



UNITED NATIONS



Economic Commission for Latin America and the Caribbean  
Subregional Headquarters for the Caribbean

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Expert Group Meeting on Creative Industries  
in the Caribbean  
2 June 2011  
Port of Spain

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LC/CAR/L.300  
22 July 2011  
ORIGINAL: ENGLISH

## **EVALUATION REPORT OF THE EXPERT GROUP MEETING ON CREATIVE INDUSTRIES IN THE CARIBBEAN**

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## **A. CONCLUSIONS AND RECOMMENDATIONS**

1. The region should devise a better mechanism to develop and manage copyright in order to better evaluate the contribution and performance of the creative industries.
2. Analysts dealing with the sector should develop new indicators of their impact, including productivity, multiplier effects and the compensation of employees in the sector to improve measurement of its impact.
3. An integrated, productive, development strategy should be developed to boost the output of competitive products and content in the sector. More attention should be paid to key areas, including:
  - (a) The design of appropriate education and training to provide and refine the necessary knowledge and skills to produce improved creative goods and services,
  - (b) The strengthening of entrepreneurship training, technology platforms and legal solutions to create a more dynamic sector.
4. A concerted effort should be made to leverage the diaspora and emerging markets in the south as potential markets for Caribbean creative goods and services. This could be aided by an improved marketing and communication strategy.
5. Policies for developing the sector should be informed by micro-level studies of different subsectors to assess which segments have the greatest potential. It must not be assumed that music or other segments are most competitive without practical evidence.
6. With respect to the way forward, the meeting recommended that the Economic Commission for Latin America and the Caribbean (ECLAC) should define its niche in contributing to the development of the sector. It was recommended that the Mauritius Strategy for the Further Implementation of the Programme of Action for the Sustainable Development of Small Island Developing States could be used as a framework for ECLAC to define a niche in developing the creative sector in the region. To facilitate that, the meeting recommended that a mandate should be sought at the twenty-fourth session of the Caribbean Development and Cooperation Committee.

## **B. BACKGROUND**

7. ECLAC, Subregional Headquarters for the Caribbean convened an expert group meeting on the creative industries in Port of Spain on 2 June 2011.
8. The objective of the meeting was to review the methodical and definitional issues related to creative industries and analyse the performance and prospects for the sector to contribute to growth and development. The discussions emanating from the meeting were expected to contribute to the identification of additional issues that could be included in the draft study undertaken by ECLAC and to point the way forward in research on the sector.
9. The meeting discussed the binding constraints to the development and competitiveness of the creative industries in the region and opportunities for developing a more competitive sector.

## C. SUMMARY OF EVALUATION

### 1. Evaluation Method

10. The ensuing summary presents the views expressed by participants through an anonymous evaluation which was administered at the conclusion of the expert group meeting. The evaluation assessed various aspects of the meeting and comprised 15 open-ended and rating scale questions.

11. Responses were received from seven of the eight participants, which yielded a response rate of 87.5%.

### 2. Identification

12. The composition of the respondents by sex and institution was as follows:

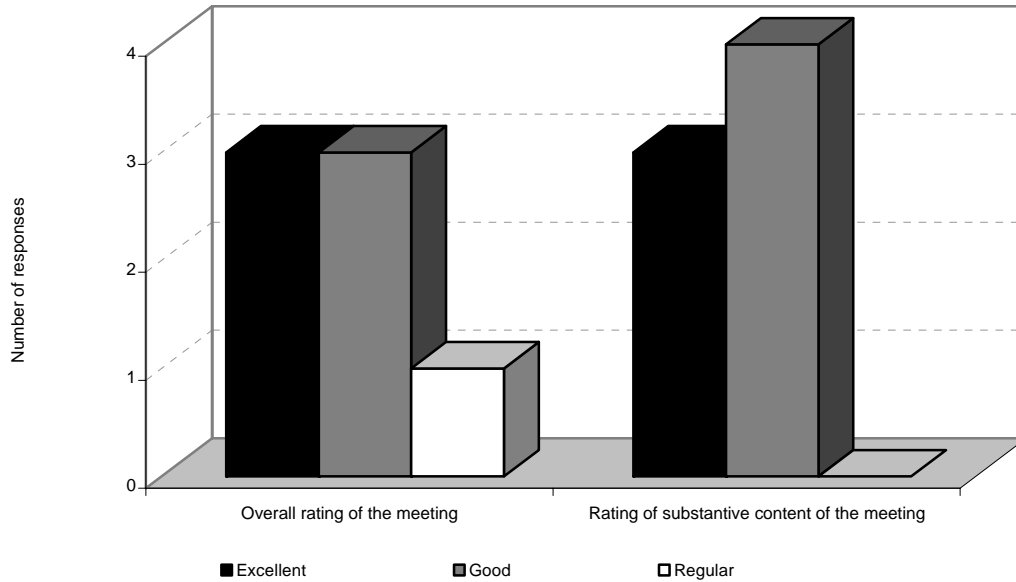
**TABLE 1**  
**SEX OF RESPONDENTS BY ORGANIZATION**

