

Call for Participation

UNESCO online training course on the creative economy in partnership with City, University of London

Why a training course on creative economy?

The year 2021 has been declared as the **International Year of Creative Economy for Sustainable Development**. In celebration of this year, UNESCO organizes an online training course on creative economy with a focus on the UNESCO [2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions](#) and the [1980 Recommendation concerning the Status of the Artist](#). The course offers an introduction and review of key issues facing both the creative economy and those working in various capacities to support and enable it, because an important step to building and developing the creative economy is to gain an informed and knowledgeable capacity in relevant agencies and civil society organizations. The course is made possible thanks to the financial support of the Government of the Republic of Korea.

Who is the target?

UNESCO is recruiting **early- to mid-career professionals from governments and civil society organizations in the ASEAN region** to participate in a full-scholarship online training course on the creative economy. Given the **transversal nature of the creative economy**, UNESCO invites interested candidates who are working both in culture and non-culture sectors (e.g., ministries dealing with telecommunication, broadcasting, foreign affairs, finance, regional development).

Upon completion, the participants will receive a **certificate from the City, University of London** and will join the global network of creative economy alumni.

What?

UNESCO has developed an online training course on creative economy in partnership with the City University of London. Conceived as a 8-week online course, it will be led by [Prof. Andy Pratt](#) and [Prof. Jenny Mbaye](#) of the City, University of London. They are both distinguished academic experts in the field of creative economy whose expertise is internationally acknowledged.

The course is expected to:

1. Provide policymakers and key stakeholders with a clear and concise introduction to some main themes in the creative economy
2. Build a regional, integrated and supportive network of peers for resource sharing about the creative economy
3. Bring cutting-edge international academic and practical expertise to emerging local policymakers to create a network of reflective practitioners through peer-to-peer network support.

The **learning outcomes** of the participants are the following:

- Understand the key concepts of the creative economy, with an emphasis on UNESCO's approach;
- Understand how knowledge of the creative economy can be applied in their day-to-day work by working with local and regional case studies and by learning from the good practices of the Republic of Korea in developing their creative and cultural industries;
- Clarify how to foster the inclusion of the culture sector in development policy in the ASEAN region;

- A deepened understanding of the policymaking process, a critical mindset in creative economy and creative economy policy development, skills in reflective policy practice and foster participants' ability to think outside the box, the ability to embrace complexity and understand complex thinking and creative problem-solving;
- Build knowledge on the 2005 Convention, raise awareness about opportunities from ratifying and implementing the Convention, facilitate networking, encourage future cooperation with UNESCO.

When and how?

The training course will start in **October 2021**. The participants will learn about the creative economy through various practical case studies, lectures by guest speakers who are experts in the field as well as online in-class discussions with Profs. Pratt and Mbaye.

Each week, the participants will be expected to dedicate around 7 hours to prepare for the interactive online class of one hour. These 7 hours will comprise:

- 1 hour viewing of video material,
- 3 hour reading/reflection on material,
- 1 hour general Q and A session,
- 2 hour presentations (1 hour preparation with their team and 1 hour viewing other group presentations),
- Weekly assignments will include a mixture of in-class 'quizzes', preparatory survey tasks, and a final mini-project.

A week in the life of a participant

- The participant will receive a task which will relate to their own workplace and the local/regional creative economy;
- The participant reviews the online material, views and conducts group presentations, and receives and gives feedback. The material will be split between general processes and illustrative examples;
- Each participant receives a package of approximately 3 readings per week (copyright use approved). This material should be read and reflected on each week;
- A 'check back that I have understood' – style quiz will be conducted each week;
- Once a week, participants will meet with the trainers for an hour of Q and A (synchronous online) tutor time for general questions. These sessions will be recorded and available to all.
- Each week, a one-hour session will be held comprising small group presentations of 5 minutes presented and upload as a narrated PowerPoint. A synchronous feedback on group presentations will be given each week, as well as being a 'get to know you' session.

Course Fee:

The successful candidates will be granted a *scholarship* from the Republic of Korea to follow the course for free of charge.

Application requirements and procedure:

Candidates must be early- to mid-career professionals from the following ASEAN countries including policymakers, representative of civil society organizations, and other interested professionals of the creative sectors.

List of countries in the ASEAN region:	
Brunei	Myanmar
Cambodia	Philippines
Indonesia	Singapore
Laos	Thailand
Malaysia	Vietnam
ASEAN candidate/observer states :	
Timor Leste	Papua New Guinea

Interested candidates are invited to submit an application form (Word format) in English that can be downloaded at:

https://en.unesco.org/creativity/sites/creativity/files/application_form_for_unesco_training_on_the_creative_economy.docx

Should you experience any difficulty in downloading the application form, please contact the UNESCO Secretariat at creative.economy@unesco.org

Application deadline is **25 June 2021**, midnight Paris time. All application forms must be sent via e-mail in RTF or PDF version to: creative.economy@unesco.org

The candidates will be evaluated based on:

- demonstrated motivation to learn about the creative economy to enhance the possibility of sharing knowledge between different policy fields (economic planning, regeneration, development, environment, etc.)
- Commitment to be a leader in the creative economy and to engage in networking with creative economy practitioners from all over the world
- Proficiency in English

The evaluation will be done by UNESCO and the City, University of London. A waiting list will be set up in case of early dropouts. All applicants will be notified whether or not their applications have been approved.

Contact:

UNESCO Secretariat Contact Information
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