **Mobilizing for artistic freedom.** In June 2018, UNESCO launched a global survey on policies and measures taken to support the economic and social rights of artists. Aligned with the UNESCO Recommendation on the Status of the Artist, findings of the survey will be presented by the Director-General in autumn 2019. UNESCO also spotlighted artistic freedom through several events at the 2018 World Press Freedom Day in Accra.
- iv. **Strengthening the creative industries.** UNESCO's International Fund for Cultural Diversity (IFCD) aims to support the emergence of vibrant cultural industries in developing countries, financing 97 projects in 54 countries to date.
- v. **Building stakeholder capacity.** The global capacity-building programmes of the 2003 and 2005 Conventions include training workshops, policy advice, and technical assistance missions, with the goal of creating positive institutional and professional environments for the safeguarding of intangible heritage and the strengthening of the creative industries.
- vi. **Mobilizing its networks.** The UNESCO Creative Cities Network, which includes 180 member cities from 72 countries specialized in seven creative fields, promotes cooperation with and among cities that have identified creativity as a key factor in their development.

CREATIVITY

KEY MESSAGES



People everywhere are driven by a fundamental need to express themselves creatively. This creativity not only makes for a richer, more varied world, it contributes to the cultural diversity of humanity and can serve as a basis for sustainable development. This is particularly true in the world's cities, as recognized in SDG 11 of the 2030 Agenda for Sustainable Development.



Creativity contributes to sustainable economic development through employment and entrepreneurial opportunities in the cultural and creative industries. Global trade in creative goods more than doubled between 2004 and 2013, and today the creative economy contributes to 6.1% of the global economy, representing 4.3 trillion USD per year. The creative economy is responsible for nearly 30 million jobs worldwide, and employs more people ages 15 to 29 than any other sector.



Creative expression can support the social, civic and political empowerment of marginalized groups, such as women, minorities, young people and individuals with disabilities, by fostering a respect for their cultural rights and freedom of expression.



UNESCO recognizes that creativity is a multifaceted resource that can contribute to finding imaginative and appropriate responses to development challenges. The communities and groups involved in the production, recreation and transmission of intangible cultural heritage help to enrich cultural diversity and human creativity.



The rise of digital technologies has had a major impact on creative sectors worldwide, allowing artists and cultural professionals to bypass traditional distribution channels and interact directly with the public and potential audiences. Global systems of governance for culture must adapt to this new reality to ensure that the diversity of cultural expressions is protected and promoted.



Freedom of artistic expression is under threat around the world. Freemuse reported that, on average, one person per week was prosecuted for expressing themselves artistically in 2017. Violations of artistic freedom range from censorship (including self-censorship), killings, attacks, abductions, imprisonments and threats, with musicians suffering the most serious violations.

For more information, visit:

<http://en.unesco.org/themes/protecting-our-heritage-and-fostering-creativity>