

# CREATIVITY MATTERS

## A NEW AGENDA FOR SUSTAINABLE DEVELOPMENT



# what

The International Fund for Cultural Diversity fosters the emergence of a dynamic cultural sector by supporting projects that cover a wide range of areas, from the development and implementation of cultural policies, to capacity-building of cultural entrepreneurs, mapping of cultural industries and the creation of new cultural industry business models.

The IFCD is a multi-donor, voluntary fund and it relies on donations from governments, individuals, civil society and the private sector.

As a key operational instrument of the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, its goal is to promote sustainable development and poverty reduction in developing countries.

Since 2010, around fifty developing countries have greatly benefited from almost 100 projects funded by the IFCD.

This means that hundreds of thousands of people around the world can now enjoy a decent quality of life thanks to the opportunities that these projects have created.

Proving that when you join the IFCD and invest in creativity, you can really transform societies.

TO LEARN MORE, PLEASE VISIT:  
[EN.UNESCO.ORG/CREATIVITY/IFCD](http://EN.UNESCO.ORG/CREATIVITY/IFCD)



the IFCD promotes sustainable development all over the world

## 5.8M

USD from the IFCD have been invested in developing countries



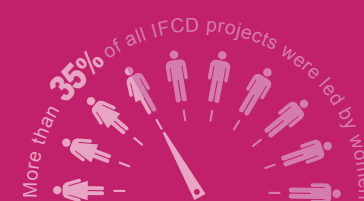
capacity building programs that lead to cultural & creative start-ups

## 50%

of IFCD funds strengthen capacities to develop cultural & creative industries



stable business environments through policy making



# why

*“ UNESCO has demonstrated that the creative economy is a powerful transformative force in the world today. ”*

*Irina Bokova, UNESCO Director-General*

An investment in the IFCD is investing in:

- **Economic growth opportunities:** cultural and creative industries contribute up to 10% of the GDP in countries like Brazil, China, India and Indonesia and generate about 30 million jobs worldwide, employing more people aged 15-29 than any other sector
- **Transformative development approaches:** creative professionals and entrepreneurs of SMEs, which are the key drivers of economic growth and employment, are empowered to take ownership of their own development processes, and encouraged to produce locally-developed solutions
- **Innovative partnerships:** IFCD investments are the result of a unique mechanism for international cooperation as it involves countries from the global south and north working together to invest in creativity to transform societies and create wider markets
- **People:** through investments in human creativity, capacity-building and by widening people's choices, the cultural and creative industries making up this economy have become powerful sources for development



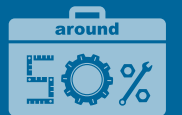
projects foster social cohesion through creativity



from IFCD empowered cultural entrepreneurs



over 60 cities benefitted from local cultural policy development



around 50 of IFCD funds aim to develop professional capacity



the IFCD brought digital technology to over 10 indigenous communities



35% of IFCD projects resulted in new creative networks

# how

There are many ways you can join the IFCD and support its projects by choosing one or more of the options below:

- **Establishing long-term collaborative partnerships:** building strong, solid partnerships is a key element of ensuring sustainable outcomes
- **Sponsoring common partner activities:** associating your brand with a specific IFCD event or activity can strategically position your company within the cultural and creative industries while positively impacting your CSR outcomes
- **Offering professional and technical assistance:** from time, expertise and know-how to all sorts of in-kind donations, everything you offer will be of great value to local projects supported by the IFCD
- **Becoming an IFCD advocate and generating awareness:** spread the word about the IFCD and the projects it supports within your communities, network and partners
- **Providing direct financial contribution to the IFCD and its projects:** financial contributions represent the backbone of our efforts towards funding projects in developing countries



Invest in creativity to transform societies all over the World.

HELP US ACCOMPLISH THIS MISSION:

WRITE TO [IFCD.CONVENTION2005@UNESCO.ORG](mailto:IFCD.CONVENTION2005@UNESCO.ORG)

VISIT [EN.UNESCO.ORG/CREATIVITY/IFCD](http://EN.UNESCO.ORG/CREATIVITY/IFCD)

OR CALL US +33 (0) 1 45 68 10 00

# where

Every IFCD project is conceived, nurtured and implemented in the creative economy, which is one of the most rapidly growing sectors of the world economy, branching out, innovating and involving new sectors.

When one invests in the creative economy, the return often comes in the form of more thriving businesses, higher employment rates and increased revenues, all of which greatly benefits the overall economy.

This value chain is how the creative economy becomes a driver of economic growth and, ultimately, of sustainable development: by impacting multiple parties through film, music, books, performing arts and all other forms of creative expressions.

As Assistant Director-General for Culture, Francesco Bandarin, points out:

*“ Innovation is the cornerstone of every successful business. And when cultural organizations and creative professionals work together as an industry, the innovation that comes out of this interaction produces a ripple effect that benefits all the other sectors of the economy ”.*

When the power of creativity is harnessed to transform societies in developing countries, investments in the creative economy are not only worthwhile. They become life-changing.



TO LEARN MORE, PLEASE VISIT:  
[WWW.GOO.GL/kgJxcy](http://WWW.GOO.GL/kgJxcy)

## The IFCD and the United Nations SDGs

Sustainable Development Goals (SDGs) are a set of 17 goals adopted by countries to end poverty, protect the planet, and ensure prosperity for all, by 2030.

It is the first time that the international development agenda refers to culture within the framework of SDGs, giving UNESCO and its Conventions a key role as the lead UN agency for culture. The IFCD will be key to the implementation of this new development agenda, as its financed projects impact most of the goals.

Join us and get involved!

