AGENDA

REFLECTION GROUP

CREATIVE ACTIVITIES AND REGENERATION OF TERRITORIES:

WHICH POTENTIALS FOR CULTURAL AND ENVIRONMENTAL ACTIVITIES IN SMALL ISLAND DEVELOPING STATES (SIDS)?

19 September 2017—UNESCO, Paris – Room IX
PRESENTATION

Exposed to multiple challenges and constraints tied to their specificities, the Small Island Developing States (SIDS) constitute one of the most vulnerable group in the world, be it economically or environmentally. The cultural and creative industries appear as a relevant tool towards sustainable development, in the perspective of the Sustainable Development Program at the 2030 Horizon which includes all the objectives of sustainable development (ODD) to eradicate poverty, preserve the planet and ensure prosperity for all. 2017 being the international year of environmentally sustainable tourism, the meeting will also focus on the role of Tourism in promoting a creative and sustainable economy. Meanwhile the Reflection Group will also consider environmental issues and explore innovative environmental practices, supporting a sustainable development of the SIDS.

For over fifteen years the potential of such creative activities has been rightly underlined as boosting the development of small insular economies, as shown in the report on creative economy (see annex 1 of UNCTAD).

The assessment of this potential requires to be revised to take into account the structural changes affecting the economic and social development.

We shall retain four major structural changes in consideration of their impact on the development and revision of policies and programs of sustainable development of small insular economies.

1) **The increasing will to value cultural heritage**, will that implies to inventory this heritage and to mobilize it in involving it in numerous activities, an involvement which gives to cultural activities a new importance in the development of territories.

2) **The extension of the institutional context framing the diverse activities** which goes beyond the dichotomy between market and non-market activities to develop diverse kinds of collaborative or associative activities, or even to install new common objectives or new types of firms (such as Social and Solidarity Enterprises SSE).

3) **The growing consciousness of the risks of all kinds** caused by the deterioration of the environment. The mobilization on this issue leads to give new priorities to environmental collective actions.

4) **The digital revolution and the ongoing development of the information and communication technologies (ICTs) and of digital platforms** imply important changes in both processes of production and consumption of creative activities and the expansion of sustainable tourism in World Heritage sites, as
in personal relations with the explosion of social networks. In this perspective, sustainable tourism in the world heritage sites of the SIDS could, if well managed, could be very important for creative industries and the economy.

These trends concern directly small insular developing states (SIDS), a priority field of action of the UNESCO. In this sense, the Organization has adopted a strategy as well as a specific action plan for the SIDS (ref http://www.unesco.org/new/en/natural-sciences/priority-areas/sids/resources/publications/unesco-sids-action-plan/).

The structural changes evoked just above relay three of the priorities of the UNESCO action plan, namely:

Priority 1): strengthen insular capabilities in the perspective of a sustainable development thanks to education and the enhancement of human and institutional performances.

Priority 4): preserve and value cultural heritage in all its forms and promote culture to support sustainable development in the islands

Priority 5): increase connectivity, information management and communication as well as shared knowledge

Furthermore, the implementation of these priorities for the SIDS economy should lead to strengthen their resilience (priority 2) and to promote justice and social inclusion (priority 3).

Many improvements have been achieved in the implementation of this action plan, as underlined in the report of the Executive Board of UNESCO at its 201st session (cf document 201 EX/5). Still the challenges remain numerous.

In this context the meeting will try to contribute to push forward the implementation of the action plan, while looking at the potential of creative activities for a sustainable development of the SIDS.
OBJECTIVE OF THE REFLECTION GROUP

The Reflection Group meeting on September 19th 2017 will allow an exchange between the SIDS representatives, policy makers and members of civil societies (NGOs, academics, artists, etc.) in cooperation with UNESCO in view to make concrete propositions in order to elaborate further the implementation of the action plan for the SIDS, which takes into account their specificities.

The meeting should allow exchanges of good practices and comparisons of diverse experiences, not only among SIDS themselves and with other parts of the world, but also in terms of various environmental contexts as well as in terms of activities (be they in the agricultural sector, in fishing, in cultural industries, in tourism, transport, trade or in manufacturing industries, or concerning modes of consumption, or in health and education services). These exchanges, rich in learning, should lead to define the actions to be taken to strengthen the development of cultural and creative industries in a sustainable development perspective.

The meeting will also address policy and governance frameworks in order to promote sustainable models of development in tourism and in culture, in view of developing a responsible tourism, open to culture and inclusive to be able to contribute to the socio-economic development of hosting countries, to promote inter cultural exchanges and generate resources to preserve tangible and intangible heritages.