		<i>Organization</i>				<i>Total</i>
		<i>National Ministry</i>	<i>International Organization</i>	<i>Academic Institution</i>	<i>Independent Consultant</i>	
Sex	Male	1	1	2	2	<b>6</b>
	Female	0	1	0	0	<b>1</b>
<b>Total</b>		<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>7</b>

### 3. Substantive content and usefulness of the meeting

13. Six of the seven participants (85.7%) rated the overall quality of the meeting as “excellent” or “good”. Feedback on the substantive content of the meeting was consistently positive, with all seven participants rating that aspect of the training as “excellent” or “good”. Table 1 displays the distribution of the responses for those two aspects of the evaluation across the 5-point scale used.

**FIGURE 1**  
**PARTICIPANTS' FEEDBACK ON THE SUBSTANTIVE CONTENT AND OVERALL QUALITY OF THE MEETING**



14. Participants were also required to rate, on a 4-point scale, the extent to which the meeting met their expectations. With the exception of one participant who registered ambivalent feelings through the option “not sure/no response”, all other participants indicated agreement with the statement.

15. Items 4 to 7 of the evaluation assessed the value added by the meeting through the presentations, discussions and recommendations. Participants were required to rate the items related to usefulness of the material along a continuum from “highly useful” to “highly inadequate”.

16. In terms of the usefulness of the subjects presented and discussed during the meeting, the majority (71.4%) of participants indicated that the training was either “highly useful” or “useful”. Only two participants deemed it “regular”. With regard to the usefulness of the analyses and recommendations to their work, three (42.9%) rated it as “highly useful” while the ratings of the remaining four participants was split equally in the categories “useful” and “regular”.

17. As follow-up to the close-ended items, participants were asked to register their comments on areas for improvement and “takeaways” in terms of analyses and recommendations formulated at the meeting. The suggestions for improvement included:

- (a) “Stronger definition of the meeting’s objectives”
- (b) “Better paper”
- (c) “The meeting was understood to explore and define the component issues related”
- (d) “Would have been better with more time for discussion after each presentation – maybe a 1 ½ day meeting”
- (e) “Methods to develop appropriate business models for identified creative industries.”

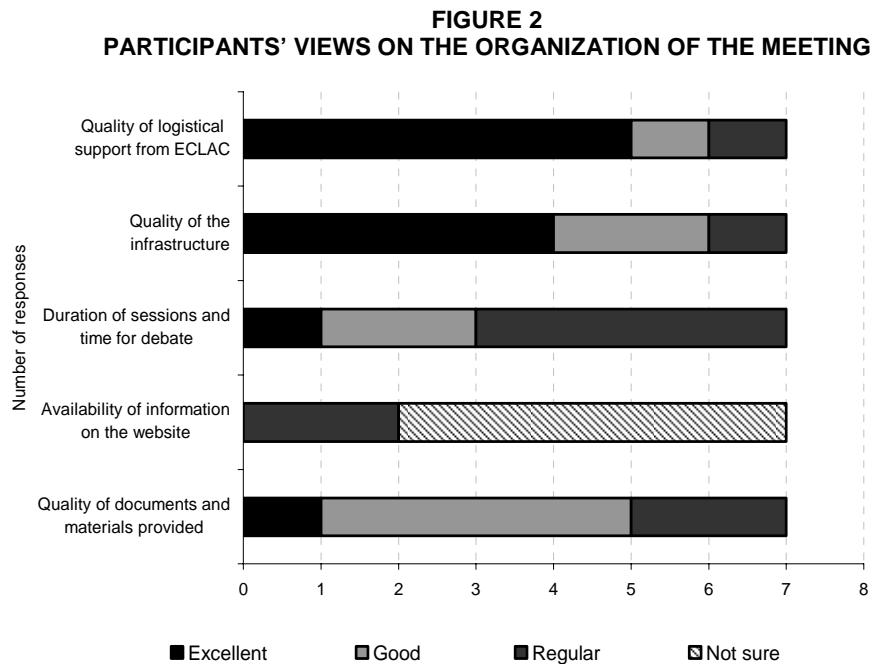
18. With regard to specific recommendations made at the meeting, participants indicated their intentions to incorporate the following in the work of their institution:

