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Macroeconomic policy questions

Resolution adopted by the General Assembly on 19 December 2019

[on the report of the Second Committee (A/74/379)]

74/198. International Year of Creative Economy for Sustainable Development, 2021

The General Assembly,

Reaffirming the Charter of the United Nations, including the purposes and principles contained therein, and the functions and powers of the United Nations system, especially in promoting international cooperation in the economic, social, cultural, educational and health fields,

Reaffirming also its resolution 70/1 of 25 September 2015, entitled “Transforming our world: the 2030 Agenda for Sustainable Development”, in which it adopted a comprehensive, far-reaching and people-centred set of universal and transformative Sustainable Development Goals and targets, its commitment to working tirelessly for the full implementation of the Agenda by 2030, its recognition that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development, its commitment to achieving sustainable development in its three dimensions – economic, social and environmental – in a balanced and integrated manner, and to building upon the achievements of the Millennium Development Goals and seeking to address their unfinished business,

Recognizing the need to promote sustained and inclusive economic growth, foster innovation and provide opportunities, benefits and empowerment for all and respect for all human rights,

Recalling its resolutions 53/199 of 15 December 1998 and 61/185 of 20 December 2006 on the proclamation of international years, and Economic and Social Council resolution 1980/67 of 25 July 1980 on international years and anniversaries, including paragraphs 1 to 10 of the annex thereto on the agreed criteria for the proclamation of international years, as well as paragraphs 13 and 14, in which



it is stated that an international day or year should not be proclaimed before the basic arrangements for its organization and financing have been made,

Recognizing that the creative economy, known as the “orange economy” in a number of countries, 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,

Recalling the Constitution of the United Nations Educational, Scientific and Cultural Organization, which states that the organization, as part of its purposes and functions, will maintain, increase and diffuse knowledge by encouraging cooperation among the nations in all branches of intellectual activity, and noting the report of the United Nations Educational, Scientific and Cultural Organization on culture and sustainable development,¹ in which it is stated that cultural and creative industries should be part of economic growth strategies,

Recognizing the ongoing need to support developing countries and countries with economies in transition in diversifying production and exports, including in new sustainable growth areas, including creative industries,

Recommitting to sustaining and supporting developing countries’ economies to transition progressively to higher productivity through high-value-added sectors, by promoting diversification, technological upgrading, research and innovation, including the creation of quality, decent and productive jobs, including through the promotion of cultural and creative industries, sustainable tourism, performing arts and heritage conservation activities, among others,

Recognizing that the international community should support national efforts of developing countries to increase their participation in and benefit from dynamic sectors and to foster, protect and promote their creative industries, including by way of strategies to appropriately protect and enforce intellectual property,

Acknowledging that creative industries can help to foster positive externalities while preserving and promoting cultural heritages and diversity, as well as enhance developing countries’ participation in and benefit from new and dynamic growth opportunities in world trade,

Welcoming the efforts of the United Nations Conference on Trade and Development, the United Nations Educational, Scientific and Cultural Organization, the United Nations Development Programme, the International Labour Organization, the United Nations Office for South-South Cooperation, the World Intellectual Property Organization, the Food and Agriculture Organization of the United Nations and other entities of the United Nations system to promote the creative economy for sustainable development,

Noting with appreciation the efforts to promote the creative economy in various international and regional conferences, including the first World Conference on Creative Economy, held in Bali, Indonesia, from 6 to 8 November 2018, and the Global Summit on the Orange Economy, held in Medellín, Colombia, on 9 and 10 September 2019, and looking forward to the convening of the second World Conference on Creative Economy, to be held in the United Arab Emirates in 2020, while taking note of the outcome document, the Bali Agenda for Creative Economy, and recognizing the role of the creative economy in supporting the Sustainable Development Goals and that the protection and enforcement of intellectual property rights can bolster and enhance the creative economy,

¹ See A/69/216.

Acknowledging that innovation is essential for harnessing the economic potential of each nation and the importance of supporting mass entrepreneurship, creativity and innovation, which create new momentum for economic growth and job creation and expand opportunities for all, including women and youth,

Recognizing the role of the creative economy in creating full and productive employment and decent work, supporting entrepreneurship, creativity and innovation, encouraging the formalization and growth of micro-, small and medium-sized enterprises, stimulating innovation, empowering people, promoting social inclusion, and reducing poverty,

Highlighting that the creative economy encourages creativity and innovation in attaining inclusive, equitable and sustainable growth and development, while facilitating life transitions and supporting women, youth, migrants and older persons, as well as empowering people in vulnerable situations,

Stressing the importance of appropriate national policies aimed at promoting the diversity of cultural expression and advancing creativity for sustainable development,

Emphasizing the resilient growth in international trade in creative industries, including the trade of creative goods and services, and its contribution to the global economy, and recognizing the economic and cultural values of the creative economy,

Reaffirming that all workers should have access to lifelong learning and that all learners should acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality and the empowerment of all women and girls, the promotion of a culture of peace and non-violence, global citizenship and the appreciation of cultural diversity and of culture's contribution to sustainable development,

Recognizing the need to optimize the economic, social and cultural benefits stemming from the creative economy by creating an enabling environment for the promotion of the creative economy, such as the development of digital technology, innovative and digital economy, e-commerce, building relevant digital infrastructure and connectivity for supporting sustainable development, increased public and private sector investment in creative industries and the development of relevant legal frameworks,

Stressing that the creative economy can contribute to the three dimensions of sustainable development and the achievement of the 2030 Agenda, including by fostering economic growth and innovation, eradicating poverty, creating full and productive employment and decent work for all, improving the quality of life and empowerment of women and young people and reducing inequality within and among countries,

Stressing the importance of regular, reliable and comparable data on the contribution of the creative economy to the achievement of the Sustainable Development Goals,

1. *Decides* to declare 2021 the International Year of Creative Economy for Sustainable Development;

2. *Encourages* all Member States, organizations of the United Nations system and other international and regional organizations, as well as civil society, the private sector, non-governmental organizations, academics and individuals, to observe the International Year in an appropriate manner and in accordance with national priorities, in order to raise awareness, promote cooperation and networking,

encourage the sharing of best practices and experiences, enhance human resource capacity and promote an enabling environment at all levels as well as tackle the challenges of creative economy;

3. *Invites* the United Nations system and all relevant stakeholders to contribute to and support the International Year;

4. *Invites* the Secretary-General to bring the present resolution to the attention of all Member States, organizations of the United Nations system and other international and regional organizations, as well as civil society, including non-governmental organizations, individuals and the private sector, and encourages the Secretary-General to invite United Nations entities to work together and support the implementation of the International Year of Creative Economy in a synergistic effect;

5. *Stresses* that the cost of all activities that may arise from the implementation of the present resolution should be met from voluntary contributions;

6. *Requests* the secretariat of the United Nations Conference on Trade and Development and in consultation with the United Nations Educational, Scientific and Cultural Organization and relevant entities of the United Nations system, to inform the General Assembly at its seventy-seventh session of the implementation of the present resolution, through a dedicated section of the Creative Economy Outlook, elaborating in particular on how the resolution is aligned with and advances the 2030 Agenda, including recommendations on concrete actions that would help Member States and the United Nations system to accelerate their efforts in the implementation of the Agenda.

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