The meeting will allow to draw some recommendations in economic, social and environmental policy designing for the SIDS as well as for isolated territories. This will imply to take into account as much as possible the different contexts that occurred at the time or after the COP21 and 22, while the first measures of international support to sustainable development (mitigation or adaptation) are taking place. The conclusions of the meeting could thus be submitted to the attention of the UNESCO in the development of the implementation of its Action Plan for the SIDS.
PROGRAM

Date and place: Tuesday, September 19th, 2017 from 9:30 am to 6:00 pm – Room IX, Maison de l’UNESCO, 7 Place de Fontenoy, 75007 Paris

ORGANIZERS

☐ UNESCO’s Small Island Developing States (SIDS) Group
☐ Global Foundation for Democracy and Development (FUNGLODE)
☐ Network of Creative Activities and Renewal of Territories (ACERT), a project supported by the House of Human Sciences of Paris-Nord (MSH-PN)
☐ Center for Research in Economics and Law of Insular Development (CREDDI)

With the support of:

☐ SECTORS OF UNESCO: They will bring a technical support regarding contents and propositions of experts

  o Sector of Natural Sciences
    ❖ Section for Small Islands and Indigenous Knowledge

  o Sector of Culture
    ❖ 1972 Convention concerning the protection of the World cultural and natural heritage
    ❖ 2005 Convention for the protection and the promotion of the diversity of cultural expressions

  o Sector of Communication and Information
    ❖ Division of Knowledge Societies
    ❖ Information for All Program (IFAP)

  o Executive Secretariat, UNESCO Task Team on Climate Change
UNESCO/IGlobal Chair on Social Sciences, Public Policy and Democratic Governance of the Global Institute of Higher Education in Social Sciences of the Dominican Republic

Tourisme Office of the Dominican Republic in France

4 ROUNDTABLES

Morning

9:30 am: Reception of participants

10:00am–10:15am: Short inaugural session

Welcome addresses by H. E. Mr. Joshua Rimarkindu Kalinoe, President of the SIDS Group, Ambassador, Permanent Delegate of Papua-New-Guinea to UNESCO

Ms. Jyoti Hosagrahar, Representative of the UNESCO Director-General

Introduction to the meeting by Pascal Petit, University Paris Nord, initiator of the Reflection Group, Network of Creative Activities and Renewal of Territories (ACERT), a project supported by the House of Human Sciences of Paris-Nord (MSH-PN)

10:15am-11:15am: First Roundtable: "Cultural and creative industries (CCI) to support the Sustainable Development Program 2030: the case of SIDS"

Moderator: Antoine Rébérioux, University Paris 7 and Center for Research in Economics and Law of Insular Development (CREDDI)

Introduction: Danielle Cliche, Secretary of the 2005 Convention for the protection and the promotion of the diversity of cultural expressions: “Presentations of experiences drawn from missions of technical assistance of the UNESCO/EU project of a Bank of expertise which has involved some SIDS could be exploited in this panel (Barbados, Mauritius and Seychelles)"

Speakers:

- Alissandra Cummins, Director of Barbados Museum, Former President of the UNESCO Executive Board: "The potential of the Caribbean heritage to mobilize creative industries"

- Michel Dimou, Director of the Laboratory of Economics Applied to Development (LEAD), University of Toulon, Editor-in-chief of the magazine Région et Développement: "Variety of development trajectories of small insular economies"
Pierre Moeglin, University of Paris 13 and UIF (University Institute of France): "Education, creativity and development: a very long history"

Ismaïl Erturk, Manchester Business School: "Business Models in Creative Industries and Inclusive Growth"

11:15am-11:30am: Discussion

11:30am -11:45am: Coffee Break

11:45am-12:45pm: Second Roundtable on sustainable tourism in the sites of World Heritage: “Enhancing the best practices of the tourism sector in terms of contribution to the creative economy"

Moderator: Michel Vernières, University Paris 1 and GEMDEV (Scientific interest group for the study of globalization and development)

Introduction: Peter Debrine, UNESCO World Heritage Centre: "Challenges for the SIDS and UNESCO’s contribution to the SIDS action plan in the culture sector"

Speakers:

Vincent Géronimi and Natalia Zugravu, CEMOTEV (Center for Studies on Globalization, Conflict, Territories and Vulnerabilities), University of Versailles-Saint Quentin: "The role of intangible heritage in insular development"

