

CREATIVE ECONOMY REPORT 2010 - UNDP - UNCTAD

Table 10.1 Creative Industries policy options

Policy level	Objective	Option
Micro	Analysis and mapping of the economic and social impact of the creative industries.	Situational analysis of value-chain cycles, review of the (non)existing sectoral policies and the ecology peculiar to each creative industry.
	Supporting creative SMEs.	Creative SMEs development initiatives: financial and fiscal support, business skills training, tools for start-up businesses and market strategies.
Meso	Comparative analysis of the relationship between the creative and the related industries.	Establish creative clusters and creative-industry infrastructures to motivate best practices, sharing of knowledge and absorb the informal sector.
		Organize networking and sectoral associations; facilitate partnerships, joint ventures involving different stakeholders including NGOs and academia.
		Expand the use of ICTs and promote the use of other new technologies to benefit from new business models in all stages of the creative chain.
		Identify crucial interfaces and intermediaries among all constituents.
Macro	Establishment of an informed, evidence-based policymaking system.	Set up a monitoring system and collect necessary information to identify the most appropriate models.
		Distinguish the gap between national statistics and real market activities for assessment tools.
	Cross-departmental institutional mechanisms.	Set up a multidisciplinary centre or an inter-ministerial task force to facilitate coordination among different departments, such as culture, trade, finance, tourism, labour, technology, education and migration.
	Socio-economic development.	Identify the uniqueness, strengths and weaknesses of local creative industries and opportunities for international trade.
		Examine the limitations of existing copyright schemes and other IPAs and implement an appropriate competition law.
Creation of national identities.	Promote cultural diversity and social inclusion policies, particular tailored for the youth and women.	
Meta	Analysis of the long-term impact of creative industries.	Apply creative industries "branding" as a national strategy to promote image.
		Analyse the changes in aesthetics, lifestyle, commodification over a long period and their impact on national strategies.

Source: UNCTAD.