

## WOMEN in creative industries

**C**reative industries are those industries that have their origin in individual creativity, skill, and talent, and have potential for job creation through the generation and exploitation of ideas or imagination. Using this broad definition, creative industries range from advertising and social media to the likes of agribusiness, design, and handicrafts. Creative industries provide a platform to support the sustained empowerment of women. In communities across the world, rich cultural value and traditional designs have been protected and nurtured by women through creative industries. Women are economically empowered by being able to develop their skills, find jobs, and earn money. As a result of this economic empowerment, women often find the path to social and political empowerment within their communities as well. Creative industries also make a significant contribution to the larger economy. In the EU for example, these industries contribute around 3% to regional GDP, equivalent to approximately €500 billion annually, and provide employment for over 6 million people. (ec.europa.eu)



Source: UNIDO



### Did you know??

- Creative industries account for 3.4% of total world trade, with exports reaching \$424.4 billion in 2005 and an average annual growth rate of 8.7% during 2000-2005. (UNCTAD, 2008)
- Regions with high concentrations of creative and cultural industries have Europe's highest prosperity levels. (The European Commission, 2011)
- In 2012 the Brazilian creative sector contributed 6.7% of GDP and had an employment share of 5%. The respective figures for Uruguay were 6%, and 4.9% shares in GDP and employment. (UNIDO, 2013)

## UNIDO in creative industries

**UNIDO** supports the move towards a dynamic creative industrial sector, which will generate new jobs while simultaneously empowering opportunity-driven women entrepreneurs. Creative industries play a dual role: firstly as an important area for investment in the knowledge economy, and secondly as a means of reinforcing values and cultural identity. This is why organizations like UNIDO, UNESCO, and UNCTAD promote creative industries to maximize economic contribution of women and facilitate culturally inclusive development. Many countries and international development agencies, like UNIDO, now view creative industries as a fresh engine of growth, a vehicle for structural transformation, as well as a mechanism for improving the competitiveness of nations. In particular, UNIDO aims to strengthen entrepreneurial and technical skills of women in creative industries so that they can actively take part in economic activities. Countries in which UNIDO has been increasing its assistance to promote creative industries include Bhutan, China, Egypt, Ethiopia, Nicaragua, Pakistan, Peru, and the Caribbean island states.

## Focus story: UNIDO in Pakistan

In Pakistan, under UNIDO's Women Entrepreneurship Development (WED) Programme, funded by the Joint UN Programme "Towards Gender Parity in



Source: UNIDO

Pakistan" using an approximate budget of \$1,300,000 the organization provides technical assistance in order to work towards the economic and political empowerment of women related to sustainable livelihoods. The programme facilitates relationships between public and private sector support services with the aim of expanding employment, and integrating women into creative sectors of industry. So far, the project has established links with 45 partners spanning the private sector, public organizations and the government sector. Through the UNIDO-WED programme, trainings in rural areas of Pakistan have successfully been set-up in skills and enterprise development and digital marketing. Regular exposure to international exhibitions and exchange visits have also been organized. 60 Women have participated in international study exchange visits to gain further expertise so far.

UNIDO-WED is working to achieve gender equality in the three specifically engineered sub-sectors of marble mosaic and inlay, home textiles, and gems and jewelry. Spanning these three sub-sectors, the UNIDO-WED project has mobilized 680 "master trainers", to pass their skills and expertise onto aspiring women entrepreneurs. The programme has contributed to 6,000 women establishing themselves as entrepreneurs, while another 10,000 have benefited from trainings and are now in a position to mobilize as entrepreneurs in the near future.

## An Interview with: Shahina Waheed, National Pro- ject Coordinator, Pakistan



Source: UNIDO

**Q: Under the UNIDO-WED programme, how do you and your team go about empowering women?**

**A:** We believe that investing in women's economic empowerment sets a direct path towards gender equality, poverty eradication and inclusive economic growth. In Pakistan, women make enormous contributions to the economy in an invisible manner. It is important to introduce innovative and customized business opportunities to them, because economic empowerment is key to social empowerment.

