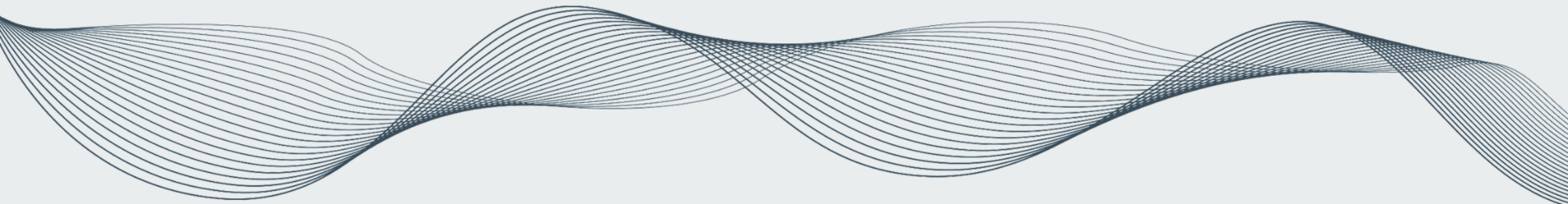




# The Global Landscape of the **Creative Economy** Trends, policies & initiatives

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# Outline

**1**

Background

**2**

The global trends

**3**

The impetus  
and driver

**4**

Challenges

# The Global Landscape



The  
Creative  
Economy

The dimension and segment continues to evolve

The scope and boundaries vary vastly between countries and international organizations

Defining the Creative Economy is a complex matter

Many terms . . .



- cultural industries
- creative industries
- leisure industries
- entertainment industries
- content industries
- copyright protected industries
- cultural economy
- creative economy

And each of these terms has numerous and diverse definitions . . .

# Definition



## United Nations Conference on Trade and Development (UNCTAD)

“defines creative industries as cycles of creating, producing, and distributing goods and services that use creativity and intellectual capital as primary inputs”

## Inter-American Development Bank (IDB)

“the group of activities through which ideas are transformed into cultural and creative goods and services whose value is or could be protected by intellectual property rights (IPRs)”

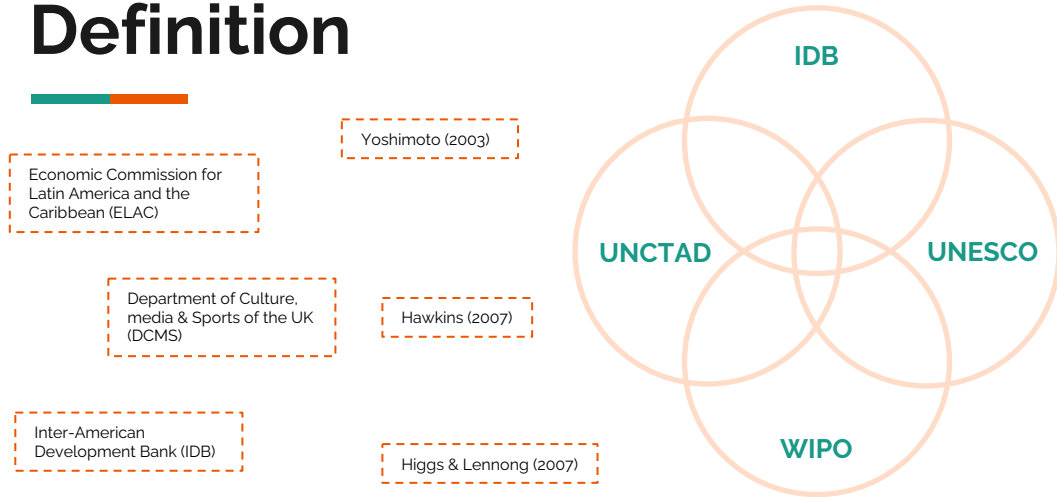
## United Nations Educational, Scientific and Cultural Organization (UNESCO)

“focuses on the social and economic dimensions of culture defined according to the concepts of cultural and related domains and the culture cycle”

## The World Intellectual Property Organization (WIPO)

“concentrates on the importance of copyright and categorizes industries according to the extent to which their activities depend on copyright”

# Definition



### Arts and Heritage

<b>Visual arts</b> -Painting -Sculpture -Installations and video art -Collaborative and participatory -Fashion - haute couture	<b>Performing arts and public shows</b> -Theatre, dance and puppets -Orchestra, opera and zarzuela -Concerts -Circuses -Sponsored improvisations (jazz/popping) -Fashion - catwalk	<b>Tourism and material and immaterial cultural heritage</b> -Crafts, antiques, furniture and typical products -Gastronomy -Museums, galleries, archives and libraries -Architectures and restoration -Material paths and eco-tourism -Monuments, archaeological sites, historic quarters, etc. -Traditional knowledge, festivals, carnivals, etc.	<b>Cultural and artistic education</b>
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### Conventional Cultural Industries

They are activities that provide goods and services based on symbolic content of an artistic and creative nature. These goods and services can be mass-reproduced and distributed, and are traditionally recognized as strongly related to culture.

