

REPORT



CREATIVES AND CULTURAL INDUSTRIES THEMATIC GROUP GENERAL ASSEMBLY

 Tuesday, March 19, 2024

 11:00 am  Hybrid

<p>Date: 19th March, 2024</p> <p>Time: 11 am</p> <p>Duration: 2 hours</p> <p>Venue: Hybrid</p>	<p style="text-align: center;"><u>SESSION REPORT</u></p> <p>Session Title: CREATIVES AND CULTURAL INDUSTRIES THEMATIC GROUP GENERAL ASSEMBLY</p> <p><u>Details of Discussants:</u></p> <ul style="list-style-type: none"> • Mr Sijuola Olanubi (Acting Head, Think Tank Operations, NESG) • Dr Ikenna Nwosu (Facilitator, THECCS Policy Commission) • Mrs. Ugochi Akudo-Nwosu (Director, Entertainment and Creative Services Department, Federal Ministry of Arts, Culture and Creative Economy) • Mr. Jamal Anikulapo (Steering Committee Member representing the Cultural Sector) • Mr. Udeme Ufot (Private Co-chair, THECCS PC) • Mr. Chike Maduegbuna (Steering Committee Member, representing the Creative Sector) <p><u>Moderated by:</u> Ewomazino Omomadia (Anchor, THECCS Policy Commission)</p>
<p>Background</p>	<p>NESG Policy Commissions are required to hold two General assemblies in a year. The Creative Economy Thematic Group (CETG) and the Cultural Industries Thematic Group (CITG) of the THECCS Policy Commission will have its first General Assembly (GA) for 2024, convening its members on 19th March. The GA provides an opportunity for thematic group members to learn about the activities of the thematic groups and discuss important issues concerning the creatives and culture sectors and the thematic group's agenda for the year. It also provides an opportunity to recruit new members, based on a stakeholder mapping exercise, and onboard new members.</p>
<p>Context</p>	<p>The Creative Economy Thematic Group (CETG) and the Cultural Industries Thematic Group (CITG) first GA will provide a forum for the thematic groups to engage with its new members and engage existing members on key activities undertaken so far during the year, such as the Policy Commission retreat and other planned engagements and activities. The thematic groups must have a clear direction for the year. The GA will form a platform for agenda-setting for the year.</p>
<p>Opening Remarks</p>	<p>Mr. Udeme Ufot (Private Co-chair, THECCS PC) in his opening remarks, welcomed every attendee to the general assembly. He stated that the purpose of the general assembly is to familiarise members of the THECCS Policy Commission with the plans and activities for 2024, as well as to hint to them on the progress and way forward while onboarding new volunteers. He noted that the general assembly is an opportunity for the Policy Commission to interact with the key public sector players. He further stated that the activities in the general assembly will explore trends and developments in the creative industry. Mr. Udeme extends his gratitude to everyone who has contributed immensely to the possibility of the general assembly.</p>
<p>Special Remarks</p>	<p>Mrs. Ugochi Akudo-Nwosu (Director, Entertainment and Creative Services Department, Federal Ministry of Arts, Culture and Creative Economy), in her remarks, noted that the creation of the Federal Ministry of Arts, Culture and Creative Economy in line with the Renewed Hope Agenda will create jobs, grow the national economy, enhance FX, improved global reputation. She stated the management and staff of the ministry are available to collaborate and support the policy commission.</p>

Mr. Jamal Anikulapo (Steering Committee Member representing the Cultural Sector) also gave a special remark where he noted that there needs to be a clear distinction between the creative sector and the cultural sector. He stated the cultural sector is an orphan sector in the national economy. He hopes that the NESG platform will be an excellent medium to solve many problems in the cultural and creative industry.

Mr. Chike Maduegbuna (Steering Committee Member, representing the Creative Sector) gave a special remark. He stated that there is a need to drive the monetisation of the creative economy and make it not only product-oriented but it should be transactional and revenue-generated. There is a need to look at the creative economy with an integrated approach rather than breaking them in silos. In conclusion, he advised that technology should be integrated into the creative sector.

Presentation about the NESG
Mr. Sijuola Olanubi
Acting Head, NESG Think
Tank Operations Department

The presentation highlighted the following;

- Vision and mission of the NESG
- Values and guiding principles of the NESG.

