

The global view of culture

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Economic approaches to culture

- Creative industries
 - Eg Hong Kong Creativity index (*but* includes measures of social capital from World Values Survey)
 - IP
- Satellite accounts
 - Convenio Andres Bello, (Chile and Colombia)

'Enhancing' the economic model

- The added value of culture
 - Identity
 - Gift giving and in kind contributions
 - Exchange value
- Cultural assets
 - World heritage sites
 - Intangible assets

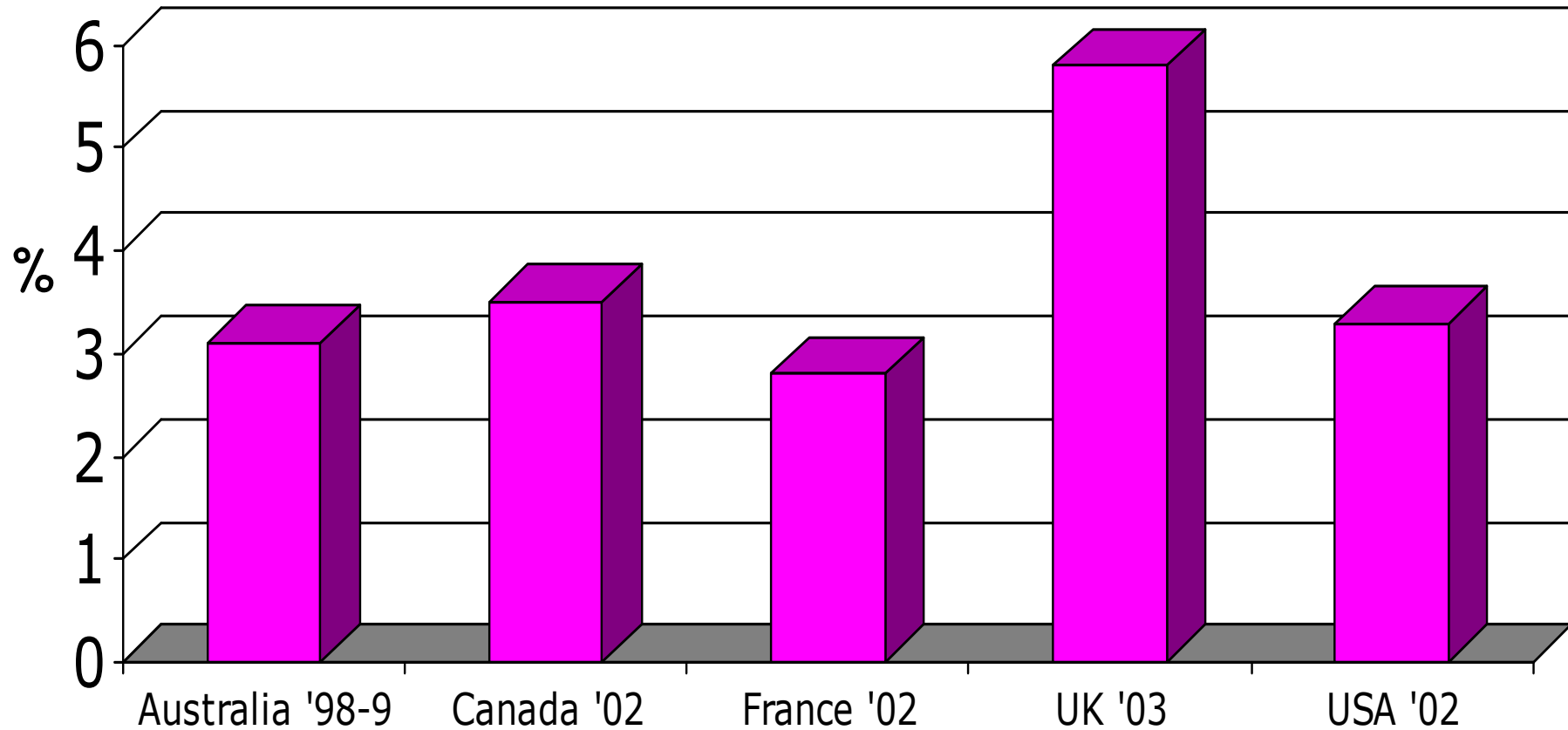
Exchange; a developing country view

- An asymmetric view of markets and values. Is it 'a bargain'?
 - Production for tourists or locals?
 - your culture or our culture?
- How to ensure that cultural industries can be promoted to maximise their contribution to GDP?
 - Tourism & export or local

