



# General Assembly

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**Seventy-eighth session**

Agenda item 16

**Macroeconomic policy questions**

## **Resolution adopted by the General Assembly on 19 December 2023**

[on the report of the Second Committee ([A/78/459](#), para. 9)]

### **78/133. 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 income and decent jobs, but also supports the acceleration of socioeconomic development and promotes inclusion, economic diversification, 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 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,<sup>1</sup>

*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 relevant stakeholders to observe the International Year and promote the creative economy for sustainable development,

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<sup>1</sup> United Nations, *Treaty Series*, vol. 2440, No. 43977.



*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 and the United Nations Educational, Scientific and Cultural Organization Institute for Statistics 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, United Arab Emirates, in 2021, and the third World Conference on Creative Economy, held in Bali in 2022, as well as the United Nations Educational, Scientific and Cultural Organization World Conference on Cultural Policies and Sustainable Development, held in Mexico City 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, research, experience-sharing and technical assistance 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 and infrastructure and its connectivity in advancing and accelerating the development of the creative economy, including by opening new avenues and approaches, including through the digital economy, to produce, distribute and benefit from creative products,

*Underlining* the importance of promoting full and productive employment and decent work for all 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,

*Recalling*, for States parties thereto, article 16, on preferential treatment for developing countries, of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions,<sup>2</sup>

*Convinced* of the need to take the creative economy to the next level in catalysing its contribution to sustainable development by strengthening institutions

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<sup>2</sup> United Nations, *Treaty Series*, vol. 2440, No. 43977.

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 and mainstreaming of the creative economy into 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 accessible and inclusive for all, at the national and local levels, including for women, young people, persons with disabilities, Indigenous Peoples, local communities and people in vulnerable situations, reinforces the status of artists, creators, cultural practitioners and professionals, including by promoting full and productive employment and decent work for all, progressive formalization of the labour market and fair remuneration, and improves access for micro-, small and medium-sized enterprises, including cultural enterprises, in the creative economy to participate in national, regional and global value chains;

(c) Strengthen and support the contribution of the creative economy to promoting sustainable development in its social, economic and environmental dimensions, including to a sustainable and diversified economy and sustainable consumption and production patterns;

(d) Facilitate open, inclusive, equitable, participatory and transparent cooperation 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) Support data collection on the creative economy, including disaggregated data, by discussing statistical harmonization and through capacity-building, with a view to monitoring the sector's economic importance, including its contribution to gross domestic product, employment, trade and well-being, as well as to achieving the Sustainable Development Goals;

(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 micro-, 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 social and economic rights of creators, artists and cultural professionals are guaranteed and 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, culture and the arts into education, more investment in technical and vocational skills, quality apprenticeships, and a recognition of prior learning, including through the certification of competencies;

- (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 social protection, healthy and safe working conditions, 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, commercialize and promote the effective and adequate protection of 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) Promote cultural and linguistic diversity and equal access to cultural expressions in the digital environment, and reinforce more balanced global flows of cultural goods and services, by guaranteeing the social and economic rights of artists and cultural professionals and better regulating digital platforms;
  - (m) Assess, examine and explore the opportunities for new and emerging technologies, including artificial intelligence, to promote sustainable development in its three dimensions in and through the creative economy, as well as address their risks and challenges;
  - (n) Support cooperation and partnership on capacity-building, research, experience-sharing and technical assistance, including from developed countries to developing countries, at the national, bilateral, regional and global levels that are intended to foster the creative economy, in line with the 2030 Agenda for Sustainable Development;<sup>3</sup>
  - (o) Share experiences and best practices, including through North-South and South-South and triangular cooperation, regarding the creative economy, with a view to promoting longer-term economic, social and environmental benefits;
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 and support international efforts and coordination to promote the creative economy, including by building synergies within the United Nations system and with other stakeholders;
  - (b) Facilitate open, inclusive, equitable, participatory and transparent cooperation 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 trends and flows of creative goods and services to improve their value-added contribution to exports of countries for trade and development gains;
  - (d) Consider and promote the role of the creative economy in supporting livelihoods of Indigenous Peoples and local communities around the world, as well as their contribution to the creative economy as a whole;
  - (e) Advocate for the importance of the creative economy for developing countries;

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<sup>3</sup> Resolution 70/1.

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 eighty-first session of the implementation of the present resolution, through a dedicated section of the *Creative Economy Outlook*, to be introduced to the Second Committee by the Secretariat, 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 eighty-first session, and to consider thereafter on a biennial basis, under the item entitled “Macroeconomic policy questions”, the sub-item entitled “Creative economy and sustainable development”.

*49th plenary meeting  
19 December 2023*

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