He spoke to the four strategic pillars namely;

- Dialogue Partner: Driving Policy Change through Public Private Dialogue Platforms and Engagements; shaping policy through public debates
- Connector: the NESG brings stakeholders together and connects actors to achieve the desired policy reform
- Watchdog: the NESG is apolitical and adopts an evidence-based approach in its policy advocacy.
- Intervener: the NESG has a Policy Innovation Centre, which is saddled with performing interventions in the economy.

The NESG PPD structures, platforms and frameworks are categorised into;

- Policy Commissions
- Roundtables
- Community of Practice
- Thematic Working Groups.

NESG PPD Structures, Platform and Frameworks

Policy Commissions	Roundtables	Community of Practices
<ul style="list-style-type: none"> • The NESG strategically functions within workgroups known as “The NESG Policy Commissions”. • The Policy Commissions (PC) comprise of public and private sector networks and experts who bring insight and shape our agenda on most strategic industry and crosscutting issues. The PCs also facilitate and fast track the adoption of various National Economic Summit (NES) recommendations. 	<ul style="list-style-type: none"> • These are public and private dialogue platform established to champion a specific reform process. It is usually initiated by MOUs, specific Stakeholder drive, of Donor funding to archive a particular purpose. These roundtables also have their secretariat at the Abuja Offices. • Roundtables can either be temporary platforms (e.g. the Fiscal Policy Roundtable, a 2year project funded by the Bill and Melinda Gate Foundation) or Permanent roundtables like National Assembly Business Environment Roundtable NASSBER 	<ul style="list-style-type: none"> • The Group re-positioned its Policy Commissions in year 2019 and as part of that process created stand-alone platforms for three (3) key but easily marginalised groups: Micro Small Medium Enterprises (MSMEs), Gender related issues and Youth, so that they can together as communities of practice have a voice to champion and promote advocacy based on thematic areas of focus.
<p style="text-align: center;">Thematic Working Groups</p> <ul style="list-style-type: none"> • Thematic Working Groups are focus areas/sub-themes of a Policy Commission, Roundtable or Community of Practice. For instance, Mining and Manufacturing are the thematic groups of Manufacturing and Mining Policy Commission. • A thematic group will only be considered as one if it meets the requirement of having a minimum membership of 20 persons who are willing and available to advance dialogue on a subject matter of significance to the PC. 		

He further explained the policy commission structure and how it works. The presentation discussed the guiding principles of the PPD-Focus, which include;

1. Mandate and Institutional Alignment
2. Structure and Participation

	<ol style="list-style-type: none"> 3. Champion(s) and Leadership 4. Facilitation and Management 5. Outputs 6. Outreach and Communication 7. Monitoring and Evaluation 8. Subnational 9. Sector-specific 10. Relevance to FDI 11. Post-conflict/disaster/crisis 12. Development Partners <p>The Public Private Dialogue Risks were also highlighted as follows:</p> <ol style="list-style-type: none"> 1. Vested Interests 2. Not fully representative 3. Leading to a talk-shop 4. Risk of hijack or one-man show 5. Risk of being politicised 6. Risk of duplication of efforts
<p>Presentation on THECCS Policy Commission</p> <p>Dr. Ikenna Nwosu (Facilitator, THECCS PC)</p>	<p>There are four thematic areas under the THECCS Policy Commission;</p> <ol style="list-style-type: none"> 1. Sports Industry Thematic Group 2. Tourism & Hospitality Industries Thematic Group 3. Creative Economy Thematic Group 4. Cultural Industries Thematic Group <p>The creative economy thematic group is one of the Policy Commission and is primarily based on creative and cultural goods, services and intellectual property. It encompasses a wide range of industries and sectors where creativity, innovation and cultural expression play a central role in the generation of economic value and growth. These industries typically involve the creation, production, distribution and consumption of goods and services that are rooted in artistic, cultural, or design-oriented activities.</p> <p>The cultural industries thematic group is one of the four thematic groups of the Policy Commission and refers to sectors of the economy that produce, distribute and consume goods and services primarily related to culture and creativity.</p> <p>The THECCSPC also adopts the various Nigerian Economic Summit recommendations to fast-track the growth and development of the economy.</p> <p>The Sports Industry Thematic Group (STG) has lately developed the first National Sports Industry to drive the value chain development. The THECCS PC adopts the various Nigerian Economic Summit recommendations to fast-track the economy's growth.</p> <p>Although the cultural sector has common grounds with the creatives, it has the merits and rights to become a sector independently. The primary driver of culture in the world is UNESCO, while the primary driver of creativity is UNCTAD. The distinction between the culture and creative sector is well spelt out by the United Nations. Music is a significant driver of the culture industry.</p> <p>The Federal Ministry of Arts, Culture and Creative Economy and the NESG signed a Memorandum of Understanding to optimise the governance framework, policy, legislation, institutional and human sector reforms.</p>
<p>2024 Work Plan for CETG</p>	<p>The Creative Economy Thematic Group activities and sub-activities were categorised into;</p>