Consumption/participation

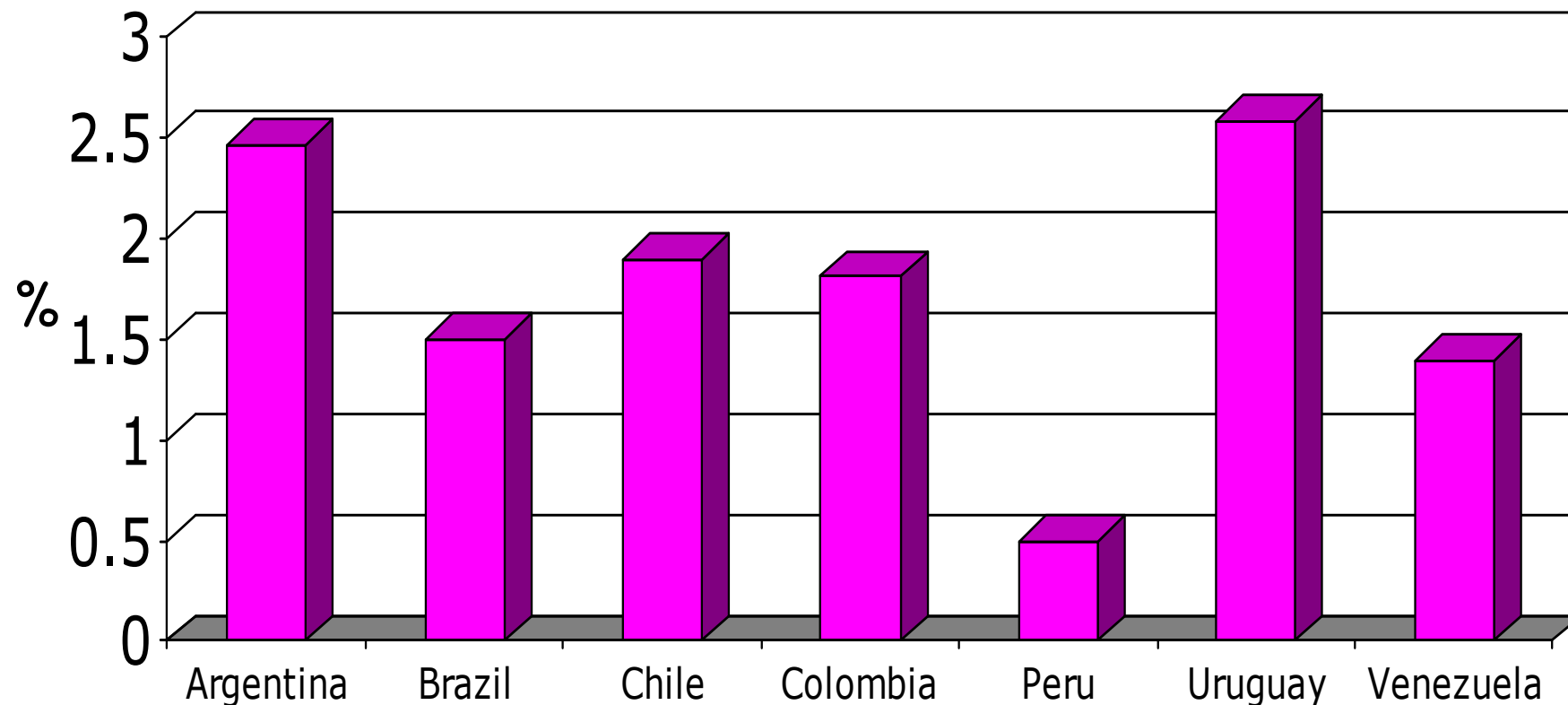
- Participation = consumption in OECD. In developing countries participants are often performers/producers too.
- Well-being = leisure. Leisure does not exist in the developing world
- UNESCO convention 'diversity of expression' & enjoyment of...