<b>Publishing</b> -Books, newspapers and magazines -Graphic industry (printing) -Edition -Bookstores	<b>Audiovisual</b> -Film -TV -Video  <b>Photographic</b> -Radio -Recorded music
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### Functional Creations, New Media and Software

They are activities not traditionally associated with culture, but they are defined by their symbolic appeal to consumers instead of their use value.

<b>Design</b> -Interior -Graphic art and illustration -Jewelry -Toys -Product	<b>Content software</b> -Video games -Other interactive audiovisual contents -Digital content media support	<b>News agencies and other information agencies</b>  <b>Advertising</b> Fashion - Print a-poster
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## COMMON SCOPE & DOMAIN

Creativity, arts and culture as productive endeavours

Products strongly related to intellectual property rights, in particular copyright

Activities with a direct role in the value chain transforming ideas into products and services

# The Global Landscape

The  
Creative  
Economy

and the  
World  
Economy

The global cultural sector  
accounts for

**3.1%**

of global gross domestic  
product (US\$100,218 billion)

UNESCO (2022). Re-shaping  
policies for creativity:  
Addressing culture as a global  
public good

Howkins, John (2007). The Creative Economy.  
Allen Lane The Penguin Press, London.

The Creative Economy was estimated  
to represent

**6.1%**  **US\$ 4.3**  
Trillion  
2005 2011  
of the world economy

The creative economy, as defined by  
Howkins, includes all the sectors whose  
goods and services are based on intellectual  
property: advertising, architecture, crafts,  
design, fashion, film, games and toys, music,  
publishing, research and development,  
software, TV and radio, and videogames, and  
visual and performing arts.

# The Global Landscape

The  
Creative  
Economy

and the  
World  
Economy

UNCTAD estimates (2020)

