

# Media Update

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## UNESCO

Press Release

### **Creative and cultural industries have a growing share of Pakistan's economic development.**

*Arts, culture and creativity are the driving forces for fostering intercultural cooperation, social cohesion, peace and sustainable development and contribute increasingly to economic development.*

Lahore: Pakistani young entrepreneurs gathered in a consultative workshop in Lahore to discuss the needs, challenges, opportunities and potential of creative economies and exchanged views for designing creative and cultural policies to further strengthen Pakistan's creative industry. Participants were entrepreneurs from design, fashion design, visual arts, music, performing arts, publishing, audio-visual and social media and young academics in the field of economics, geography and sociology.

The workshop was organized by UNESCO Pakistan in collaboration with the Centre for Culture and Development, and funded by the Government of Denmark. Both federal and provincial government's representatives were also present and engaged in the discussions. The consultation comes at a very timely moment as the Government of Punjab is in the process of drafting a culture policy.

Speaking at the opening, Ms. Vibeke Jensen, UNESCO Representative to Pakistan emphasized on the important role of creative entrepreneurs in promoting diversity of cultural expressions. She said that the purpose of engaging young entrepreneurs was to develop case studies about the businesses of creative professionals. These examples will be used to advocacy materials to demonstrate the creative sector's contribution to economic growth, job creation and social inclusion. She also underlined the



importance of participatory processes of policy making which will have to meaningfully engage civil society, individual creators, creative entrepreneurs and citizens at large.

### Why UNESCO?

As the only UN agency with a mandate in culture, UNESCO over the years has developed a series of standard-setting instruments for culture. The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions provides a policy framework for the good governance of culture. It includes the contemporary culture and creativity and how various people's experience of culture and creativity presents remarkable opportunities for a creative expression from Pakistan to find an audience in Latin America or Japan or Canada or anywhere in the world. It recognizes the distinctive nature of culture as an important contributor to economic and social development and ensures that artists, creative professionals, practitioners and citizens worldwide can create, produce, disseminate and enjoy a broad range of creative goods, services and activities, including their own. Pakistan has not yet ratified the 2005 Convention, while it is currently developing a national cultural policy.

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