



**CABO VERDE'S CREATIVE ECONOMY:**  
Leveraging culture and creativity for sustainable development





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The contents of this paper have been the result of the effective collaboration between the Executive Secretariat of the Enhanced Integrated Framework (EIF) at WTO and UNCTAD with the goal of promoting economic growth and sustainable development through the creative economy. This paper contributes to Cabo Verde's Tier 2 program: Formulation of Tier 2 Creativity program component, in the framework of the Capacity Building for Creative Economies and Development of New Export Products and Services Based on Knowledge and Creativity.

This publication has not been formally edited.

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Claudia Sousa Leitao, (PhD) served as the principal investigator and writer of this report.

This study was possible thanks to the support and financial contribution of the Executive Secretariat of the Enhanced Integrated Framework (EIF). The EIF is a multi-donor programme, which supports Least Developed Countries (LDCs) to be more active players in the global trading system by helping them tackle supply-side constraints to trade. In this way, the programme works towards a wider goal of promoting economic growth and sustainable development and helping to lift more people out of poverty.

The contribution from UNCTAD Creative Economy Programme is also recognized. UNCTAD supports government initiatives for integrated public policies and institution-building in the area of the creative economy and industries.

This joint collaboration aims to strengthen the vision put forward by the Prime Minister José Maria Neves of Cabo Verde, who said, “The future of our country lies in our capacity to create, our capacity to innovate and that is why we are doing all we can to ensure that this happens. The creative economy must be a tool for social inclusion and global integration”.

The study aims to contribute to this national transformational agenda. This study would have not been possible without the kind, patient and remarkable cooperation and contribution from experts, Government officials, international organizations and the artistic community of Cabo Verde.

We hope to have opportunities to cross paths again in the future with all of them. We would like to express our appreciation to Minister of Culture, Mario Lucio Souza and his team, Ambassador João Inácio Oswald Padilha and Secretary Izabel Cury, Charles Akibodé, Ministry of Culture, Manuel Santos Pinheiro, Coordinator of CPE (Centre for Strategic Policies) of Cabo Verde, Georgina Benros de Mello, Coordinator of the National Unit for the Implementation of the Enhanced Integrated Framework in Cabo Verde (2013), General Director of CPLP, Heloisa Marone, UNDP Cabo Verde, Izabel Cury, Diplomat at the Embassy of Brazil in Cabo Verde, Janjanin Dias, Ministry of Tourism, Industry and Energy, Luciana Lima Guilherme, consultant and researcher on creative economy, Marco Antônio Acco, consultant on creative economy and professor at the Universidade Federal da Paraíba, Claudia Castro, consultant on creative economy, Alexandre Agra, consultant on the economy of music, Jonathan Werner, Enhanced Integrated Framework, WTO, Bonapas Onguglo and Carolina Quintana, Creative Economy Programme, Division on International Trade and Commodities, UNCTAD.

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## Disclaimer:

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*“Pessimism is a luxury of happy people. Many people in northern countries find it difficult to understand that there might be a reason for laughter in the midst of such difficult daily life. They look with astonishment at our fierce urgent joy, which happens as sudden as a lighting bolt in the storm, and they shut themselves up again in their dark houses ... I am also optimistic ... I see the new African man - connected from the heart with the ancestral land from which he makes himself available to the party and to the spirit and, at the same time is able to fully exploit with knowledge and profit - the strengths of modernity.”*

José Eduardo Agualusa

# EXECUTIVE SUMMARY

The Creative Economy has shown sustainable growth in recent decades, demonstrating its ability to withstand the economic crisis and to stimulate a youth entrepreneurial culture. The world trade of creative goods and services reached a record level in 2011 -624 billion dollars according to UNCTAD.<sup>1</sup> At the same time, the creative economy is a great driver for job creation and social inclusion, due to the large production chains within the creative industries. In this context, the signatories of the “UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions” are considering culture as the nations’ fourth pillar of development. The creative economy is becoming a national advantage for economic development in countries with great cultural diversity, particularly for developing countries. Progress should be made towards the formulation of public policies that lead to sustainable development, with the ultimate goal of transforming culture and creativity into cultural, economic and social innovation and wealth creation.

However, it is necessary to address fundamental challenges for the development of a creative economy: investment in research, indicators and methodologies to ensure the reliability of data that can lead to public policies; fostering enterprises; training for the creative sectors; infrastructure that ensures the creation / production, circulation / distribution and consumption / enjoyment of creative goods and services; fiscal systems, labor, civil, administrative and constitutional frameworks to spin off the economic dynamics of the creative economy.

Cabo Verde has a natural competitive advantage to pursue a sustainable development model based on its strategic assets, its cultural and creative goods and services. Cabo Verde has a tremendous cultural diversity and despite its small territorial size, it has a strategic location between Africa, Europe and the Americas. Finally, Cabo Verde has the determination and political will to advance with the creative economy agenda.

