



Concept Note

UfM Conference on Creative Economy

Creative and Cultural Industries as Drivers of Sustainable Development

Tirana, 4-6 November 2024

The cultural and creative sectors contribute 3.1% to global GDP and account for 6.2% of all employment, generating nearly 50 million jobs worldwide, particularly for young people (UNESCO, 2022). In 2020, creative goods and services represented 3% and 21% of total merchandise and services exports, respectively (UNCTAD, 2022).

Beyond their economic impacts, these sectors also have significant social benefits, including supporting health and well-being, promoting social inclusion, and enhancing local social capital.

Given this, the UfM is dedicated to unlocking the full potential of the creative economy in the region through tangible initiatives with our partners. For example, the UfM co-organized the Conference on Creative and Cultural Industries with UNIDO (Algiers, 2017) as part of a UfM-labeled project, as well as three editions of the Creative Forum in collaboration with the Ministry of Foreign Affairs of Slovenia (2018, 2019, and 2021).

Building on these events, the UfM plans to partner with the Ministry of Culture of Albania to organize a Conference on Creative Economy in Tirana, Albania, from 4 to 6 November 2024. This event will serve as a prelude to Alexandria and Tirana becoming the first-ever Mediterranean Capitals of Culture and Dialogue in 2025.

The conference will bring together experts, creative entrepreneurs, creative hubs, and representatives from public institutions and international organizations across the region to discuss the role of creative and cultural industries in enhancing the green transition. In fact, creative and cultural industries significantly contribute to sustainability and the green transition through various innovative approaches such as eco-friendly fashion, upcycling waste, raising environmental awareness, and implementing sustainable tourism practices and community-based initiatives.

The event will also provide an occasion to have an exchange on best practices and enabling policies on regional and national levels to maximize the positive impact of creative economy while creating a space for networking and peer-to-peer learning.

On the following day, a field visit will be organized with the support of local partners to a creative hub. This visit will offer first-hand insights into their experiences and provide a deeper understanding of Albania's national ecosystem related to creativity and innovation.