



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Creative Industries: Supporting handicrafts and design value chains

CONTEXT

The creative economy is an evolving concept which builds on the interplay between human creativity and ideas and intellectual property, knowledge and technology. The creative industries – which include advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, and TV/radio – are the life-blood of the creative economy. They are also considered an important source of commercial and cultural value. Creative industries, especially when drawing upon the unique local cultural heritage, can be a tremendous lever to create jobs, integrate vulnerable populations and promote sustainable development in a region facing various crises.

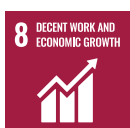
APPROACH

Trade in creative goods and products, such as designs and crafts, provides developing countries with opportunities for income generation and diversification from traditional agriculture to higher value added agribusiness (e.g. food, leather,

textiles and furniture) or heritage-based eco-tourism. Global market demand for creative content has risen steadily over the last decade. In economic terms, the creative industries are among the fastest growing sectors of the world economy despite the downturn in the global economy.

UNIDO recognizes the integral role of culture in industrial development and the importance of combining culture with innovation and opportunity-driven entrepreneurship. To transform artisanal value chains into a higher value-added economic sector and to develop competitive advantages throughout the country, UNIDO's projects support actors along the value chains, including SMEs, entrepreneurs, artisans, designers as well as support institutions, such as fine arts schools, R&D centers, among others. The sector is strategic for its potential impact on the social inclusion of vulnerable populations, especially women. As such, strengthening clusters and value chains in different crafts is an opportunity to create decent and sustainable jobs for women and to strengthen their economic empowerment.

WORKING TOWARDS



GEOGRAPHICAL SCOPE



Algeria, Egypt, Ethiopia, Iran, Jordan, Lebanon, Madagascar, Morocco, Pakistan, Palestine, Tunisia, Vietnam



DONORS

Austria, EU, Iran, Italy, Japan, Norway, ONE UN Fund, Pakistan, UNDP



FOCUS AREAS

- Creative hubs
- Cultural knowledge
- Job creation



CONTACT

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CREATIVE TUNISIA

The project Creative Tunisia supports the competitiveness of the craft and design sector, to ensure the upgrade, quality, and modernization of products for an improved access to national and international markets. The project represents the craft development component of a larger program entitled “Tounes Wijhetouna” initiated by the European Commission for the diversification of tourism offer in Tunisia.

The project supports seven selected clusters and provides technical assistance to support institutions, associations in the field of handicrafts and design, academic institutions, and will set up Creative Hubs to improve the competitiveness of the sector throughout the country. This holistic approach constitutes a privileged opportunity to create decent and sustainable jobs, especially for youth and women. The project works closely with national authorities

to ensure strong ownership and integrate the national private sector development strategy.

A concentration of artisans in the village of Rwashid holds an exceptional know-how, that of Belkhire pottery. Based on a traditional fabrication process, their know-how is now threatened. To preserve it, the Creative Tunisia project intervenes on strategic axes such as the improvement of the production conditions through the creation of a dedicated space, the work on the aesthetics and the integration of design thanks to the mobilization of international experts and training to improve quality and finishing. All these initiatives combined with a climate of trust and cultural cohesion between the families of the village, have allowed access to new markets for this know-how. As a result, we see today a real economic and social improvement in the lifestyle of the women artisans.

“The know-how of Belkhire pottery is an ancestral heritage that we must preserve and enhance”

ALI KHADHER, Member of the Belkhir Association for the preservation of cultural Heritage (ABCP)




Creative Tunisia website



7
clusters selected and structured with 400 active members

1000+
beneficiaries (artisans, students, designers, entrepreneurs) received technical and entrepreneurial training



19 new companies and cooperatives created or expanded, representing more than 250 jobs

24 new collections developed
300 new products, 40 artisans, 18 designers

65
SMEs supported in Access to finance: 47 already received new funds



35
companies supported in the participation to trade-fairs and Access to new markets