



Creative industries sector: a potential reservoir of jobs

The creative economy is one of the most rapidly growing sectors in the global economy, offering new and high growth opportunities, especially for developing and emerging countries. It contributes to sustainable development goals by generating income and export earnings, and by creating jobs, as outlined in the United Nations' Creative Economy Report¹. Creative goods and services boost economies and contribute to inclusive social development, as well as dialogue and understanding between people. Investing in creative industries, particularly in design and creative services and visual arts and crafts, can drive sustainable economic opportunities and improve livelihoods for local communities whilst expanding business opportunities for SMEs. There is also evidence that a thriving creative economy can foster related sectors such as tourism and manufacturing, and encourage innovation and creativity.

According to a recent study², cultural and creative industries worldwide generated revenues of US\$2,250b and employed 29 million people in 2013. Africa and the Middle East achieved US\$58b in revenues (3 per cent of the total) and generated 2.4 million jobs (8 per cent of total cultural and creative industries jobs). These two regions rank as the fifth largest cultural and creative industries markets. Given the scope of the informal economy in these regions, the potential for development opportunities is significant, including for youth employment. Analysis has shown that cultural and creative industries sectors in Europe employed more people aged 15-29 years than any other sector (19.1 per cent of total employment in those sectors versus 18.6 per cent in the rest of the economy) in 2013. Africa is home to 19 per cent of the global youth population, which by 2030 will have increased by 42 per cent according to the United Nations projections³. Creative industries therefore could be an important sector providing decent jobs for young people in Africa, which, according to ILO, had a youth unemployment rate of 11.6 per cent in Sub-Saharan Africa in 2014⁴.

Countries such as Mali, Mozambique, Rwanda, and Zambia have significant production and consumption of cultural products, including music, dance, crafts and visual arts. In 2010, creative industries accounted for 2.5 per cent of total employment in the Zambian economy, and accounted for 0.04 per cent of exports and 1.0 per cent of imports in 2011.

Nollywood, the Nigerian film industry, is the second largest employer in Nigeria with 300,000 direct employees and has become the second largest movie industry in the world after that of India. This industry generates an estimated US\$500m-US\$800m annually and accounts for 2 per cent of Nigeria's GDP. In addition, the Nigeria's music industry, which generates US\$150m is the biggest export from Africa after oil and gas.

South Africa accounted for US\$16.5 annual turnover generated by visual arts and 7,700 people worked in this sector in 2010. Moreover radio remains an important medium, with 87 per cent of South Africans listening to radio. This large audience of listeners including in

¹ UNESCO; UNDP. 2013. Creative Economy Report 2013 special edition "Widening local development pathways", the UN Office for South-South Cooperation.

² EY. 2015. Cultural times "The first global map of cultural and creative industries", the International Confederation of Societies of Authors and Composers.

³ UN. 2015. Population Facts "Youth population trends and sustainable development". Population Division.

⁴ Global Employment Trends for Youth 2015: Scaling up investments in decent jobs for youth / International Labour Office – Geneva: ILO, 2015.