Alain Maurin, Director of the Center for Research in Economics and Law of Insular Development (CREDDI), University of the Antilles, and Patrick Watson (Sir Arthur Lewis Institute of Social & Economic Studies, Trinidad University): “An analysis of the dynamics of cultural and creative industries in the Caribbean: the example of the festivals offer”

Maribel Villalona, General Coordinator of the Tourism Development Program of the Colonial City of Santo Domingo: "Tourism and Historical Heritage: a sustainable binome if it lays the groundwork for the creative industry"

12:45am-1:00pm: Discussion
1:00pm-2:30pm: Lunch Break
**Afternoon**

**2:30pm–3:45pm: Third Roundtable on environmental issues in Small Island Developing States**

**Moderator:** Claudine de Kerdaniel, Deputy Permanent Delegate of St Vincent and the Grenadines to UNESCO

**Introduction:** Khalissa Ikhlef, Section for Small Islands and Indigenous Knowledge at UNESCO: "Challenges on SIDS and UNESCO’s contribution to the action plan for SIDS".

Peter Dogse, Executive Secretariat, UNESCO Task Team on Climate Change: "Updating the UNESCO Strategy to Address Climate Change: The Case for Small Island Developing States"

**Speakers :**

- Nathalie Hilmi, Scientific Centre of Monaco: "Socio-economic Impacts of climate change and of the acidification of oceans on coral reefs in the SIDS of the Pacific Ocean"

- Omar Ramirez, Director of the Environment Studies Centre of the Global Foundation Democracy and Development (FUNGLODE: "Monitoring the Paris Agreement (COP 21) in view of the COP23. A look from the Caribbean"

- Nicolas Imbert, Technical Manager of the NGO Green Cross: “For a holistic approach: success and lessons learned from local initiatives in the South Pacific Islands”

**3:30pm-3:45pm:** Discussion
3:45pm-4:45pm: Fourth Roundtable on the development of information and communication technologies: what are the issues for the SIDS?

Moderator: Sania El Kadi, Deputy Permanent Delegate of Palau to UNESCO

Introduction: Fackson BANDA, Programme Specialist, UNESCO Sector for Communication and Information: "Challenges of the SIDS and the contribution of UNESCO to the action plan of the SIDS in the fields of new technologies"

Speakers:

- Philippe Bouquillon, University Paris Nord, co-coordinator of the Network of Creative Activities and Renewal of Territories (ACERT), Julie Peghini, University Paris 8 and Catherine Servan-Schreiber, Center for South Asian Studies (CEAS) at the CNRS: "Creative Industries and projects of Smart Cities. Focus on Smart Cities in Mauritius"

- Sami Hadriche, Director of the Company Hottix: "The stakes of the digital transformation in the SIDS with its implications on tourism, education and environment"

- Chafica Haddad, Deputy Permanent Delegate of Grenada to UNESCO, Chairperson of the UNESCO intergovernmental "Information for All Programme (IFAP)": "Contribution of IFAP in building inclusive Knowledge Societies"

- Patrick Forestier, Grand reporter in Paris Match: “Connected Islands: How Information Technology Can Affect Pacific Countries”

4:45pm-5:00pm: Discussion
PRELIMINARY CONCLUSIONS AND POLICY RECOMMENDATIONS OF THE REFLECTION GROUP

5:00pm-6:00pm

Moderator: Pascal Petit, Université Paris Nord, co-ordinator of ACERT

Speakers:


- Michel Vernières, Réseau Activités créatives et renouveau des territoires (ACERT), projet soutenu par la Maison des Sciences de l’Homme de Paris-Nord (MSH-PN)

- Alain Maurin, Director of the Center for Research in Economics and Law of Insular Development (CREDDI), University of the Antilles

- Douglas Nakashima, Chief of the Section for Small Islands and Indigenous Knowledge at UNESCO

- Ms. Jyoti Hosagrahar, Representative of the UNESCO Director-General

- H.E. Mr. Joshua Rimarkindu Kalinoe, President of the Small Island Developing States (SIDS) Group
Figure 1.3 UNCTAD classification of creative industries

Heritage
- Cultural sites
  - Archaeological sites, museums, libraries, exhibitions, etc.
- Traditional cultural expressions
  - Arts and crafts, festivals and celebrations

Arts
- Visual arts
  - Paintings, sculptures, photography and antiques
- Performing arts
  - Live music, theatre, dance, opera, circus, puppetry, etc.