Mrs. Chinenye Uwanaka (Thematic Lead, Creative Economy Thematic Group), represented by Dr. Ikenna Nwosu

- CETG Working Group
- The Creative Economy Governance Programme
- Stakeholder Engagement in developing a National Policy on the Creative Economy
- Technical sessions
- Other national stakeholders' fora.

Unlike the UAE, there is no single Free Trade Zone for the Creative Economy in Nigeria. Intellectual Property is targeted to become the collateralisation instrument for taking credit facilities.

The Creative Thematic Group plans to propose to the Federal Ministry of Arts, Culture and Creative Economy the Creativity Annual Week. Dr. Ikenna noted that SMEDAN has recently launched the Creative Economy Desk.

There is a need for sector-specific research to conduct value chain mapping and entrepreneurship and investment opportunities in the Nigerian Creative Economy. The AFCTA does not only entail the free movement of physical goods and persons but also capital and services. There is a need to understand how the creative hubs work for regional integration and job creation while reducing capital flight exposure.

The presentation highlighted the activities and sub-activities of the CETG for 2024. These include;

- Set up In-house Thematic Group Operating Team
- CETG Work Plan Coordination
- Creative Economy Experts Group Meetings to discuss work plan implementation
- Communication & Newsletter
- Set up an Eminent Focal Group (EFG) to drive and finance work plan execution
- Inauguration of a Creative Economy Working Group (Co-Chaired by NESG/FMACCE)
- Host preliminary meetings with FMACCE
- Host General Assembly of CETG
- Host Stakeholder Forum on Implementation of Nigeria's new Copyright Act. (NESG/NBA-SBL/NCC/FMACCE)
- NESG-FMACCE (Co-creation of the Nigerian Creative Economy Policy (Inauguration of the FMACCE/NESG Committees, all co-chaired)
- Set up a Review and Harmonization Committee to collate inputs from Past Sector Reports/Reference Documents for Policy Development
- Submission of the First Draft of the Policy by the Policy Drafting Committee to the Honourable Minister FMACCE
- Public Sector Stakeholder Engagements: Inter-Ministerial Roundtable Sessions for Draft Policy Review (Led by FMACCE/NESG) and National Policy Dialogue (All Stakeholders Segments) for Validation of Draft Policy.
- Engagement Session with the National Council on Arts, Culture and Creative Economy for final draft policy approval and sign off.
- Secure the Federal Ministry of Justice approval for draft and policies
- FEC approval of policies.
- Technical session with NIPC, FMTI, FMACCE & CBN: Develop a Special Scheme of diverse incentives (Fiscal, monetary policy, tax exemptions) to promote investment; Draft Policy document to be presented and validated at the joint Inter-ministerial Technical Session and National Policy Dialogue.
- Technical Session with NBC +BON + FMACCE + FMI + NESG

- Host Technical Seminar on Credit Solutions for the Development of Nigeria's Creative Economy
- Institutionalise a Framework with the FMACCE for continuous collaborations to co-create and co-host the annual Nigerian Creativity Week.
- Technical Session on content distribution in the Nigerian Creative Economy Space
- Technical Session on insurance opportunities in Nigeria's Creative Economy
- Technical Session with Producers, Broadcasters, Advertisers, Regulators & FMACCE on Local Content Development & Capital Flight issues in the Nigerian Creative Economy Space
- National Stakeholder forum on capacity building for the Creative Economy
- National Stakeholder forum for Academia on the Creative Economy
- Sector incentivisation: Finalize the Draft National Policy on Intellectual Property
- Over-Archiving Regulatory Framework Reform
- Focus Group Forum: Collective Bargaining Agreements and Stipulated Wages as a Tool for Accelerated Growth
- Focus Group Forum: Creativity as Diplomacy and Trade.
- Host a Nigerian Creative Economy Investment Summit.
- Conduct Sector Specific Research

2024 Work Plan for CITG

Ms. Goodness Ejim-Obilo
(Thematic Lead, Cultural Industries Thematic Group)