Within the UNIDO-WED programme in Pakistan, initially we focused on economic empowerment of women, to have a multiplier impact on them in a number of ways; including social empowerment in the medium to long term. Social empowerment is understood as the process of developing a sense of autonomy and self-confidence, as well as acting individually and collectively to change social relationships, institutions and discourses that exclude women from the mainstream and

### Follow up on UNIDO's contribution in creative industries

[UNIDO: Entrepreneurship for creative industries, Bhutan](#)

[UNIDO: Entrepreneurship for creative industries, Egypt](#)

[UNIDO in creative industries and micro & small scale enterprise development](#)



Watch a video on UNIDO supporting creative industries in China

keep them vulnerable. The programme has established a Business Growth Centre (BGC), the first of its kind in Pakistan, as before there were no support systems for women entrepreneurs. At the BGC women are provided with access to counselling, advice and training on how to initiate, strengthen and expand their businesses. More technical trainings were given in order to improve quality of products. Our project experts have also provided policy frameworks to promote gendered governance in Pakistan, as well as supporting capacity building alongside key government institutions, civil society actors, and private sector companies to ensure gender-sensitive policy generation. Throughout this period, BGC has been very instrumental in providing awareness, building confidence and establishing a dialogue with their families, if needed.

**Q: How does the UNIDO-WED team ensure the impact of the programme is long-lasting?**

**A:** For sustainability, development of linkages with other stakeholders has been our utmost priority. Throughout this period, replicability of our project has been extremely important, and we have worked hard to ensure similar strategies can be used again in future. We have already replicated our project in other areas of Pakistan, and

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funds have been established for continuation of the work we have been doing.

**Q: Why are creative industries an effective means for empowering women?**

A: Creative industries rely on local raw materials and indigenous designs, allowing entrepreneurs to capitalize on them. In Pakistan’s case, this is very beneficial for women as the country is rich in both natural materials, and cultural designs. Under creative industries, it is necessary for education to be linked with industry, as creative industries strongly rely on the production of new research and innovation; therefore if industry does not work with academia, creative industries are bound to encounter problems, including lack of sustainability. This is why UNIDO-WED in Pakistan places a large emphasis on strengthening the role of universities in existing value-chains, for example establishing the Creative Industry Centre alongside Iqra University.

**Q: What notable barriers have the women in the communities you work with encountered in their path to become entrepreneurs? How has the programme helped to overcome these?**

A: Within Pakistan’s economy, there has been negligible participation of women as economic actors. Women are generally an underutilized resource— this being both an economic, and a cultural issue, where the majority of women would prefer to stay at home as mothers and wives. In addition, there were no gender-responsive government policy frameworks supporting women’s entrepreneurship at higher lev-



Source: UNIDO

**“it was a difficult task to convince them of the connection at the start of the project, however soon they could realise women can make a significant economic contribution”**

els. Major policies, covering labour, trade and SMEs were not gender sensitive enough to ensure a conducive work environment for women.

I recall times when I participated in various public board meetings, and members of the meetings, for instance, could not understand why women

would be at all interested in working in certain industries.

They could not see the connection of women with highly male dominated sectors, it was a difficult task to convince them of the connection at the start of the project, however soon they could realise women can make a significant economic contribution. In addition, my team provided information and policy guidelines to public bodies to promote conducive work environments for women and

gendered governance.

**Q: What is the future outlook for the UNIDO-WED programme, in other words “the way forward”?**

A: As of December 2013 the project will be completed, but a process to replace the project in order to ensure sustainability is underway. A project spin-off will commence in 2014 to replicate

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the lessons learned and methodologies from the WED program, in Abbot Abad city, Khyber Pakhtunkwa Region and in rural Islamabad Capital Territory. Furthermore, replication will also continue in the private sectors, as ideas for new projects have already been floated here.

**Q: Within your programme a large amount of social media is used to raise awareness—this being a successful creative industry in itself. Would you recommend the use of social media to other coordinators, and project managers? How successful has this been for you?**

**A:** Use of social media throughout this project has been very successful especially in order to take partners onboard, to ensure connectivity and provide updates on the programme. We now even have a social media platform where women entrepreneurs can interact and support each other's work. The YouTube videos can give a complete introduction of the programme at a distance, for anyone interested in this type of work. In addition,

these social media tools have enabled people to approach us for further information on our project.

I highly recommend the use of social media to other coordinators or project managers in UNIDO for ensuring high visibility of their programmes. It is the only effective way to keep in touch with people, mobilize funds, and let donors recognize what you are doing in the field.

**Waheed** is an expert in developing modern analytical and benchmarking methods for creative sub-sectors of the formal industrial sectors of economy. Her work mainly focuses on integrating micro, small and medium level enterprises, entrepreneurs and technical innovators of creative industries in the organized creative economy to maximize their potential.

