Seventy-eighth session
Second Committee
Agenda item 16
Macroeconomic policy questions

Bulgaria, Cambodia, Chile, China, Indonesia, Mexico, Philippines, South Africa, Türkiye, Uzbekistan: draft resolution

Promoting creative economy for sustainable development

The General Assembly,

Recalling its resolution 70/1 of 25 September 2015, entitled “Transforming our world: the 2030 Agenda for Sustainable Development”, reaffirming its commitment to the Sustainable Development Goals and targets, and recognizing that stronger partnerships and cooperation are needed,

Affirming the importance of the creative economy in implementing the 2030 Agenda for Sustainable Development, given that the sector not only generates revenue and jobs, but also supports the acceleration of socioeconomic development, promotes inclusion and economic diversification, creates employment, generates income, and promotes innovation and multiculturalism,

Underlining the importance of unlocking the benefits of the creative economy, which makes a significant contribution to the global economy, comprising 3.1 per cent of total global gross domestic product in 2020, generates 50 million jobs worldwide and accounted for 3 per cent of the global trade in goods and 21 per cent of the global trade in services in 2020,

Recognizing that the creative economy, known as the “orange economy” in a number of countries, involves, inter alia, knowledge-based economic activities and the interplay between human creativity and ideas, knowledge and technology, as well as cultural values or artistic, cultural heritage and other individual or collective creative expressions,

Recalling its resolution 74/198 of 19 December 2019, entitled “International Year of Creative Economy for Sustainable Development, 2021”, and appreciating the efforts by Governments of Member States, the United Nations and its various entities, international organizations, regional organizations, communities and individuals working in the creative economy, and other stakeholders to observe the International Year and promote the creative economy for sustainable development,
Welcoming the work of United Nations entities on creative economy issues, such as the United Nations Conference on Trade and Development report entitled Creative Economy Outlook 2022 and the United Nations Educational, Scientific and Cultural Organization report entitled Re-Shaping Policies for Creativity: Addressing Culture as a Global Public Good, which assist in strategically understanding the current state of the creative economy and the cultural sector, respectively, and map out the way forward to further develop the cultural and creative industries for sustainable development gains,

Recognizing the updated United Nations Conference on Trade and Development database on the trade in creative goods and services and the work carried out by the Statistical Commission to clarify conceptual issues relating to cultural products resulting from cultural and creative industries,

Noting with appreciation the promotion of the creative economy through various international and regional efforts, including the first World Conference on Creative Economy, held in Bali, Indonesia, in 2018, the Global Summit on the Orange Economy, held in Medellín, Colombia, in 2019, the second World Conference on Creative Economy, held in Dubai, the United Arab Emirates, in 2021, and the third World Conference on Creative Economy, held in Bali in 2022, and looking forward to the convening of the fourth World Conference on Creative Economy, in Uzbekistan in 2024,

Expressing its appreciation for cooperation and partnership on capacity-building, transfer of knowledge, research, experience-sharing and other related activities at the national, bilateral, regional and global levels that are intended to foster the creative economy,

Acknowledging the immense role of digital technologies in advancing and accelerating the development of the creative economy, including by opening new avenues and approaches to produce, distribute and monetize creative products,

Underlining the importance of promoting employment and decent work in the creative economy,

Highlighting the severe impact of the coronavirus disease (COVID-19) pandemic on the creative economy, among others, estimating that the pandemic resulted in a 750 billion United States dollar contraction of the gross value added by cultural and creative industries and more than 10 million job losses across the globe, and emphasizing that the creative economy has strategic potential to contribute to global economic recovery and growth,

Reaffirming the importance of the link between the creative economy and development for all countries, particularly for developing countries, and of supporting actions undertaken nationally and internationally to secure the recognition of the true value of this link,

Convinced of the need to take the creative economy to the next level by strengthening institutions and regulations, strengthening competitiveness, developing credible support schemes, pursuing effective policies and integrating policymaking and implementation at the local, national and international levels,

1. Invites all relevant stakeholders to scale efforts to promote the creative economy, address challenges faced by the sector and create an enabling environment for the creative economy at all levels;