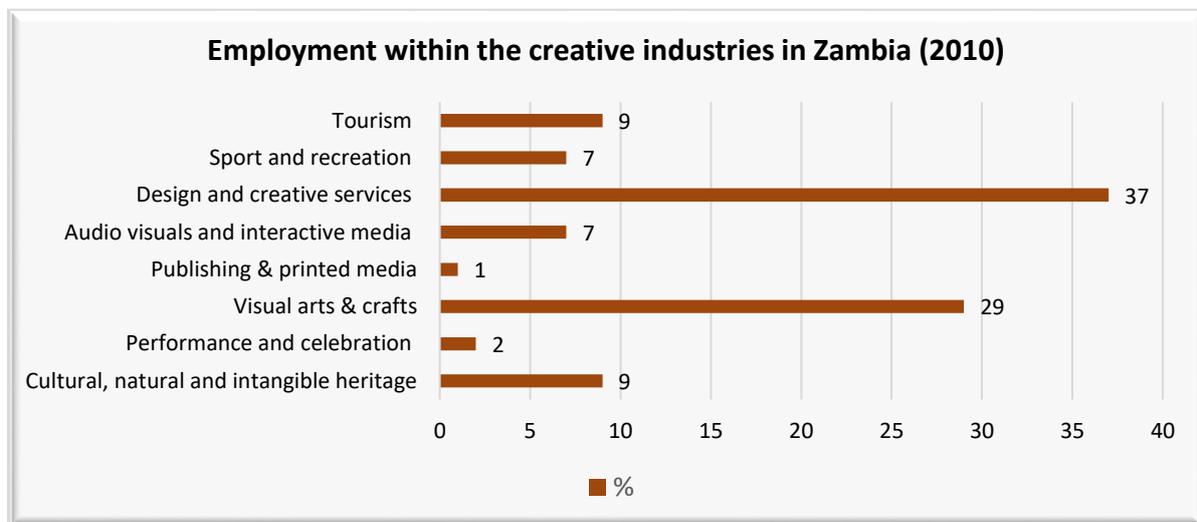


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remote rural areas has contributed to the radio industry revenue growth thanks to radio advertising.

Kenya's creative industries generated KES 85.21 billion in 2013, representing 5.32 per cent of the national GDP according to the Kenya Copyright's Board. It has the capacity to contribute up to 10 per cent of the national GDP by 2025, contributing to job creation and sustainable livelihoods of young women and men across the country.

In Mozambique, the publishing sector leads the exports of creative goods and represented more than US\$3m in 2008. Also, the exports of visual arts and art crafts accounted for US\$500,000 and US\$29,000 respectively.



Source: Zambia Institute for Policy Analysis & Research

Creative Industries trade performance in Zambia, 2003 and 2008 (in millions of US\$)

Zambia	Value 2003			Value 2008		
	Export	Import	Balance	Export	Import	Balance
All creative Industries	2.92	34.09	-31.17	2.36	54.25	-51.89
Creative goods	2.92	34.04	-31.17	2.36	54.25	-51.89

Source: United Nations Conference on Trade and Development in collaboration with the Government of the Republic of Zambia.2011. Strengthening the Creative Industries in Zambia

The role of the ILO in promoting decent jobs creation in creative industries

The growing market demand for creative content, combined with the productive power of digital technologies, will create a potential demand for employment in this sector in various professions, including writers, performers, directors, designers and audio-visual technicians. Yet despite demand for such jobs, working conditions remain low for the majority of such workers, with the exception of an elite few. Moreover, most jobs in this sector are not bound to a single employer, but rely on project-based contracting work for cultural productions.



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Freedom of association and social dialogue remain a challenge in this sector, as does the provision of adequate social protection. Child labour also is a challenge in the performance sector, especially in informal settings. Intellectual property and income generation have become a specific problems with the use of digital technologies. The increasing use of such technologies has also changed the skills profile of many jobs in the sector, requiring training systems to adapt.

The ILO works on a rights-based approach to decent work in the cultural sector, focussing on fundamental principles and rights at work for all cultural workers, regardless of the nature of their employment relationship. The ILO promotes social dialogue and enforcement of labour law in the sector, including provisions on child labour.

Other ILO work in the sector includes:

- The Start and Improve Your Business (SIYB). SIYB is a management-training programme with a focus on starting and improving small businesses. ILO developed a specific SIYB package to train artists in the skills required to start and operate a business.
- Promoting and supporting the implementation of the ILO/UNESCO/WIPO Rome Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organizations, 1961.
- Studying decent work opportunities and challenges in the cultural and media sector, with respect to employment relationships, social protection, and fundamental principles and rights at work. This work is being carried out in follow up to a Global Dialogue Forum on Employment Relationships in the Media and Culture Sector held in Geneva in 2014.

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