Export of creative goods

3%

Export of creative services

21%

UNCTAD (2022). Creative Economic  
Outlook 2022

Export of creative goods

2010

US\$419 million

2020

US\$ 524 million



25%

Export of creative services

2010

US\$ 487 million

2020

US\$ 1.1 trillion



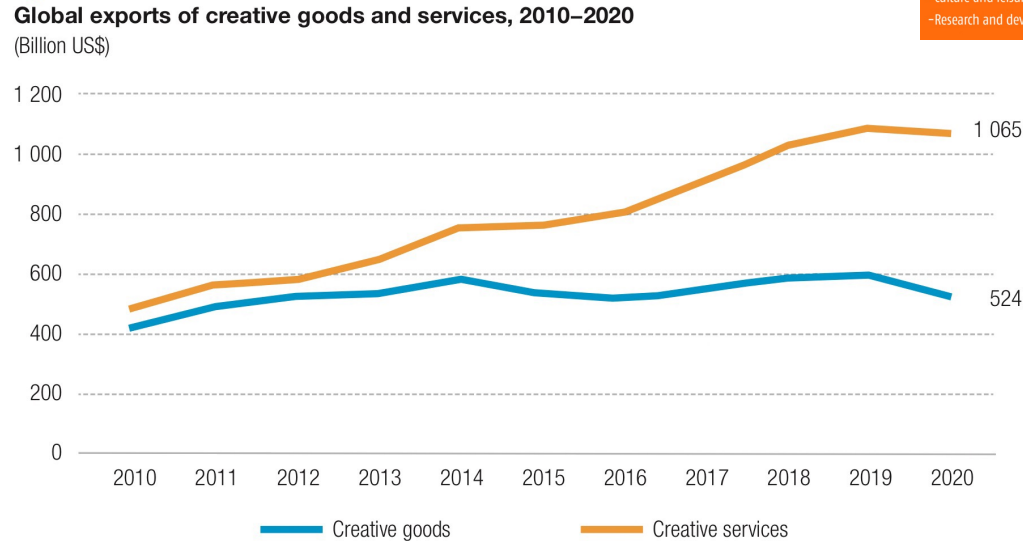
125.8%

# The Global Landscape

The  
Creative  
Economy

and the  
World  
Economy

Export values (US\$): Creative goods vs. creative services



Source: UNCTAD – Creative Economic Outlook 2022



# The Global Landscape

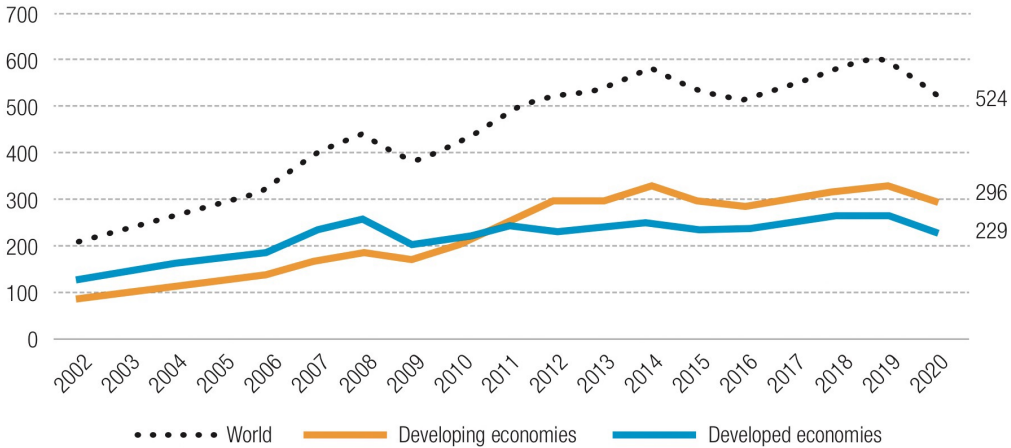
The  
Creative  
Economy

and the  
World  
Economy

## Creative goods: Developing vs. developed economies

- > Creative goods
  - Audiovisuals
  - Crafts
  - Design
  - New Media
  - Visual and performing arts

**Exports of all creative goods by developing and developed economies, 2002–2020**  
(Billion US\$)



Source: UNCTAD – Creative Economic Outlook 2022

# The Global Landscape

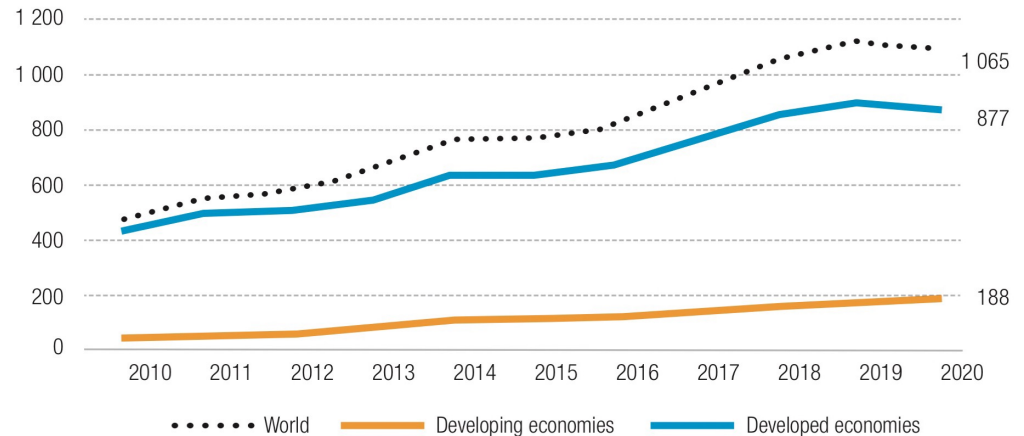
The  
Creative  
Economy

and the  
World  
Economy

## Creative services: Developing vs. developed economies

- > Creative services
  - Advertising
  - Architecture
  - Culture and leisure
  - Research and development

**Exports of all creative services by developing and developed economies, 2010–2020**  
(Billion US\$)



Source: UNCTAD – Creative Economic Outlook 2022

# The Global Landscape

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The  
Creative  
Economy

and the  
**World  
Economy**

The global cultural and  
creative industries provide

**6.2%**

of all employment in the  
world

UNCTAD (2022). Creative Economic  
Outlook 2022

Generating nearly

**50 million**

job worldwide

Mainly employing

**young people  
15-29 years old**

relative to other sectors

# The Global Landscape

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The  
Creative  
Economy

the  
**Impetus &  
driver**

Is **not subject** to the same natural **scarcity** of commodities and resources

Cultural and creativity is an **intangible capital asset**  
The more we depend on **knowledge**, the wealthier we are