2. Encourages Member States to:

(a) Promote the inclusion of creative economy concepts and paradigms into mainstream economic policy, as well as in national and international development
plans and strategies, with an emphasis on enhancing the operational relationship between the creative economy and the Sustainable Development Goals across different policy areas;

(b) Create and enhance enabling environments that ensure that the creative economy is equally inclusive for all, at the national and local levels, especially for women, young people and vulnerable groups, promotes full and productive employment in the formal sector and decent work opportunities for all, and improves access for small and medium-sized enterprises in the creative economy to participate in global value chains;

(c) Urge and support the contribution of the creative economy to promoting environmental sustainability and preservation, the transition to a low-carbon economy, and sustainable consumption and production patterns;

(d) Facilitate dialogues, exchanges of views and experiences, and synergies among relevant stakeholders, and conduct research among those relevant stakeholders, including the private sector, creative economy actors and entrepreneurs, communities and civil society, and academia, on how to promote international cooperation on the creative economy;

(e) Develop better data and measurements on the creative economy, which could more accurately measure the significance of the creative economy to the Sustainable Development Goals and become more reliable and accurate sources of information in decision-making processes;

(f) Share best practices and information regarding innovative policies and actions to promote long-term development strategies for the creative economy;

(g) Establish and deliver research, capacity-building, creative and cultural education, and schemes to support innovation for the creative economy of small and medium-sized enterprises;

(h) Enhance access to and the utilization of digital technologies in the creative economy, the digital skills and digital literacy of creators, as well as policy and regulatory frameworks that ensure that the rights of creators are protected in the digital era;

(i) Develop knowledge, skills and talents to cope with the dynamically changing landscape of creative economy jobs through, among others, a stronger integration of creativity into education, more investment in technical and vocational skills, quality apprenticeships, and a recognition of prior learning;

(j) Provide support to creative economy actors and entrepreneurs, especially during economic slowdowns and other disruptions, including with regard to access to finance, health and safety protection, education and training, while building up their resilience to future disruptions;

(k) Enhance the competitiveness of creators, creative economy actors and entrepreneurs by enhancing their capacities to better manage and commercialize intellectual property rights, inter alia, by raising awareness of intellectual property, providing financial and legal support and advocacy on the intellectual property registration process and intellectual property management, and implementing intellectual property-backed financing processes;

(l) Improve data collection on the creative economy, including on measuring the contribution of the creative economy to gross domestic product, employment, trade and well-being and to the achievement of the Sustainable Development Goals;
(m) Assess, examine and explore the immense potential of emerging technologies, including artificial intelligence, for the benefit of all in the creative economy, while ensuring a people-centred approach;

(n) Share experiences and best practices, in particular through South-South and triangular cooperation, regarding the creative economy, with a view to promoting longer-term economic, social and environmental benefits for the international economy;

3. **Invites** the United Nations Conference on Trade and Development, the United Nations Educational, Scientific and Cultural Organization, the International Labour Organization and other relevant United Nations entities, within their respective mandates and existing resources, and through voluntary contributions, as appropriate, to:

   (a) Scale up international efforts and coordination to promote the creative economy, including by building synergies within the United Nations system and with other stakeholders;

   (b) Facilitate discussion and exchanges of views, experiences and best practices, conduct evidence-based research, collect information and develop guidance on issues relating to the creative economy, such as measuring the creative economy, statistics on creative goods and services, employment creation potential and decent work in the creative economy;

   (c) Examine market trends and flows of creative goods and services to improve their value-added contribution to exports of countries for trade and development gains;

4. **Requests** the secretariat of the United Nations Conference on Trade and Development and in consultation with the United Nations Educational, Scientific and Cultural Organization, the International Labour Organization and relevant entities of the United Nations system, to inform the General Assembly at its eightieth session of the implementation of the present resolution, through a dedicated section of the *Creative Economy Outlook*, elaborating in particular on how the resolution is aligned with and advances the 2030 Agenda for Sustainable Development, including recommendations on concrete actions for reinforcing the role and contribution of the creative economy in the achievement of the Sustainable Development Goals;

5. **Decides** to include in the provisional agenda of its eightieth session, under the item entitled “Macroeconomic policy questions”, the sub-item entitled “Creative economy and sustainable Development”.