

**ISSUES PAPER for the UNESCO MINISTERIAL BREAKFAST – AMR 2 JULY, 2013  
“CULTURE and INNOVATION in the POST-2015 DEVELOPMENT AGENDA”**

*Culture and innovation are important in fostering entrepreneurship and resilience, harnessing opportunities, improving well-being, and providing substantial economic growth and jobs. The impact of the creative sector at the local level in the pursuit of inclusive, equitable and sustainable growth and human development will be discussed. The goal is to position culture as a dimension of the post-2015 development agenda.*

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No development initiative can be sustainable without culture. Recognition in the international community of culture's role in development continues to strengthen, through UN resolutions,<sup>1</sup> data and analysis like the UN Creative Economy Reports, and policy debates such as the recent Hangzhou International Congress “Culture: Key to Sustainable Development”.<sup>2</sup> The evidence-base grows more concrete on the ground as well, with, for example, 70% of the United Nations Development Assistance Framework (UNDAF) including culture in work plans worldwide, the Culture and Development Joint Programmes of the MDG Achievement Fund, and the implementation of the UNESCO Culture Conventions. Culture sources creativity and innovation and together these can be “solution oriented”. **Therefore going forward, culture must be fully integrated – through clear goals, targets and indicators – into development strategies, programmes and practices to be defined in the post-2015 UN development agenda.** As was declared in Hangzhou, “Only such a concrete political and operational framework can ensure that all development initiatives lead to truly sustainable benefits for all”.

**Leverage culture for poverty reduction and inclusive economic development.**

The creative and cultural industries are one of the most dynamic and rapidly expanding sectors in the global economy. Diversity of cultural expressions, heritage preservation and sites, sustainable tourism, and creative cities are creating jobs, supporting businesses and bringing communities together. Data demonstrates that the global market value of the creative economy is approximately US\$1.6 trillion.<sup>3</sup> Recent years have witnessed investment in the creative sector being the way to revitalise the local economy, in particular in cities, where hybrid and dynamic economic and cultural exchanges occur and innovation is nurtured. The creative sector, often remaining within informal economy in the developing world, should be measured in terms of economic, social and human benefits so that policies supporting its development - aid and trade policy, capacity building, infrastructure and

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<sup>1</sup> The Outcome Document of the MDG Summit, UN resolution 65/1 (2010), “Keeping the promise: United to achieve the Millennium Development Goals”, emphasizes the importance of culture for development and its contribution to the achievement of the MDGs; UN General Assembly Resolutions 65/166 and 66/206 on Culture and Development call for the mainstreaming of culture into development policies and strategies; the 2012 report of the UN System Task Team to the Secretary-General, *Realizing the Future We Want for All* acknowledges the role of culture in the transformative change needed for a rights-based, equitable and sustainable process of global development.

<sup>2</sup> The Hangzhou International Congress, Hangzhou, China, 15-17 May 2013, organized by UNESCO. See the Hangzhou Declaration “Placing Culture at the Heart of Sustainable Development Policies” adopted on 17 May 2013 <http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/images/FinalHangzhouDeclaration20130517.pdf>

<sup>3</sup> PricewaterhouseCoopers (2008), *Global Entertainment and Media Outlook*.

financing for creativity and innovation, as well as freer exchange of its agency (creators) and property right policies and legal frameworks – are formulated and implemented.

**Ensure cultural rights for all to promote inclusive social development.**

Guaranteeing cultural rights, access to cultural goods and services, free participation in cultural life, and freedom of artistic expression are critical to forging inclusive and equitable societies and fostering creativity and innovation. The transformative power of culture generates social benefits such as inclusive, pluralistic societies, exchange and enrichment, and community participation that are essential for development. The UNESCO-UNDP Creative Economy Report, Special Edition 2013<sup>4</sup>, puts forward the idea that placing the emphasis on imagining, innovating, and communicating, both individual and collective, rather than on investment returns and economic outputs alone, generates a panoply of human development goods, renewable resources and processes across society as a whole.

**Capitalize on culture to foster innovative and sustainable models of cooperation.** Public-private partnerships have the potential to provide alternative models for cooperation in support of culture and development. This will require the development, at national level, of appropriate legal, fiscal, institutional, policy and administrative enabling environments, to foster global and innovative funding and cooperation mechanisms.

To guide the discussion

Concrete examples should be elaborated from UNESCO's and the broader UN system experience, and from national policy as well as city or local level initiatives showing the nexus between culture, creativity and innovation, and providing the basis for their inclusion as an effective pathway to social and economic development.

1. How can culture strengthen the post-2015 development agenda and answer the most pressing challenges of the global community? What are the consequences of a post-2015 agenda without culture? How can culture be better reflected in the post-2015 development agenda?
2. What are the priorities of developing countries for promoting culture, innovation and development and how can the UN system better support these?
3. What further partnerships are needed and how can all stakeholders be better engaged? What is the role of the business and corporate communities in advancing culture and innovation for sustainable development?
4. What systems of governance are needed to foster local cultural and creative industries, generate jobs, and support creativity and innovation? How can better, more inclusive cities be built upon culture, creativity and innovation?

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<sup>4</sup> Currently under preparation and expected to be launched in September 2013, this Special Edition focuses on creative economy for sustainable development at the local level in developing countries.