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**Price volatility** is **not a major concern** for Creative Economy growth

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**Connectivity and technology** boost the innovation and distribution of creative goods and services

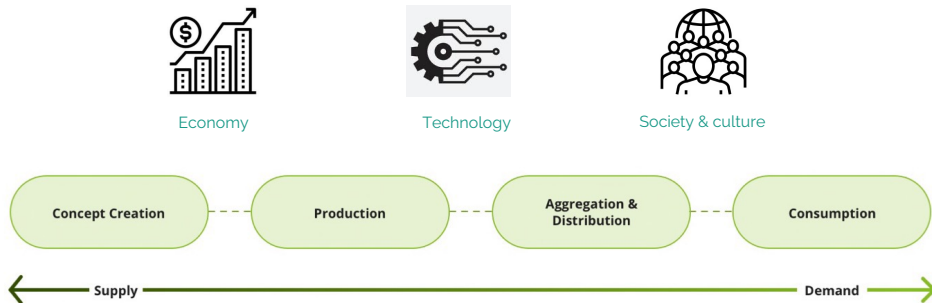
Technological change is accelerating . . . exponentially. Digital revolution represents **opportunity** for the creative economy

# The Global Landscape

The  
Creative  
Economy

the  
Impetus &  
driver

Tremendous positive spill over effects and substantial supply-chain



The evolution of technology, culture and economics has occurred in a parallel and interconnected way

There are great interdependencies between one sector to another

Virtuous circle as growth in each sector reinforces the potential of growth of the others

# The Global Landscape

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The  
Creative  
Economy

the  
**Impetus &  
driver**

Provide **cultural representation** by presenting a diverse range of societal values and ideas for **future generations**

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Address the important social and cultural needs to **aid social cohesion** within communities

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Leisure and **work-life-balance** lifestyle thru media viewing time and entertainment

Content play a key role in the integration . . .

# The Global Landscape

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The  
Creative  
Economy

and the  
Global  
Pandemic

The global cultural and  
creative industries saw as  
many as

**10 million**

jobs disappeared due to the  
COVID-19 pandemic

In 2020, the sector  
contracted by

**US\$ 750  
billion**

globally

Performing arts  
Visual arts  
Heritage sector

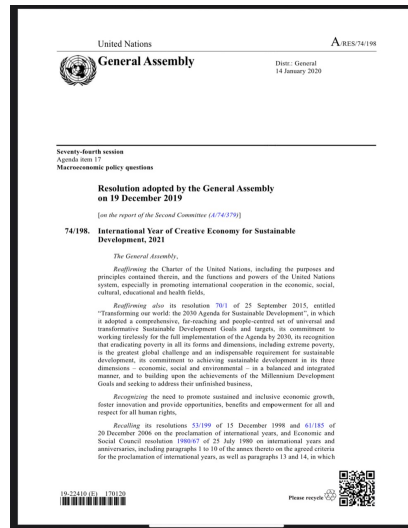
High levels of informality  
Micro & small size enterprises  
High proportion of freelancers & contract workers

# The Global Landscape

The  
Creative  
Economy

for  
Sustainable  
Development

## United Nations General Assembly resolution 74/198 (2019)



1

Recognizing that the **creative economy** involves, knowledge-based economic activities and **the interplay between human creativity and ideas, knowledge and technology**, as well as **cultural values or heritage**

2

Recognizing the ongoing need to support developing countries in **diversifying production and exports**, including in new sustainable growth areas, including **creative industries**

3

Recommitting to supporting developing countries' economies to transition progressively to **higher productivity** through high-value-added sectors through the promotion of **cultural and creative industries**

4

Recognizing that the international community should **support national efforts** of developing countries to increase their participation in and benefit from dynamic sectors and **to foster, protect and promote** their **creative industries**, including by way of strategies to appropriately **protect and enforce intellectual property**

5

Acknowledging that **creative industries** can help to **foster positive externalities** while preserving and promoting **cultural heritages and diversity**, and benefit from new and dynamic growth opportunities in world trade

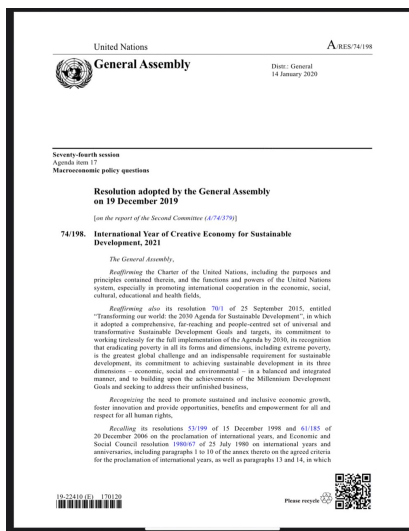


# The Global Landscape

The  
Creative  
Economy

for  
Sustainable  
Development

## United Nations General Assembly resolution 74/198 (2019)



6

Acknowledging that innovation is essential for **harnessing the economic potential** of each nation and the importance of **supporting mass entrepreneurship, creativity and innovation**, which create new momentum for economic growth and job creation and expand opportunities for all, including women and youth