UNIDO's Gender Mainstreaming Steering Committee (GMSC) is delighted that Shahina Waheed will be attending the 15th General Conference in Lima, Peru, as one of the panelists for their Interregional Debate — "Empowering Women: Fostering Entrepreneurship."

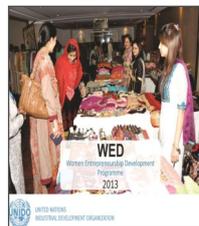
## More resources on the project:

Visit the UNIDO-WED Facebook

Watch the UNIDO-WED Pakistan overview video

Watch the UNIDO-WED marble sector video

Watch the UNIDO-WED gems & jewels sector video



UNIDO-WED presentation



UNIDO-WED interactive brochure



Quick-view project factsheet

## Recent Events

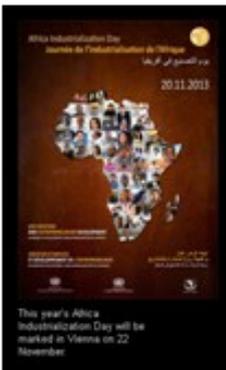


### GREEN INDUSTRY CONFERENCE 2013

As a concrete outcome of the [Green Industry Conference \(GIC\) 2013](#), UNIDO will engage with governments, business associations and enterprises to promote the particular interest of women in green industry and create a women-in-green-industry network in the framework of the Green Industry Platform.

The idea was developed during a lively panel discussion on “Women in Green Industry”, moderated by Ms. Claudia Linke Heep from UNIDO. The session featured two successful women entrepreneurs in the field of Green Industry, Ms. Chen Chunhong of Yiyuan Environmental Group and Ms. Qui Xuemei of Qinghai Damohong Wolfberry Company Ltd., who shared their respective business concepts. Mr. Iresha Somarathna from Sri Lanka demonstrated how the textile company Brandix Lanka Ltd. encourages environmentally sustainable behaviour within the corporation and the community and improves the working conditions of their 90 per cent female employees. Ms. Maria del Pilar Granados from the Ministry of Industry in Colombia completed the vivid debate by providing insight on government programmes for women in green industry and the specific challenges faced.

The Conference, which was jointly organized by the Ministry of Industry and Information Technology (MIIT) of China and UNIDO, took place from **7 to 9 November 2013** in **Guangzhou, China**.



### 22<sup>nd</sup> of November- [Africa Industrialization Day](#)

**Job Creation and Entrepreneurship Development: a means to accelerate industrialization in Africa.** While youth and women are considered to be the driving force for social-economic development and innovation of our society, they are the ones who are most severely affected by a high rate of unemployment and underemployment. The Africa industrialization day served as an important occasion to reflect on the progress made and discuss the necessary efforts to achieve inclusive and sustainable industrial development in Africa.

## Upcoming Events

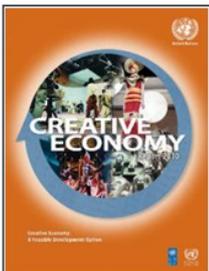


30<sup>th</sup> November-1<sup>st</sup> December – [LDC Ministerial conference 2013, Lima, Peru](#)  
From the Istanbul Plan of Action to the world we want in 2015 and beyond: **Implementing the UNIDO operational strategy**. The conference will provide an opportunity to explore the role of the women in the overall agri-value chain approach in the Least Developed Countries. A session will be dedicated to the specific role of women in LDCs under the theme: **“Converting commodities into products: the role of women in LDCs”**.



2<sup>nd</sup> – 6<sup>th</sup> December – [General Conference, 15<sup>th</sup> session, Lima, Peru](#)  
**Plenary 6: Interregional Debate 6. Empowering Women: Fostering Entrepreneurship**. The debate will serve to facilitate a better understanding of the important role of women in economic development, the current challenges that need to be addressed, as well as potential ways forward. The debate will bring together a dynamic panel of gender experts and practitioners as well as women entrepreneurial leaders who will discuss challenges and opportunities for women entrepreneurs and how to bring these issues into the post-2015 agenda.

## Recommended readings



UNCTAD 2010 Creative Economy



UNIDO 2013 activities in Egypt report



UNIDO 2013 Creative Industries for youth: unleashing potential and growth



The most recent UNIDO Times

## Many thanks to:

Shahina Waheed, Marlen Bakalli & Bettina Heller for helping put together this edition of the gender newsletter, and a special thanks to Rebecca Spriggs (GMSC Intern) who drafted the newsletter.