- (a) “Broader collaboration with stakeholders”
- (b) “Sharing the model was considered useful by participants so that feedback and update frequently made can become value added to the process”
- (c) “Follow more closely developments in the region”
- (d) “Very useful recommendations were raised that will influence the development of the regional development strategy for cultural industries”

#### 4. Organization of the event

19. Participants’ responses to the dichotomous questions on their access to and use of the materials for the meeting prior to the event were, without exception, positive.

20. A 5-point scale, where 1=“Excellent” and 5=“Very Poor” was used to evaluate the organization of the meeting in terms of five key components. Feedback on this aspect of the meeting was on the positive end for all components except “availability of information on the website”. Two participants deemed this component as “regular” but the vast majority selected the “not sure/ no response” option. The disaggregation of responses by rating for each aspect of the training is given in figure 2.





21. Based on the ratings provided to the items on the organization of the meeting, participants were then required to identify the strengths of the meeting and suggest areas for improvement. Participants provided a range of comments that supported their earlier ratings, as reflected in the following statements:

- (a) “ECLAC support worked well; duration of sessions can be improved”
- (b) “Paper needs improvement”
- (c) “Very good setting for a formal expert discussion on a subject, challenging and under uncertain grounds. Can become a landmark for creative industries in the region for the future”
- (d) “Good team of experts, enough time for presentation and discussion”
- (e) “A one day meeting was a little too tight for the subject matter but a lot was achieved”
- (f) “It was good to have a small informal meeting of experts to discuss jointly on issues”
- (g) “A clear statement of the objective of the seminar”

22. Additional comments or suggestions on organizational aspects of the meeting included:

- (a) “ECLAC must define its role on this matter with much more care”
- (b) “ECLAC involvement may become an engine for development of a new economy for the region based on talent and digital production for creative industries”

### **5. Follow-up activities and areas for future work**

23. Participants proposed follow-up activities that could be undertaken by ECLAC in the future:

- (a) “Invite an advisory group to assist ECLAC in designing a regional strategy for creative industries. Convene a regional meeting to get the position of countries”
- (b) “Set up mechanism to follow up”
- (c) “Follow-up on the many recommendations proposed, but especially data collection, studies and culture in the Mauritius Strategy”
- (d) “A seminar on the critical role of CMOs in the digital era”

