

## Issues note

ECOSOC High Level Segment: Ministerial Breakfast Round Table,  
Wednesday, July 3 (08.15-09.45)

### **“Sustainable Creative Industries – the enabling role of intellectual property rights”**

#### *I      Background*

##### *The growing importance and value of creative industries*

Creative industries create jobs, wealth and trade and help countries establish a stronger national identity. The creative sector generates and leverages knowledge and information, and it triggers innovation, creating social and economic wealth for society and contributing to sustainable development and the achievement of the Millennium Development Goals. The creative industries also provide opportunities to showcase and support traditional and indigenous knowledge, culture and practices.

Creative industries across the globe represent one of the most rapidly expanding sectors. Empirical studies carried out by WIPO show that the creative industries based on copyright protection contribute 5,2% of the GDP and generate 5,5% of the employment in the countries surveyed<sup>1</sup>. The significant potential of the creative industries, their dynamics and overall impact on expanding trade and markets, as well as debt alleviation, explain the growing interest in this area in countries all over the world.

The importance of creative industries as a dynamic sector for growth and development is particularly relevant today when the demand for cultural and creative products is growing on a global level and when creativity is seen as an important development resource. Technological innovation, in particular the digital revolution, has changed the way creative goods and services are marketed and exchanged, creating challenges to current revenue generation but also opening entire new markets and opportunities.

To enable creative industries to contribute to growth and development, a number of elements need to be in place to support the industry. Creative industries perform better in countries where the appropriate infrastructure is in place and where there is a broad understanding of society in the value of creative work and the need of respect for it. One of the most crucial elements of this infrastructure is the existence of a supportive regulatory framework, and in particular intellectual property rights.

##### *The role of intellectual property rights as an enabler*

Intellectual property rights (IP) play an important role in the development of creative industries, by promoting creativity and culture, while returning value to creators and providing widespread, affordable access to content for the public<sup>2</sup>. Copyright in particular provides a framework which facilitates the marketing and trade of creative

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<sup>1</sup> [http://www.wipo.int/export/sites/www/copyright/en/performance/pdf/economic\\_contribution\\_analysis\\_2012.pdf](http://www.wipo.int/export/sites/www/copyright/en/performance/pdf/economic_contribution_analysis_2012.pdf)

<sup>2</sup> <http://www.visionip.org/portal/en/index.html>

products and services and offers a system of incentives and rewards, helping creators make a living.

WIPO supports Member States through: working with national authorities and professional bodies, map the creative sectors, and assessing the needs and working practices in these sectors; developing projects to facilitate the optimal use of the intellectual property system in the creative industries for economic growth, trade and development; undertaking and disseminating research on the economic, social and cultural impact of intellectual property on the creative industries; developing methodologies and undertaking studies and other projects on intellectual property issues in the creative industries, in cooperation with the various stakeholders and representatives of creative communities; collaborating with public and private partners and implementing technical cooperation projects in the field of creative industries; contributing to the development of internationally-recognized cultural indicators that measure the broader impact of intellectual property on economic, social and cultural development and undertake activities aiming at clarifying the negative, direct and indirect impact on the economy, and on society, of non-compliance with intellectual property regimes; contributing to the improvement of data collection practices and analysis of sector-specific economic data on the creative industries; and, designing and commissioning practical tools to assist individual creators and creative communities to effectively use the intellectual property system in the creative industries.

## *II      Issues to be Discussed*

This Ministerial Roundtable Breakfast will explore the following issues:

- What needs to be done to scale up support to developing countries to leverage the social, cultural and economic potential of the creative industries to help achieve sustainable development? What are the key issues that evidence-based policy making needs to focus on?
- How can intellectual property rights and, more specifically copyright, strike the right balance between economic growth and the achievement of cultural and social development?
- Are the right laws, copyright infrastructure, institutional collaboration and business models in place to enable the monetization of IP by creators?
- What examples are there of developing and least developing countries taking advantage of the information and communication technology revolution to access markets for their creative industries?
- Is IP sufficiently used by indigenous and local communities for the preservation and promotion of traditional cultural expressions and the prevention of their misappropriation and misuse? Are there appropriate mechanisms to ensure the sharing of best practices and encouraging public private partnerships in this area?
- What should be the key messages for the ECOSOC meeting on the role of the creative industries in supporting achievement of the MDGs?

III Programme

Co-Chairs: Director General, WIPO  
Ambassador, Permanent Representative to be confirmed

8.15 *Opening remarks by co-chairs*

8.30 *An Introduction to the Topic*

Dimiter Gantchev, WIPO

8.45 *An Industry Perspective*

Benoit Muller, Attorney, Geneva

9.00 Roundtable discussions

9.30 Feedback from Roundtable discussions

9.40 Concluding remarks

9.45 Close

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