OECD – cultural industries % contribution to GDP



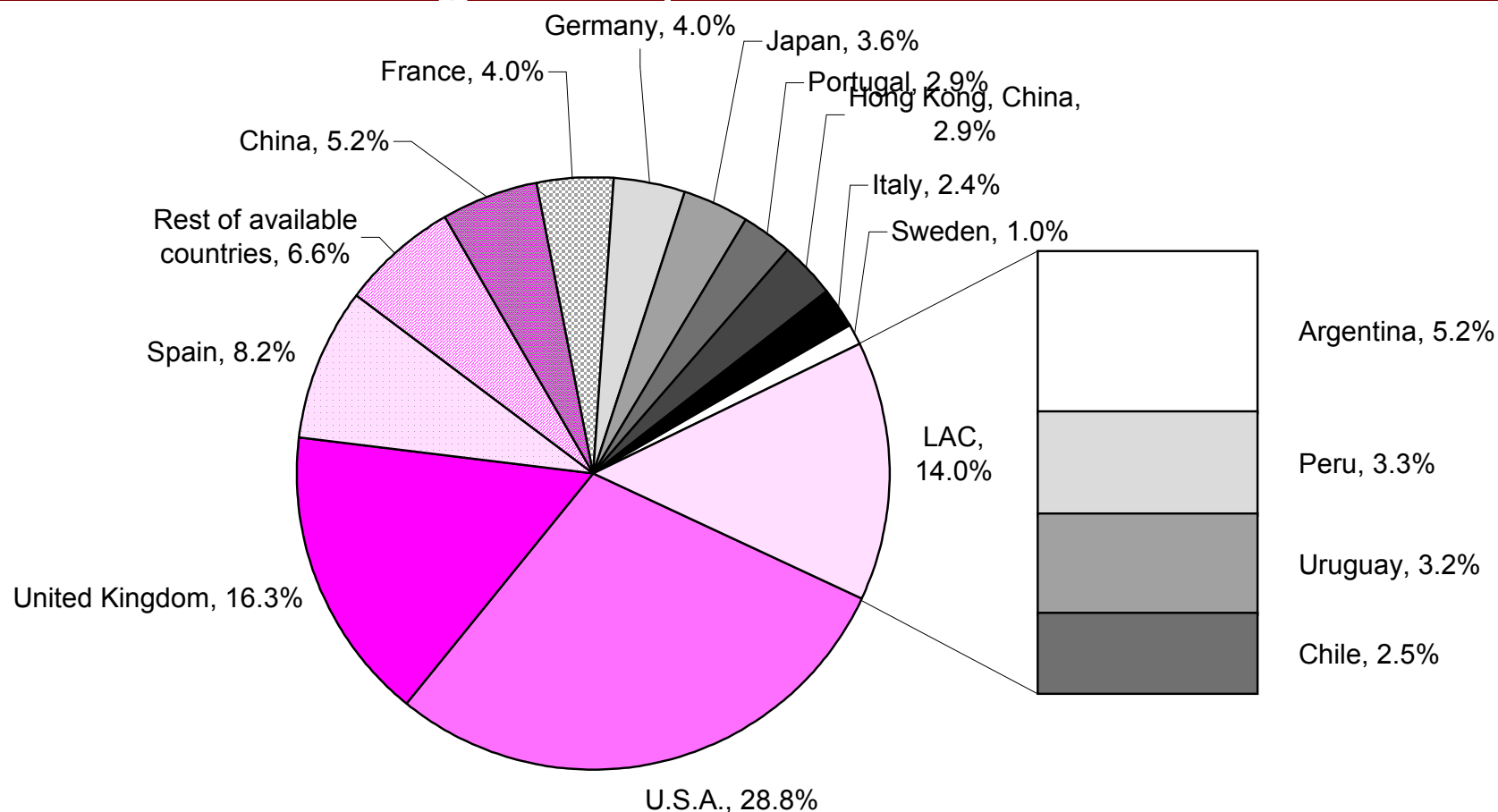
- Advertising architecture, video & film, music & performing arts, publishing, broadcast, art & antiques, design, crafts (OECD 2007)

