



Asia-Pacific
Creative
Communities
a Strategy for the 21st Century

The Jodhpur Initiatives





BEYOND THE SYMPOSIUM

The Senior Expert Symposium “*Asia-Pacific Creative Communities: Promoting the Cultural Industries for Local Economic Development – a Strategy for the 21st Century*”, which took place in Jodhpur, India from 22 to 26 February 2005, established a conceptual model for the promotion of the creative sector as a key economic driver in the Asia-Pacific region, building on the potential of cultural industries to contribute to local economic development and the construction of more livable societies.

To put this conceptual model into action, the Symposium has outlined a contextual, strategic framework to support the cultural industries in the Asia-Pacific Region. The framework consists of:

The Jodhpur Consensus – a declaration of political will from which has emerged:

A 10-year *Plan of Action*, establishing a framework for the promotion of cultural industries in the Asia-Pacific region. The Plan of Action consists of:

- Proposals for *Five Key Technical Assistance Activities*, to be pursued on a priority basis in the near-term; and
- A suggested *Coordination Framework*, bringing together national stakeholders with international technical assistance agencies and non-governmental organizations.

Collectively these activities are referred to as the *Jodhpur Initiatives for Promoting Cultural Industries in the Asia-Pacific Region (2005)*.

The purpose of the *Jodhpur Initiatives* is to serve as a roadmap for socio-economic development, driven by creative, cultural industries. Coordination and investment is encouraged in key areas such as human resource development, information and communication technology (ICT) infrastructure, intellectual property rights regimes, small and medium size enterprise (SME) support policies, and targeted promotional and export measures. In implementing the *Jodhpur Initiatives* particular attention must be paid to the poorer developing countries of the Asia-Pacific region, where there is great, and currently unmet, need for technical assistance to facilitate the introduction of national policy frameworks to support the development of the cultural industries into a significant economic sector.

A Working Definition

For the purpose of this document, cultural industries are defined as those industries which produce tangible or intangible artistic and creative outputs, and which have a potential for wealth creation and income generation through the exploitation of cultural assets and production of knowledge-based goods and services (both traditional and contemporary). What cultural industries have in common is that they all use creativity, cultural knowledge and intellectual property to produce products and services with social and cultural meaning.



JODHPUR CONSENSUS

We, the participants from 28 countries at the Senior Experts Symposium on Asia-Pacific Creative Communities, held from 22 to 26 February 2005 in Ahhichatragarh Fort, Jodhpur, Rajasthan, India, convened by UNESCO, UNIDO, WIPO, ADB, and the World Bank with the support of INTACH, call for a new vision where cultural industries are firmly embedded within the Asia-Pacific region's social and economic development goals, strategies and programmes. We call for all stakeholders concerned, including both the private and public sectors, to support this vision with strong political will and commitment.

Creativity and creative communities may be the remaining enduring resources in the developing world. They represent present cultures and past civilizations which uniquely contribute to the nobility, heritage, beauty and integrity of the human race. However, the economic and social development potential of cultural industries in the Asia-Pacific region, home to many of the world's greatest and oldest cultures, remains largely untapped and the cultures are being lost.

The region's development challenge requires cultural industries, and the creative communities in which they are found, to be fully recognized as a source of capital assets for economic, social and cultural development. We must use these assets to empower these communities, alleviate poverty, and sustain and strengthen our diverse cultures.

Cultural industries and the creative economy of which they are a part include a wide array of economic activities, ranging from crafts through arts, music and film to publishing and the multimedia industry. What cultural industries have in common is that they create content, use creativity, skill and in some cases intellectual property, to produce goods and services with social and cultural meaning.

Such industries are not only important as drivers for economic and social development, but are a vital source for the cultural identities of communities and individuals, which lead to further creativity and human development.

We urge everyone to seize the opportunity to reformulate policy and place cultural industries within the core of development visions and strategies and to prepare action plans accordingly.

Guiding Principles

We believe that this new vision and overall strategies and plans of action that build on this vision must be guided by the following principles:

1. Cultural industries can contribute significantly to economic growth and poverty alleviation. Cultural industries can also contribute to the conservation of cultural heritage and to the maintenance and strengthening of the Asia-Pacific region's cultural diversity and identity.
2. A necessary prerequisite for the flourishing of cultural industries is an enabling environment that respects and encourages freedom of expression and collective creativity, and that protects and promotes diversity. Diverse local and national identities are fundamental to ensuring sustainable human development. The cultural industries in turn are a major force in protecting and promoting cultural diversity at local, national, and international levels.
3. Support for cultural industries should be redefined as an investment in development rather than as an expenditure. They are an increasingly important source of employment creation and sustainable income generation. Cultural industries are agents of dynamic economic growth and prosperity, and are tools for innovation, wealth creation and poverty alleviation.
4. Cultural industries should, however, be seen as more than economic; they are at root social and cultural. The conservation and promotion of culture and the arts and national and local identities are essential to individual, community, and social development, and policy should reflect the multiple-benefit nature of cultural industries.

