



Terms of Reference:

Workshop 4.5 Culture and Creative Economy

Creative Economy covers all sectors involving creation (artistic or intellectual), as well as the products and services connected to fruition and dissemination. In addition to artistic sectors (music, audiovisual, performing arts, visual arts), it includes: Telecommunications and Broadcasting, Editorial (books and press), Handicraft and Folk Art, Religious Festivals, Material and Immaterial Historical Heritage (forms the use and dissemination), Recreational Software, Design, Fashion, Architecture, Cuisine and Propaganda. The impact of these sectors on the national economy will only be felt if optimized within a Cluster strategy, taking this concept as a system to network or interlace independent operating units. This optimizes the functions and capabilities of individual units, rather than just exploiting them.

Culture is an untapped sector, but one that could generate many jobs, based on innate talents or talents acquired in the community. Indeed, culture is increasingly one of the most profitable sectors in the world and it should be seen as such. There is indeed a great opportunity to creolize (*Cabo Verdeanize*) technology, with a strong innovative and creative bent, by promoting Cabo Verdean culture sustained in academic research. The idea is to turn culture into a business where production would be aimed at profitability, as well as satisfying the spiritual needs of society.

Culture could be exploited economically and effectively through tourist circuits, placing items in hotels, ports and airports, holding fairs and itineraries to receive cruise ships, developing a unique cultural agenda for the country, publishing guides, and merchandising.

The workshop will be strategic in nature and will be focused on policy formulation. It will explore Cabo Verde's potential to develop the creative industries cluster. It will also explore its internationalization as export potential.

Specifically, the workshop will provide answers to the following questions:

- What are the areas of activities within the creative industry sector where Cabo Verde has comparative advantages?
- What should the governance structure for the creative industries Cluster be? Who should lead the Cluster? Who should be a member of the Cluster network? What should the Cluster's performance indicators be? What system should be adopted for monitoring and evaluating Clusters? What should the governance system be?

- How do we optimize and plan the Cluster's activities? How do we ensure that planned activities are consistent with the Cluster's positioning?
- How do we ensure the Cluster's competitiveness? Who should ensure the maintenance of this competitiveness?
- What should be the decision-making system to determine which activities should be left to the public sector, private sector or PPP? What are the activities that represent opportunities for the private sector? How do we evaluate the private sector's ability?
- What should be the promotion strategy to attract foreign direct investment and create opportunities for the domestic private sector?