MERCOSUR – cultural industries % contribution to GDP 2002



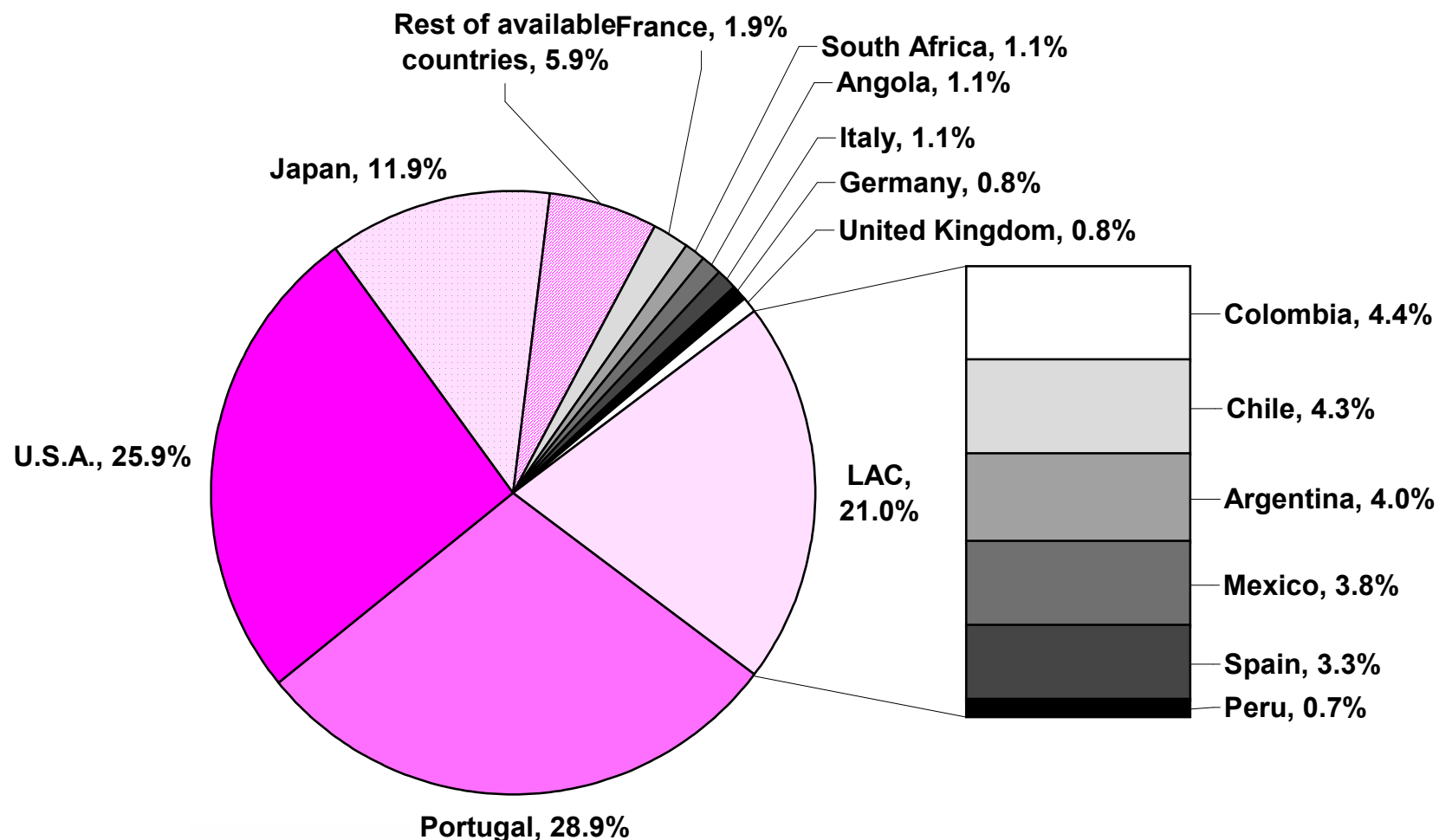
- Publishing and Leisure/cultural activities/sports (Ministry of Culture Argentina 2006)
- constant US\$; Argentina, Colombia, Uruguay, current US\$ Brazil?, Chile?, Peru, Venezuela?