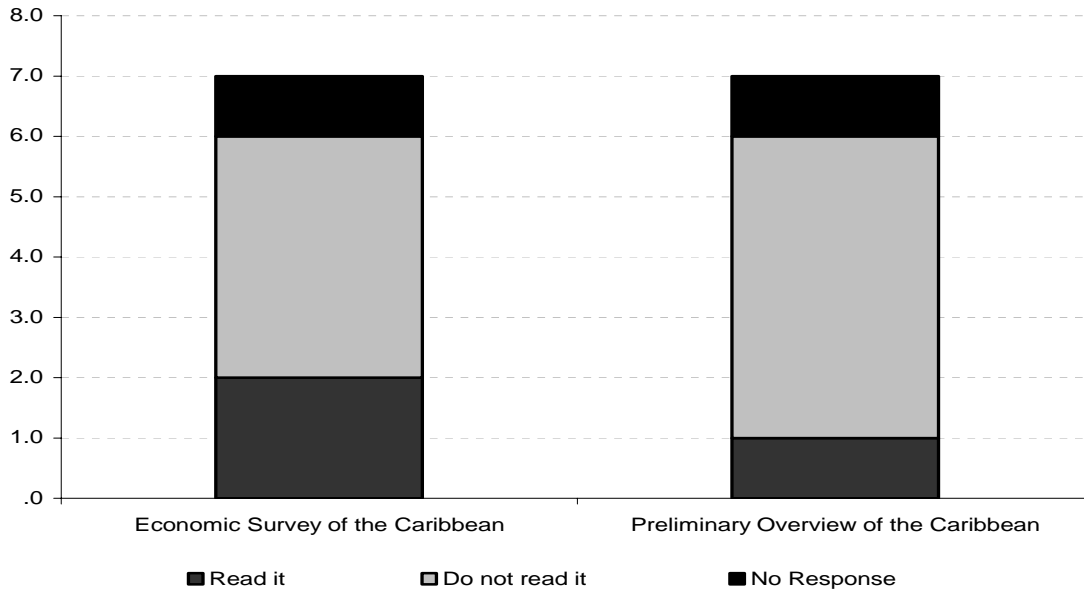
24. Further, they identified the following as technical cooperation activities that could be delivered by ECLAC in the future:

- (a) “Harmonization of definitions, methods, policies etc”
- (b) “1. Basic studies; 2. Advisory alert to countries to pay attention to creative industries; 3. Get mandate from countries; 4. Coordinate with other agencies; 5. Provide countries with guidelines for success factors (policy actions, institutions, funding); 6. Get country feedback”
- (c) “Regular expert meetings; high level fora; meetings with institutions and creators”
- (d) “Technical and financial assistance to create awareness of the role of CMO’s in creating value for creators”

### **6. Other works by ECLAC**

25. In the final section of the evaluation, participants were given an opportunity to provide feedback on their familiarity with ECLAC publications and their assessment of their usefulness. In terms of readership, the Economic Survey of the Caribbean was rated as “highly useful” by two participants. Similar ratings were given to the Preliminary Overview of the Economies of the Caribbean. In addition, the Focus Newsletter and Foreign Direct Investment in Latin America and the Caribbean were identified as being “highly useful”. The distribution of responses on readership of publications is displayed in figure 3.

**FIGURE 3**  
**DISTRIBUTION OF RESPONSES ON READERSHIP OF ECLAC PUBLICATIONS**



26. In terms of participants' interest in receiving information on activities or publications by ECLAC, six of seven participants gave an affirmative response.

## 7. Conclusion

27. In general, participants provided very positive ratings to the various aspects of the meeting that were assessed through the evaluation. The responses demonstrated the usefulness of the forum for stimulating discussions and exchanges among regional experts on issues related to the creative industries in the subregion.

Annex I**LIST OF PARTICIPANTS**

Hilary Brown, Programme Manager Culture and Community Development, CARICOM Secretariat, Turkeyen, Georgetown, Guyana, Tel: (592) 222-0001/0075, Fax: (592) 222-0168, E-mail: [hbrown@caricom.org](mailto:hbrown@caricom.org)

German Escorcía, President, International Academy on Technology and Knowledge (AiTyC), Mexico City, Mexico, Tel: (52)-1555-4042569, Email: [escorci@gmail.com](mailto:escorci@gmail.com)

Dimiter Gantchev, Deputy Director, Culture and Creative Industries Sector, Head of Creative Industries Unit, World Intellectual Property Organization, Geneva, Switzerland, Tel: (004) 1223 389194, Fax: (004) 1223 3388420, Email: [dimiter.gantchev@wipo.int](mailto:dimiter.gantchev@wipo.int)

Richard Harris, Statistician, Saint Lucia Government Statistics Department, Castries, Saint Lucia, Tel: (758) 452 3716, Fax: (758) 451 8254, E-mail: [Richard@stats.gov.lc](mailto:Richard@stats.gov.lc)

Vanus James, Professor, University of Technology (UTECH), Kingston, Jamaica, Tel: (876) 384 9169, E-mail: [vanus.james@gmail.com](mailto:vanus.james@gmail.com)