5. Strategies, policies, and action plans must be evidence-based. Therefore:
 - i. Instruments for data collection and analysis, such as satellite accounting systems and mapping of cultural industries, are urgently needed to enable knowledge-based elaboration of strategies, policies and action plans;
 - ii. An assessment of the direct and indirect economic and social benefits of cultural industries should be the base for elaborating action plans.
6. Participation of communities, non-government organizations, small and medium scale enterprises and the private sector in policy formulation and decision making, particularly at the local level, is essential to guarantee maximum benefits for sustainable economic and social development. To this end, stakeholders are encouraged to establish and strengthen broad networks which bring together different elements of society, and linkages with global and regional value chains.
7. In the promotion of cultural industries, special attention should be paid to capacity recognition and capacity building, empowerment, equitable distribution of opportunities and revenue for the lowest-income communities in both urban and rural areas, and in both formal and non-formal sectors of society.
8. Individuals, communities and governments should be empowered to make optimum use of the drivers of cultural industries, namely, social organization, human resource development, cultural asset management, technological development, and infrastructure.
9. A new balance between strengthening of intellectual property rights and strengthening the public domain needs to be struck; ensuring that this balance is established is essential to the development pathway.
10. Cultural industries should be imbedded as essential elements within the overall national development plans and poverty reduction strategies of national and international agencies, as well as existing frameworks such as the UN Millennium Development Goals, UN Development Assistance Frameworks, UN Common Country Assessments, and country Poverty Reduction Strategy Programmes.

Call to Action

We therefore urge individuals, communities, governments, development and specialized agencies, and stakeholders to adopt and use this **Jodhpur Consensus** as a foundation for action, leading to tangible results.

We call upon international agencies, national and local authorities, non-profit organizations, and the cultural industry sector to advocate and support specific priority regional actions. These actions are annexed to the Jodhpur Consensus, and are referred to as the **Jodhpur Initiatives for Promoting Cultural Industries in the Asia-Pacific Region**.

Finally, we appeal to creative communities, policy makers, civil society and the private sector to cooperate to ensure the full realization of the potential of the rich Asia-Pacific culture.

"In the face of current imbalances in flows and exchanges of cultural goods and services at the global level, it is necessary to reinforce international cooperation and solidarity aimed at enabling all countries, especially developing countries and countries in transition, to establish cultural industries that are viable and competitive at national and international level."

Article 10, UNESCO Universal Declaration on Cultural Diversity

"Creativity is the patrimony of both rich and poor, majority and minority, literate and illiterate."

Kapila Vatsyayan, Member of the UNESCO Executive Board

"Creative products are the basis not only of information and new technologies but of the entire modern economy, from software to shoes."

John Howkins, The Creative Economy: How People Make Money From Ideas, Penguin Books, London, 2001

"For cities aspiring to become the hubs of their regional economies, three local conditions must be satisfied: high level of efficiency in the provision of infrastructure such as communications and social and protection services ... plenitude of social and cultural amenities that affect the quality of the urban environment ... and an institutional milieu that protects individual rights and is tolerant towards diversity."

Richard Florida, The Rise of the Creative Class, Basic Books, New York, 2002

"Market forces alone cannot guarantee the preservation and promotion of cultural diversity, which is the key to sustainable human development. From this perspective, the pre-eminence of public policy, in partnership with the private sector and civil society, must be reaffirmed."

Article 11, UNESCO Universal Declaration on Cultural Diversity

"It can be no accident that there is today no wealthy developed country that is information-poor, and no information-rich country that is poor and undeveloped"

Mahathir Mohammed, Prime Minister of Malaysia, quoted in Talero, E & Gaudette, P. 1996; Harnessing information for development: a proposal for a World Bank Group Strategy. Washington DC: World Bank.



COORDINATION FRAMEWORK

Vigorous and sustained support from both the public and private sectors is needed to accomplish the transformation of cultural industries into a driver of economic and social development. Success will depend on establishing a broad consensus on strategy among stakeholders, sustained by strong inter-agency and inter-departmental coordination. International and regional development agencies can help to support robust and integrated national strategies for the promotion of cultural industries with direct technical assistance, through advocacy activities and communication with high-level officials, and by facilitating networking between financial institutions, training facilities and professional/labour associations in the region.

The successful implementation of the Jodhpur Initiatives will depend upon the further development of networks between institutions and of inter-agency partnerships that were established in the lead-up to, and during, the Symposium. This is a historic opportunity to collaborate on activities which will ensure that the 21st century will be one in which the cultural industries of the Asia-Pacific region develop their full potential, with the over-arching goal of sustaining local socio-economic development.