Total trade partners of Brazilian imports of core cultural goods, 2003



- Heritage goods, books & printed media, audiovisual & recorded media, visual arts (UIS 2005)
- Current US\$

Total trade partners - Brazilian exports of core cultural goods, 2003



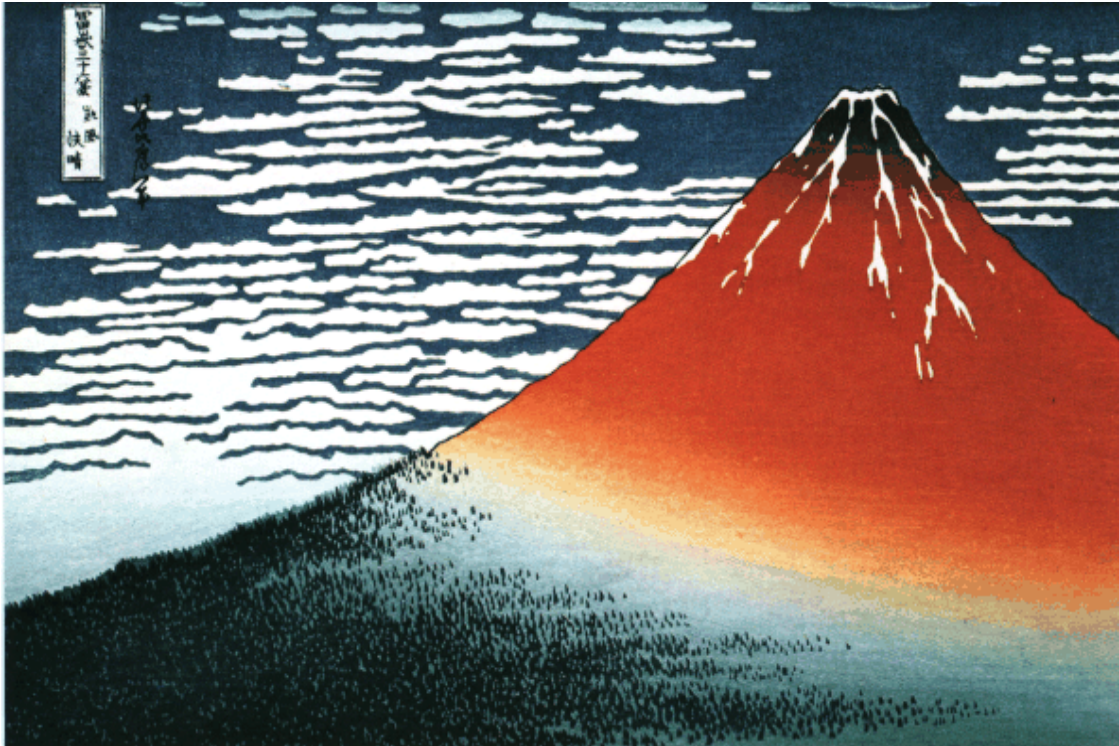
An emerging model?