Nicolas Lue Sue, CEO, Copyright Music Organisation of Trinidad and Tobago (COTT), 139-141 Abercromby St., Port of Spain, Tel: (868) 623-6101, Fax: (868) 623-4755, E-mail: [nluesue@cott.org.tt](mailto:nluesue@cott.org.tt)

McCarthy Marie, Chairman Eastern Caribbean Collective Organization of Music Rights (ECCO), P.O. Box 152 Copt Hall Roseau Dominica, Tel: 767 448 34 38; 767 616 8000; 767 615 6518, Fax: 1 720 368 1042; E-mail: [mccarthymar@gmail.com](mailto:mccarthymar@gmail.com); [chezophelia@cwdom.dm](mailto:chezophelia@cwdom.dm)

Keith Nurse, Director, Shridath Ramphal Centre for International Trade Law, Policy and Services, University of the West Indies (UWI), Cavehill Campus, Barbados, Tel: (246) 417 4805/4533, Fax: (246) 425 1348; E-mail: [keith.nurse@cavehill.uwi.edu](mailto:keith.nurse@cavehill.uwi.edu)

Economic Commission for Latin America and the Caribbean

Subregional Headquarters for the Caribbean, 1 Chancery Lane, Port of Spain, Tel: (868) 224 8000, Fax: (868) 623 8485, E-mail: [registry@eclac.org](mailto:registry@eclac.org)

Hirohito Toda, Officer-in Charge. Email: [hirohito.toda@eclac.org](mailto:hirohito.toda@eclac.org)

Dillon Alleyne, Economic Affairs Officer. Email: [dillon.alleyne@eclac.org](mailto:dillon.alleyne@eclac.org)

Michael Hendrickson, Economic Affairs Officer. Email: [michael.hendrickson@eclac.org](mailto:michael.hendrickson@eclac.org)

Kelvin Sargeant, Economic Affairs Officer. Email: [kelvin.sargeant@eclac.org](mailto:kelvin.sargeant@eclac.org)

Annex II

**PROVISIONAL AGENDA**

1. Opening remarks
2. The creative industries: Concept and characteristics from a smaller economy perspective (methodological and data issues)
3. Creative industries in the Caribbean: A new export niche
4. The experience of other countries and regions in developing their creative industries
5. Policy issues for boosting the contribution of the creative industries to regional development
6. Recommendations for modifying the ECLAC paper
7. Closing remarks

Annex III**RESPONSES TO QUANTITATIVE ITEMS****TABLE A.1  
SEX OF PARTICIPANTS**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Male	6	85.7	85.7	46.2
Female	1	14.3	14.3	100.0
Total	7	100.0	100.0	

**TABLE A.2  
DISTRIBUTION OF PARTICIPANTS BY AGE GROUP**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid 31-40	1	14.3	14.3	14.3
41-50	3	42.9	42.9	57.1
51 or over	3	42.9	42.9	100.0
Total	7	100.0	100.0	

**TABLE A.3  
TYPE OF ORGANIZATION BEING REPRESENTED**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
National Ministry	1	14.3	14.3	14.3
International Organization	2	28.6	28.6	42.9
Academic Institution	2	28.6	28.6	71.4
Independent consultant	2	28.6	28.6	100.0
Total	7	100.0	100.0	

**TABLE A.4  
OVERALL RATING OF THE MEETING**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Excellent	3	42.9	42.9	42.9
Good	3	42.9	42.9	85.7
Regular	1	14.3	14.3	100.0
Total	7	100.0	100.0	

**TABLE A.5  
RATING OF SUBSTANTIVE CONTENT OF THE MEETING**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Excellent	3	42.9	42.9	42.9
Good	4	57.1	57.1	100.0
Total	7	100.0	100.0	

**TABLE A.6**  
**DID MEETING LIVE UP TO INITIAL EXPECTATIONS**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Agree	6	85.7	85.7	85.7
Not sure/ no response	1	14.3	14.3	100.0
Total	7	100.0	100.0	

**TABLE A.7**  
**HOW USEFUL WAS THE SUBJECT MATTER PRESENTED AND DISCUSSED FOR THE WORK OF YOUR INSTITUTION**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Very useful	4	57.1	57.1	57.1
Useful	1	14.3	14.3	71.4
Adequate	2	28.6	28.6	100.0
Total	7	100.0	100.0	