This report presents the potential of Cabo Verde to capitalize on its rich cultural expressions (music, festivals, handicrafts, gastronomy, tourism and cultural events) to achieve a real sustainable development through the small scale production of goods and services that favors fair income distribution systems, improves the quality of life of its population, and supports the desire of the youth to enter the contemporary job market while integrating cultural values and creativity.

It is worth highlighting the existing favorable conditions in the country to integrate programs and actions that facilitate the formulation, implementation and monitoring of policies for the creative economy focused on qualitative creation / production of goods and services for export (circulation/ distribution/ dissemination).

## **General Recommendation: Formulation of a Comprehensive Plan for the Development of a Creative Economy in Cabo Verde.**

Despite the formulation of an Intersectoral Plan of Culture - PLEI being a major breakthrough of the Ministry of Culture of Cabo Verde, in synergy with the “Strategy for Growth and Reduction of Poverty III” (DECRP III) document and the “ Updated Report on the Diagnostic Study for Trade Integration (DTIS 2013) with regard to investment in the creative economy in the country, the plan lacks a depth of content and effective, tactical and operational plans.

The formulation and implementation of a “Creative Economy Development Plan for Cabo Verde- PLADEC” is needed to integrate ministerial and inter-institutional actions coordinated by the Government of Cabo Verde and the Interministerial Committee for Creative Economy, set up by Government Resolution (Annex 4). It is also essential to define a governance model with strategic tasks to track, monitor and evaluate programs, projects and actions.

<sup>1</sup> Source: Global database on creative economy- United Nations Conference on Trade and Development – UNCTAD (2013)

The PLADEC shall consist of the PLEI of Culture in addition to programs and projects of other Ministries that make up the Interministerial Committee for Creative Economy, which relate to the creative industries, their economic dynamics and its structural challenges (information, training, promotion and legal frameworks). **Therefore, the implementation of this Plan, relies on human and financial resources from all these ministries.**

In addition to these resources, **the Executive Secretariat of the Enhanced Integrated Framework**

**(EIF) -WTO could financially support the PLADEC, as a “pilot project” for the development of the creative economy in African countries.**

Among the forty recommendations listed in this publication, we decided to start with a more general one that can help to raise awareness on a more institutional level among countries in dealing with the key challenges of the creative economy at worldwide level. These include Recommendations 1, 10, 11, 16 and 29 listed below.

## Knowledge-building:

**Recommendation 1:** Establishment of an African Observatory for Creative Economy in Cabo Verde

### GOAL

- To define and develop a framework for the creative economy in developing countries, going beyond the framework produced by UNCTAD and UNESCO for the creative industries, which have a common methodological basis for conducting comparative studies between African countries.
- To quantify the contribution of creative industries to the Gross Domestic Product, expanding the classification of creative activities to give visibility to the wealth produced;
- To produce qualitative analysis that demonstrate the multidimensional aspects of the creative economy.

## Promotion and creation of legal frameworks for the development of creative endeavors:

**Recommendation 10:** Strengthening and expansion of FAAC / Bank of Culture

### GOAL

- To develop a mechanism to strengthen and expand FAAC resources by generating contributions / fees to be charged from associated tourism services, telecommunications, cable television and the internet to develop the creative economy in Cabo Verde.
- To integrate resources from contributions / fees previously mentioned, with the operations of the Bank of Culture in partnership with a financial institution (as defined by the Ministry of Culture) to strengthen cultural developments (action developed in conjunction with the Agency for Enterprise Development and Innovation - ADEI) for access to specialized credit lines and microfinancing.
- To allocate resources to FAAC to strengthen the management of cultural facilities, including the National Museum Network, networking of libraries, cultural centers, halls and other cultural facilities.

A ADEI aims to promote the competitiveness and development of micro-entreprises and SMEs ([www.adei.cv](http://www.adei.cv))

## Recommendation 11: Expansion and strengthening of the concept of Creative Neighbourhoods

### GOAL

- To map the local creative vocations;
- To develop Productive Development plans (PDP) to increase competitiveness and to strengthen clusters sustainability.
- To train and empower entrepreneurial leadership in creative industries management
- To offer specialized microcredit loans to SMEs.
- To create a legal framework for tax relief for creative industries clusters, based in neighborhoods, promoting densification and productive business activities in the territory.
- Create a government seal for creative territories (neighborhoods, cities, municipal consortia and islands) in order to recognize and generate tourist, cultural and economic visibility.

## Training of professionals and creative entrepreneurs:

**Recommendation 16:** Creation of the National Program for Creative Education at the Ministry of Higher Education, Science and Technology of Cabo Verde.

### GOAL

To offer a program of higher education for the development of the creative economy in Cabo Verde with a view to:

#### 1. At the undergraduate level:

- Stimulate the creation of selective courses in creative economy, management of creative enterprises and management for the development of creative territories, and courses in related areas (arts, communications, administration, economics, law, accounting, computer science , geography etc);
- Support the linkages between technology and creative enterprises for the development of creative territories.

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