- Anchored in the international statistical framework; ISIC, ISCO, and CPC
- Transverse dimensions across all sectors relating to the dynamic creative/cultural process
 - ➔ Education; transmitting cultural values and breaking cultural barriers
 - ➔ Traditional knowledge; 'authenticity' and innovation, culture constantly changing
 - ➔ Assets and preservation; which also inspire new forms of content

How many dimensions?

	SICs nuanced by occupation and product classifications			
	Arts Visual, fine, performing arts	Heritage Natural Cultural Tangible and Intangible	Audio-visual Film, video, new media	Books & Press
Production & Consumption	<ul style="list-style-type: none"> ● Employment ● Value ● Performances 	<ul style="list-style-type: none"> ● Employment ● Value 	<ul style="list-style-type: none"> ● Employment ● Value ● No of titles 	<ul style="list-style-type: none"> ● Employment ● Value ● No of titles
Education	<ul style="list-style-type: none"> ● Enrolment ● Performances in/by schools 	<ul style="list-style-type: none"> ● Enrolment ● Attendance (visitor local) 	<ul style="list-style-type: none"> ● ICTs in education 	<ul style="list-style-type: none"> ● School textbooks
Traditional knowledge	<ul style="list-style-type: none"> ● Craft artisan ● Story tellers ● Festivals (\$ attendance) 	<ul style="list-style-type: none"> ● Intangible heritage (no of themes) ● Biodiversity lang., medicines 	<ul style="list-style-type: none"> ● Traditional knowledge on the Internet ● Audio-visual documentaries 	<ul style="list-style-type: none"> ● Languages in print
Archiving & preserving	<ul style="list-style-type: none"> ● Document centres 	<ul style="list-style-type: none"> ● Conservation (jobs, \$) 	<ul style="list-style-type: none"> ● Film archives (volumes) 	<ul style="list-style-type: none"> ● Libraries (volumes, transactions)

Economic impact of heritage - Mt Fuji



- Fountain pen
- Beer
- Train
- Car grille

- Mountain bike
- Board game
- Tea
- Water lily
- Bonzai tree
- Strong box
- T-shirt
- Peanuts
- Rice
- Kimono
- Coins and notes

Ephemeral Arts - India



- **Street/village entertainers**
 - lower caste or no-caste
 - Nomads
- **Ephemeral Expressions**
 - Ritual floor decorations (kolams, alpanas, rangolis, muggus, mandhana etc)
 - Sanjhi on water
 - Cow dung votives, wall murals etc
 - Effigies (rathas, ravana & tazias etc)
 - Floral arts (garland-making, flower decorations etc)
 - Fireworks

Entertainers - India



- **Itinerant street performers**
- **Circus artists**
- **Dance**
 - Margi
 - Semi classical/traditional
 - Neo-classical
 - Desi & Tribal
 - Contemporary/Modern
 - Costume Design and production
- **UNESCO intangible heritage**
 - Vedic chanting
 - Ramayana
 - Kutiyattam, Sanskrit Theatre

Education; Bougainville, Papua New Guinea

- A matrilineal society threatened by
 - ➔ alienation of land from 'custodians'
 - ➔ wage-based economy
- Post-conflict situation leading to attempts to reinforce traditional values and authority – 'kastom'
- A national HDR based on
 - ➔ The needs of youth
 - ➔ Basic skills & traditional knowledge
- Incorporating traditional culture in education
 - ➔ The arts as the means for learning in 'oral' societies
 - ➔ The 'story teller' as the traditional educator



Environment & well-being; Bhutan

- Limit of 10,000 visitors a year & constitution of 60% forest coverage
- Gross National Happiness
- Sustainability of environment and local economics
- Limited export potential
- Limited local demand for potential export goods
- Belief that well-being goes beyond GDP



Crafts & Heritage; Uganda

- Cultural assets
 - Tombs of the Buganda Kings
- How to value?
 - CV techniques
 - Ranking
- Traditional knowledge
 - Craftsmanship
 - food and nutrition
 - dress-
 - medicine
 - tools, instruments
 - ritual music