**TABLE A.8**  
**USEFULNESS OF THE ANALYSES AND RECOMMENDATIONS FORMULATED AT THE MEETING FOR PARTICIPANTS' WORK**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Very useful	3	42.9	42.9	42.6
Useful	2	28.6	28.6	71.4
Regular	2	28.6	28.6	100.0
Total	7	100.0	100.0	

**TABLE A.9**  
**ACCESS TO MATERIALS OF THE MEETING BEFORE THE EVENT AND WERE THEY READ**

	<i>Did you read them</i>		<i>Total</i>
	<i>Yes</i>		
Did you have access to the materials for the meeting before the event	7		7

**TABLE A.10**  
**QUALITY OF THE DOCUMENTS AND MATERIALS PROVIDED**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Excellent	1	14.3	14.3	14.3
Good	4	57.1	57.1	71.4
Regular	2	28.6	28.6	100.0
Total	7	100.0	100.0	

**TABLE A.11**  
**AVAILABILITY OF THE INFORMATION ON THE WEBSITE**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Regular	2	28.6	28.6	28.6
Not sure/ no response	5	71.4	71.4	100.0
Total	7	100.0	100.0	

**TABLE A.12**  
**DURATION OF THE SESSIONS AND TIME FOR DEBATE**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Excellent	1	14.3	14.3	14.3
Good	2	28.6	28.6	42.9
Regular	4	57.1	57.1	100.0
Total	7	100.0	100.0	

**TABLE A.13**  
**QUALITY OF THE FACILITIES (ROOM, SOUND, CATERING)**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Excellent	4	57.1	57.1	57.1
Good	2	28.6	28.6	85.7
Regular	1	14.3	14.3	100.0
Total	7	100.0	100.0	

**TABLE A.14**  
**QUALITY OF SUPPORT FROM ECLAC PORT OF SPAIN TO FACILITATE THE LOGISTICS FOR YOUR PARTICIPATION IN THE EVENT**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Excellent	5	71.4	71.4	71.4
Good	1	14.3	14.3	85.7
Regular	1	14.3	14.3	100.0
Total	7	100.0	100.0	

**TABLE A.15**  
**ECONOMIC SURVEY OF THE CARIBBEAN**

		<i>Very useful</i>		<i>No response</i>	Total
		<i>Count</i>	<i>Percent</i>		
Read it	Count	2	0	2	
	%	100.0%	.0%	28.6%	
Do not read it	Count	0	4	4	
	%	.0%	80.0%	57.1%	
No response	Count	0	1	1	
	%	.0%	20.0%	14.3%	
Total	Count	2	5	7	
	%	100.0%	100.0%	100.0%	

**TABLE 16**  
**PRELIMINARY OVERVIEW OF THE ECONOMIES OF THE CARIBBEAN**

		<i>Very useful</i>	<i>No response</i>	<i>Total</i>
Read it	Count	1	0	1
	%	100.0%	.0%	14.3%
Do not read it	Count	0	5	5
	%	.0%	83.3%	71.4%
No response	Count	0	1	1
	%	.0%	16.7%	14.3%
Total	Count	1	6	7
	%	100.0%	100.0%	100.0%

**TABLE 17**  
**OTHER DOCUMENTS PRODUCED BY ECLAC**

		<i>Very useful</i>	<i>Regular</i>	<i>No response</i>	<i>Total</i>
.	Count	1	0	0	1
	%	50.0%	.0%	.0%	14.3%
ECLAC Newsletter	Count	0	1	0	1
	%	.0%	100.0%	.0%	14.3%
Foreign Direct Investment in LAC	Count	1	0	0	1
	%	50.0%	.0%	.0%	14.3%
No response	Count	0	0	3	3
	%	.0%	.0%	75.0%	42.9%
Not regularly seen	Count	0	0	1	1
	%	.0%	.0%	25.0%	14.3%
Total	Count	2	1	4	7
	%	100.0%	100.0%	100.0%	100.0%

**TABLE 18**  
**INTEREST IN RECEIVING INFORMATION ABOUT ACTIVITIES OR PUBLICATIONS BY ECLAC**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Yes	6	85.7	85.7	85.7
No response	1	14.3	14.3	100.0
Total	7	100.0	100.0	