The proposed 2024 work plan for CITG includes;

- Set up in-house Thematic Group Operating Team
- CITG Work Plan Coordination
- Cultural Industries Experts Group Meeting to discuss work plan implementation
- Communication & Newsletter
- Set up an Eminent Focal Group to drive and finance work plan execution
- Inauguration of a Cultural Industries Working Group
- Host Preliminary meetings with FMACCE
- Host General Assembly on "Repositioning Cultural Industries Governance in Nigeria: Policy, Regulatory and Institutional Framework Reforms"
- Host a National Summit on the Sustainable Development of the Nigerian Cultural Industries
- Set up a Committee to study how the Copyright Act impacts the cultural Sector/Industries.
- Set up subgroups to collate inputs from Past Sector Reports/Reference Documents for Policy Development
- Submission of Subgroups Reports & Reports Harmonization/Summit Harmonized Reports to FMACCE
- Submission of Draft Policy by Policing Drafting Committee
- Public Sector Stakeholder Engagement for draft policy review
- National Policy Dialogue for validation of Draft Policy
- Engagement session with the National Council on Art, Culture and Creative Economy for final draft policy approval and sign-off.
- Secure the Federal Ministry of Justice approval for draft policy
- FEC approval of policy
- Technical session with NIPC, FMTI & CBN
- Technical session with NBC + BON + AMP
- Host Technical Seminar on Credit Solutions for the Development of Nigeria's Cultural Industries.
- Institutionalise a Framework with the FMACCE for continuous collaboration to co-create and co-host the Annual National Summit on Culture
- Technical session on content distribution in the Nigerian Cultural Industries space

- Technical session on Insurance Opportunities in Nigeria's Cultural Industries Space
- Technical Session with Producers, Broadcasters, Advertisers, Regulators & FMACCE on Local Content Development & Capital Flight issues in the Nigerian Cultural Economy Space
- Sector incentivisation: Finalize the Draft National Policy on Intellectual Property
- Host a Nigerian Cultural Economy Investment Summit.
- Conduct Sector Specific Research

Recommendations and Action Points

Categorisation of the Fashion Industry: The fashion industry's value is more than the movie and music industries combined. The official classification of the creative and cultural sector by the Federal Ministry of Arts, Culture and Creative Economy categorises the fashion industry during the national policy dialogue.

Integration of the Film Industry in Decision Making: The film industry is still being regarded with antiquated lenses despite having diverse professionals who are key players. Film industry representatives should be in the decision-making room to make necessary inputs. Every professional body in the cultural and creative industry will be requested to make written inputs for decision making and the relevant leaders will be duly consulted.

Consumer Protection Rights: The Consumer Protection Rights mandated that the consumer be represented in every relevant decision-making process. Therefore, the proposed policy documents will create room for consumer protection and competition. Business entails balancing the supply and demand side, and this should be captured in the creative and cultural sector.

Special Attention for the Theatre Industry: Theatre Arts is not distinctly mentioned in the creative economy, it requires special attention. Of all the performing industries, the theatre industry is the training ground and capacity training programmes should be domiciled in the theatre. Hence, there should be infrastructure provisions for the theatres.

Valuation of the Creative Sector: The proposed policy documents did not specifically mention the total value of the creative sector to facilitate investment. This numerical value encourages investors to take action regarding infrastructure and investment decisions. A study should be commissioned in this regard. The National Bureau of Statistics has the statutory mandate to release the statistics but does not have a creative economy and tourism desk. More so, the African Union unanimously resolved that every country should establish a Department for Cultural Statistics and Data.

Integration of the NGO, CSOs in decision making: Civil Societies, social enterprises and NGOs are relevant stakeholders in the industry because they are closer to the consumers.

Engagement Model: Concerning the stakeholder mapping and engagement models, the NESG-approved model for stakeholder engagement is the Moore Model.

The transparency of the metrics of the value of the creative economy should be region-based and sector-based.

Video Games Industry: Some young Nigerians are developing video games and working on animation projects. The video games industry has the potential to keep

brilliant tech minds from leaving the country. Consequent to this, a section on video games should be included in the proposed policy documents.

Tourism Bottlenecks: Concerning tourism, the process of visiting Nigeria is too long and complicated. These hurdles need to be addressed going forward.

Cross-Sectoral Inputs: All sectors should put their houses to improve industry self-regulation so that collective issues will be put forward to assist in policy document drafting.