7

Recognizing the role of the **creative economy** in **creating full and productive employment** and decent work, supporting entrepreneurship, creativity and innovation, encouraging the formalization and **growth of micro-, small and medium-sized enterprises**, stimulating innovation, empowering people, promoting social inclusion, and reducing poverty

8

Highlighting that the **creative economy** encourages creativity and innovation in attaining **inclusive, equitable and sustainable growth and development**, while facilitating life transitions and supporting women, youth, migrants and older persons, as well as empowering people in vulnerable situations

9

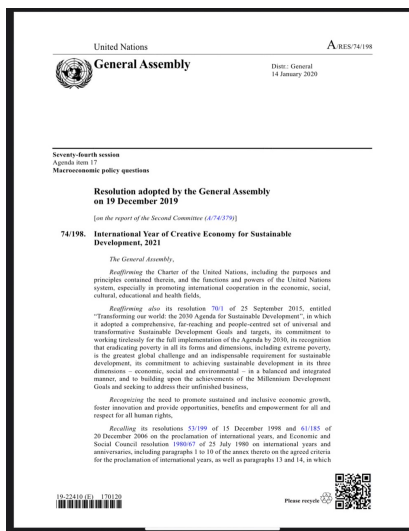
Stressing the **importance of appropriate national policies** aimed at promoting the **diversity of cultural** expression and advancing creativity for sustainable development

# The Global Landscape

The  
Creative  
Economy

for  
Sustainable  
Development

## United Nations General Assembly resolution 74/198 (2019)



10

Emphasizing the **resilient growth in international trade in creative industries**, including the trade of creative goods and services, and its contribution to the global economy, and recognizing the economic and cultural values of the creative economy

11

Reaffirming that all **workers should have access to lifelong learning** and that all learners should acquire the knowledge and skills needed to promote sustainable development and the appreciation of **cultural diversity and of culture's contribution** to sustainable development

12

Recognizing the need to optimize the economic, social and cultural benefits stemming from the **creative economy** by creating an enabling environment for the promotion of the creative economy, such as the development of digital technology, innovative and digital economy, e-commerce, building relevant digital infrastructure and connectivity for supporting sustainable development

13

Stressing the importance of **regular, reliable and comparable data** on the contribution of the **creative economy** to the achievement of the Sustainable Development Goals

# The Global Landscape

The  
Creative  
Economy

for  
Sustainable  
Development

United Nations General Assembly resolution 74/198 (2019)



14

Stressing that the **creative economy** can contribute to the **three dimensions of sustainable development** and the achievement of the 2030 Agenda, including:

- fostering economic growth and innovation
- eradicating poverty
- creating full and productive employment and decent work for all
- improving the quality of life and empowerment of women and young people
- reducing inequality within and among countries

2021 - International Year of Creative Economy

# The Global Landscape

The  
Creative  
Economy

the  
Challenges

1

Creating a **conducive environment** for the production of **intellectual capital**

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We need to **retain, attract, capture and reproduce** the talent

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Countries around the world are **developing policies** to attract people with talent

# The Global Landscape

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The  
Creative  
Economy

the  
Challenges

2

Risk of innovation and early adoption

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Mistakes can be corrected, but missed opportunities  
cannot be recovered

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# The Global Landscape

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The  
Creative  
Economy

the  
Challenges

3

Statistics are always proxies to reality, not the absolute truths

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## Technical difficulties:

- high levels of **informality**  
(underrepresented in the official data)
  - Inadequate **classification systems**  
(originally designed to account for main economic activities)
-

# The Global Landscape

The  
Creative  
Economy

the  
Challenges

4

New **technologies** and rapid **inventions**

Affect the **value chains** of creative products and their **consumption** dynamics

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Follow **no** discernible patterns

# The Global Landscape

The  
Creative  
Economy

the  
Challenges

5

Irregular political commitment

Statistical collection processes

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Studies and projects often lose appeal over time





Thank you

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Ideas  
about the  
**Creative  
Economy**  
are not  
absolute