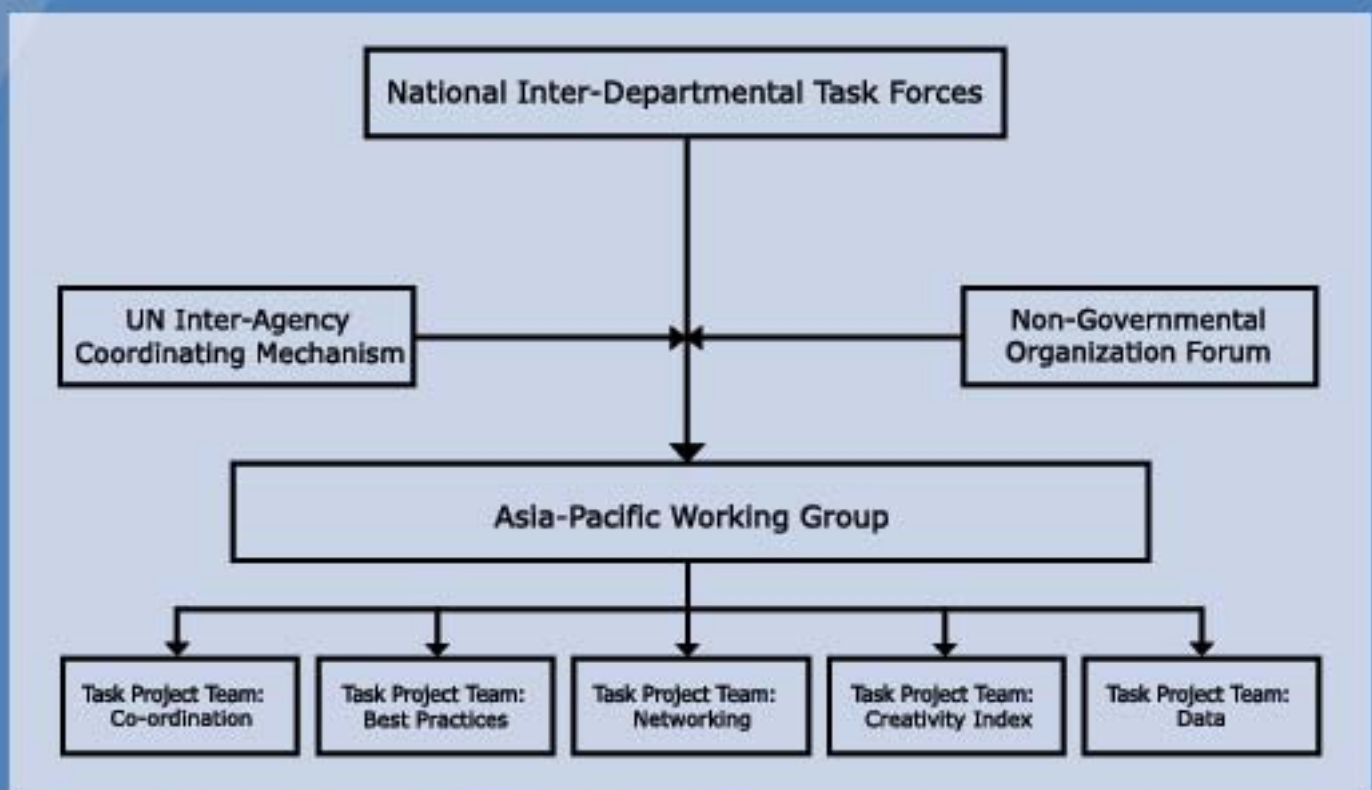


Figure: Elements of a proposed Coordination Framework



THE PLAN OF ACTION

Successful promotion of the cultural industries sector will require a long-term, evidence-based policy of strategically-targeted support. Technical assistance is required to support and facilitate the development of national policy frameworks for both large-scale as well as small and medium-sized cultural industries. Innovative project modalities are also required to channel investment to essential areas needing assistance, such as: structured public/private sector cooperation, access to credit and loans, infrastructure development, protection of intellectual property rights and copyright regulation, professional training and certification, design innovation, quality control, business development, promotion of small and medium-sized enterprises, market research, and the deployment of information and communication technology to ensure linkages to the knowledge society and access to data.

The 10-year *Plan of Action* elaborated during the Symposium outlines a framework for collaborative action to promote the cultural industries sector, both regionally and within specific national contexts. The plan includes five key technical assistance activities and a coordination framework that will enable these assistance activities to be successfully implemented.



FIVE KEY TECHNICAL ASSISTANCE ACTIVITIES

There are five components of the proposed **Inter-agency Technical Assistance Programme**:

- **Co-ordination:** Support for a regional, integrated policy development coordination mechanism to promote cultural industries, as a strategy for poverty alleviation and socio-economic development.
- **Best Practices:** The compilation of a compendium of best practices in the cultural industries sector, from the Asia-Pacific region.
- **Networking:** The promotion of networks that will boost awareness, research and proactive policy development pertaining to cultural industries as a strategy to strengthen the cultural industries sector. These networks will primarily aim at supporting the development of institutionalized training and research.
- **Creativity Index:** The establishment of an Asian Cities Creativity Index, to track and measure the effectiveness of policy initiatives in support of cultural industries.
- **Data:** Implementation of a regional data collection model project, for the establishment of baseline data pertaining to the socio-economic development potential of the cultural industries in specific countries.



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