Media
- Publishing and printed media
  - Books, press and other publications
- Audiovisuals
  - Film, television, radio, other broadcasting

Functional creations
- Design
  - Interior, graphic, fashion, jewellery and toys
- New media
  - Software, video games, digitized creative content
- Creative services
  - Architectural, advertising, creative R&D, cultural & recreational

Source: UNCTAD
Annex 2 / Excerpts on the SIDS from the brochure « Investing in culture for sustainable development: Impact and achievements of the UNESCO/EU expert facility project”

BARBADOS
Unlocking Creative Potential

Recognizing the need to engage with professionals in the cultural industries, the Government of Barbados set up a National Task Force on Cultural Industries and sought technical assistance from UNESCO.

Nine recommendations were designed with the Expert Facility based on consultations with more than 100 stakeholders. They focus on fostering informed decision-making and engaging a wider range of stakeholders. They also focus on nurturing entrepreneurship by making financing available and through skills development opportunities.

The recommendations were presented to the Government. As a result, the Parliament approved a landmark Cultural Industries Development Act in 2013. This Act provides financing mechanisms to help the creative industries grow and become sustainable. In 2015, the Barbados Cultural Industries Development Authority was created to coordinate a wide range of agencies, ministries and civil society representatives, especially young entrepreneurs.

It will take time to truly unlock Barbados’ creative potential, but the mission has already enabled vital steps to be taken.

REACHING OUT

Musicians, artists, producers, entrepreneurs and other civil society representatives were important contributors at every stage of the consultation process. Their continued involvement will be crucial to unlocking Barbados’ creative potential.

In 2012,

THE EXPERT FACILITY CONDUCTED

3
missions
IN BARBADOS

THE EXPERTS WORKED A TOTAL OF

63
days
IN-COUNTRY

PRIORITIES

SIDSSUSTAINABLE
DEVELOPMENT
MAURITIUS
Nurturing Creativity and Entrepreneurship

In 2014, the country approved the Creative Mauritius – Vision 2025 White Paper. This landmark plan aims to nurture artistic creation and cultural entrepreneurship. It is a direct result of the Expert Facility’s work two years earlier, where consultations were held across the country with artists, cultural professionals, government staff, business institutions, educators, IT experts and non-government organizations. These consultations yielded rich responses. They allowed different cultural actors to discuss issues in-depth and to provide very specific suggestions for how their industries might be developed. From these discussions, the Expert Facility assisted in the development of a strategy document with action plans.

With the White Paper now approved, the Government has also held public and stakeholder consultations to share the proposals included in the White Paper; and to collect comments and suggestions for its improvement.

REACHING OUT
Over 250 cultural stakeholders participated in eight consultations that took place around Mauritius and on the island of Rodrigues. Mauritian civil society was instrumental in designing the national strategy and action plans. The consensus achieved during the consultations led to the creation of independent sectoral coordinating bodies which will give civil society a stronger voice.

In 2012, the Expert Facility conducted 3 missions in Mauritius in-country and worked a total of 60 days.

Priorities

AFRICA  SIDS  SUSTAINABLE DEVELOPMENT
SEYCHELLES
Positioning Creative Industries for Growth

With the adoption of the 2020 Licensing Amendment Act and the 2020 Investment Act, the Government of Seychelles sought technical assistance from UNESCO to assist cultural entrepreneurs in creating and marketing their cultural goods and services. In this context, the Expert Facility supported the design of a new Creative Industries Policy, alongside a Strategy to develop the potential-rich music sector. The Ministry of Tourism and Culture together with the National Arts Council were responsible for formulating the Policy and Strategy.

In 2013, the Government formed the Seychelles Agency for the Creative Industries to spearhead implementation of the new Policy and music strategy. This is opening the way for improved growth and increasing support for artists and cultural entrepreneurs.

Meanwhile, the work in Seychelles formed the basis for the elaboration of a cultural strategy for the Indian Ocean Commission. Solid and consistent technical support from the Facility has enabled Seychelles to embark on a long-term process towards the greater inclusion of culture in national policies.

REACHING OUT

The various consultations supported by the Expert Facility enabled civil society to help shape the Policy and music strategy. The Experts met officials from the National Conservatory for the Performing Arts, producers and performers, non-government organizations, art associations, members of several artists' associations, among others.

In 2012,

THE EXPERT FACILITY CONDUCTED

2 missions in Seychelles

THE EXPERTS WORKED A TOTAL OF

63 days in-country

SIDS  SUSTAINABLE DEVELOPMENT