UIS actions

- Update 1986 standard
 - ➔ Take account of internet & globalisation
 - ➔ Include education and developing country perspective as key changes
- Encourage countries to survey consumption/participation as well as production
- Work on 'heritage' as cultural asset



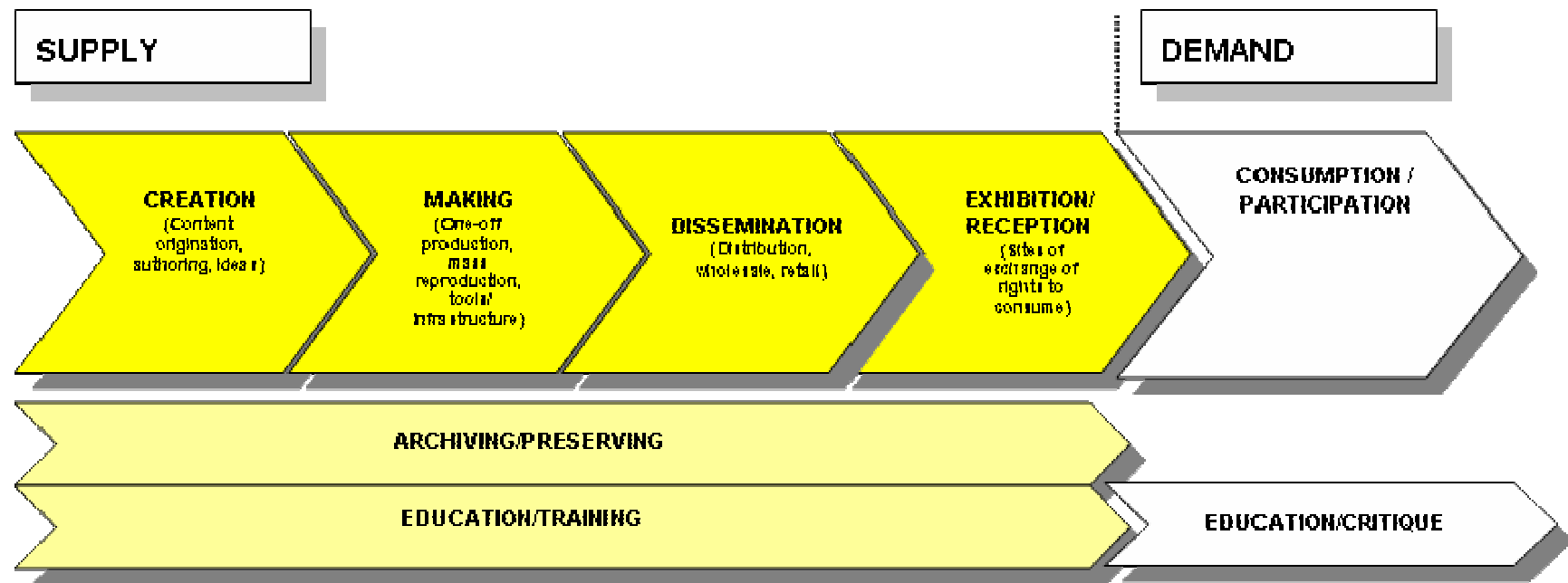
INSTITUTE *for* STATISTICS

'Traditional knowledge' – Latin America



- Indigenous peoples key concern
- Saving ways of life, language, & thought
- Outcomes & measures?

The creative chain



The role of international classifications

- Sets the standard for National Statistics Offices
- Central Product Classification; most important for culture but not used often (UN)
- International Standard Industrial Classification; most commonly used classification (ILO)
- International Standard Classification of Occupations; joint UIS, OECD, WIPO proposal submitted (ILO)

Towards social impact

- *Goods and production* – the basic statistical framework
- *Consumption* – is it symmetrical with production?
- *Social capital* – networks that help inspire production and link consumers with common values
- *Wellbeing* – resulting from shared identity with community and ability/income to consume/produce appropriate cultural expressions

'Traditional knowledge' – Latin America



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