

Train for Trade II

EU-UNCTAD joint Programme for Angola



Creative industries

UNCTAD Training - Online Course

International dimensions of the cultural and creative sectors
Culture, diplomacy & branding

October 2021

1. DESCRIPTION & OBJECTIVES

This is a short course for public and private actors engaging in the process of supporting the internationalisation of the cultural and creative sectors in Angola. It explores international cultural relations, public/cultural diplomacy and nation/city/region/place branding, aiming at supporting entrepreneurial and intrapreneurial practices contributing to the development of Angola's creative economy and cultural ecosystem.

By completing this training, the participants will be able to:

- develop a broad understanding of international dimensions of the cultural and creative sectors;
- correctly define key concepts, identify practices and develop knowledge in the area of international relations, diplomacy and country branding;
- gain knowledge and develop understanding of international dimensions relevant to the creative and cultural sectors in Angola;
- apply knowledge to develop ideas and prepare action plans to be implemented in their entrepreneurial and intrapreneurial practices that will support the internationalisation of the cultural and creative sectors and the development of the creative economy in Angola.

2. BACKGROUND

This training course is part of the EU-UNCTAD Joint Programme for Angola: Train for Trade II for "Increasing the economic potential of cultural and creative industries in Angola for employment, trade and development gains". This course was produced with the financial support of the European Union and is part of a series of trainings developed for the Creative Industries component, which will contribute directly to the implementation of Program 1.7.2: "Promotion of Cultural and Creative Arts and Industries" under the National Development Plan of Angola 2018-2022.

CONCEPT NOTE



UNITED NATIONS
UNCTAD



European Union



ANGOLA

The vision of the project is to promote vibrant cultural and creative industries in Angola, facilitate improved economic activities and networks in the arts and cultural centres, provide greater opportunities for entrepreneurs and creators, particularly young people, and build on the rich and diverse communities that make Angola unique. The objectives of the Angolan Creative Industries Component, which are in line with the objectives of all the seven components of the project, are: (a) to assess the commercial (export) potential of Angola's creative economy; (b) to identify the main bottlenecks that undermine efforts to harness the socio-economic potential of Angola's creative economy; and (c) to build Angola's institutional and human capacities to formulate and implement policies and strategies to unblock binding constraints.

3. FORMAT

- **Duration:** 4 weeks, October 7th to November 4th 2021
- **Delivery:** Online via the Online Knowledge Hub of the EU-UNCTAD Joint Programme for Angola: Train for Trade II: <https://elearning.unctad.org/course/view.php?id=4>
- **Learning units:** 8
- **Direct teaching:** 16 hours in total (divided between videos/slides, activities and live sessions on the Zoom platform)
- **Independent study:** 16 hours in total (divided between readings, research and planning, forum activities and interaction)
- **Total learning:** 32 learning hours
- **Type of content:** Slides with voiceover, slides, videos, texts, case-study presentations, individual activities and tasks, questions, posting and comments for discussion, and quizzes
- **Contact with the trainers:** exclusively through the forum
- **Certification criteria:** Certificates are automatically issued via the platform for participants who complete all required activities indicated throughout the course. These include forum participation, commenting on texts and posts, correctly answering quizzes, development and presentation of ideas and project plans (in the platform, and live if they are available). These ideas and projects should be relevant to their professional practices, be feasible and have the potential to contribute to the advancement of the internationalisation of the cultural and creative sectors in Angola.
 - Participants are requested to join three online live sessions of 1h30 of duration: a first one on October 7th at 11am Luanda time, marking the start of the course and explaining its structure and functioning; a second session on October 21st at 11am Luanda time, where a detailed explanation of the 'Learning by Doing' exercise will be given; and a final session on November 4th at 11am Luanda time, celebrating the end of the course and where they can share the ideas and project plans they developed during the course. If any participant is unable to participate in the live sessions, s/he can still access/share materials via the platform.

4. LANGUAGE

The course is delivered in Portuguese language, but to get the most of this learning opportunity, the participants should have enough understanding of English language to be able to read non-technical support texts.

5. TRAINER

Dr Carla Figueira

Carla is an academic and consultant in the field of international cultural relations and cultural/creative policies. She is the Director of the MA in Cultural Policy, Relations and Diplomacy and of the MA in Tourism and Cultural Policy at the Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London, United Kingdom.

See her full profile here: <https://www.gold.ac.uk/icce/staff/figueira-carla/>

6. PARTICIPANTS

The training target groups include Government institutions (including the focal points participating in the inter-ministerial Cultural and Creative Industries working group, and Angola's diplomatic network), Provincial administration, and other interested stakeholders in Angola.

7. GENDER BALANCE

Considering the objectives of the EU-UNCTAD Joint Programme for Angola: Train for Trade II, the institutions putting forward participants are asked to aim for at least 40% female participation.

8. OUTLINE OF THE COURSE

Part I - Understanding

1. Introduction to the course and of participants

- 1.1 Welcome and introduction to the course
- 1.2 Introduction of participants

2. Thinking internationally about the cultural and creative sectors (CCS)

- 2.1 Introduction
- 2.2 What do we mean by thinking internationally about the cultural and creative sectors?
- 2.3 Understanding the bigger picture: Do we all mean the same when we talk about the cultural and creative industries?

3. Understanding concepts and principles related to culture, diplomacy & branding

3.1 Introduction

3.2 What are international cultural relations, public/cultural diplomacy, and nation/place branding, why are they important and how do they connect?

3.3 What are the potential outcomes of international cultural relations, public/cultural diplomacy, and nation/city/region/place branding for the cultural and creative sectors?

3.4 Culture, Diplomacy & Branding and Geographical Indications of Cultural and Creative Goods

3.5 Apply your learning: What is the importance of international engagement for the cultural and creative sectors of Angola?

4. Discussion of examples and case studies

4.1 Introduction: why this module?

4.2. Examples and case studies

4.3 Apply your learning: modelling entrepreneurial and intrapreneurial approaches

Part II - Doing

5. Preparing to act: Mapping the case of Angola

5.1 Introduction

5.2 Mapping the international dimensions of the CCS in Angola from your professional perspective

6. Considering the future: Covid-19 & other international issues

6.1 Introduction

6.2 Issues and challenges

6.2.1 Covid-19

6.2.2 Climate Change

6.2.3 Fair cooperation

6.3 Global challenges, local impact: how does it affect your professional practice and what can you do?

7. Learning by doing: Develop your own plan for an action in the area of Culture, Diplomacy & Branding!

7.1 Introduction

7.2 Learning by doing: Guide and tips to develop your own plan of action in the area of culture, diplomacy & branding

8. Sharing of the proposals developed by the participants and final discussion

8.1 Share your initiative ideas/proposal. This includes, in parallel, with the online activities, a live online session taking place on Thursday 4th November 2021 at 11:00 – 12:30 Luanda time.

9. TECHNICAL INFORMATION

The course will be delivered free of charge via the *Online Knowledge Hub* of the EU-UNCTAD Joint Programme for Angola: Train for Trade II, through the following link:

<https://elearning.unctad.org/course/view.php?id=4>

Participants can access the platform via browser on a computer or via an app on their mobile phones. For certain online activities in the course, requiring some writing, it may be more comfortable for participants to access the course via a computer.

10. CONTACTS

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11. DURATION OF THE COURSE

Start date: October 7th at 11:00 Luanda time
End date: November 4th at 12:30 Luanda time