

**UNESCO-  
BANGLADESH  
BANGABANDHU SHEIKH  
MUJIBUR RAHMAN**

**International Prize  
for the Creative  
Economy**

**CALL FOR NOMINATIONS**



Created in 2020, the **UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy**, generously supported by the People's Republic of Bangladesh, bears the name of Bangabandhu Sheikh Mujibur Rahman in honour of the Father of the nation of Bangladesh.

The **US \$50,000 Prize** is awarded on a biennial basis. The inaugural prize was given to a creative studio, MoTiv (Uganda) in 2021. The second edition of the Prize will be presented in June 2023 at the UNESCO Headquarters in Paris.



## WHAT IS THE OBJECTIVE OF THE PRIZE?

The Prize aims to recognise and reward exceptional achievement of an individual, institution, an entity or non-governmental organization who/which devised and delivered training programmes and other interventions that promote youth entrepreneurship with the age starting at 16.



# WHAT IS UNESCO'S 2005 CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS?

## **The 2005 Convention**

is a legally binding international agreement providing a framework for informed, transparent and participatory systems of governance for culture so as to ensure that artists, cultural professionals, practitioners and citizens worldwide can create, produce, disseminate and enjoy a broad range of creative and cultural goods, services and activities, including their own. It recognises the dual nature, both cultural and economic, of contemporary cultural expressions, and the significant contributions that the cultural and creative industries make to sustainable, inclusive growth, and the reduction of social inequality (through both access and participation). As such, it is a key global tool in achieving the 2030 Sustainable Development Agenda.

**The 2005 Convention is closely linked to the creative economy and creates a framework within which international “trade” in creative and cultural goods and services can thrive, in ways which are sustainable – environmentally, culturally, creatively, and economically – and equitable.**





# WHAT IS THE CREATIVE ECONOMY?

The creative economy is a reflection of the remarkable innovation and creativity inherent in the world's most remarkable natural resource: its people. Every society, culture and country have an abundance of this resource. To build a vibrant creative economy, it is critical to stimulate, release, train and empower people's creativity, to see it flourish and prosper.


**The creative economy includes sectors such as cinema/audio-visual, design, media arts, music, performing arts, publishing and visual arts.**

In the 21st century, the creative economy has become closely aligned with technological innovation, providing content for platforms and new products. At the same time, technology provides new mechanisms through which both content and products can be shared and traded. It contributes to creating full and productive employment and decent work, supporting entrepreneurship, creativity and innovation, encouraging the formalization and growth of micro-, small and medium-sized enterprises, stimulating innovation, empowering people, promoting social inclusion, and reducing poverty.

**UNESCO has been supporting the emergence of strong and dynamic cultural and creative industries (CCIs) through its 2005 Convention on the Protection and the Promotion of the Diversity of Cultural Expressions.**

**The CCIs are at the heart of the creative economy.**





Today, culture and creativity accounts for **3.1%** of global Gross Domestic Product (GDP) and **6.2%** of all employment.

While the Covid-19 hit hard the creative sector, it remains the fastest growing sector in many economies, providing a significant rate of return for governments that deploy appropriate policy tools to stimulate creativity and the sector's development.

## WHY IS THE CREATIVE ECONOMY IMPORTANT?

Important as this is, its impact is not just economic, but also cultural, environmental and social. It is, in relative terms, a green sector of the economy, at the heart of many social enterprises.

It is also a sector that already provides significant career opportunities for young people, women and disadvantaged communities. It is reliant upon the ability to create narratives that stimulate, thrill and engage audiences. It successfully uses technology to extend the reach of traditional art forms, creating new audiences and new opportunities. It challenges, informs and extends both human discourse and understanding.

# WHAT IS CREATIVE ENTREPRENEURSHIP?

## **Creative entrepreneurship**

is one of the engines of the creative economy. It is the aptitude, energy and skills base, that – together with creativity – underpins the success of the creative sector.

**Creative entrepreneurs** inhabit every sector of the creative economy. They provide business skills and analysis to creative endeavours, bringing them out of the sphere of personal reflection and expression, into the public domain and marketplace.

**Creative entrepreneurs** have long been an integral part of the creative economy, working with creative talent to find new opportunities and new markets. They are as critical to the sector's success as creative talent. Like creative talent, their instincts need to be nurtured and honed, to allow them to create a path to success.

# SUSTAINABLE DEVELOPMENT GOALS

The UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy seeks to promote the creative economy and creative entrepreneurship as key vectors in achieving sustainable development. The Prize contributes to the achievement of the following Sustainable Development Goals.



**Target 4.3** • By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

**Target 4.4** • By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

**Target 4.5** • By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations



**Target 5.a** • Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws

**Target 5.5** • Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life



**Target 8.2** • Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

**Target 8.3** • Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services

**Target 8.5** • By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

**Target 8.9** • By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products





# THE CALL FOR NOMINATIONS

## WHO MAY SUBMIT NOMINATIONS FOR THE PRIZE\*?

Nominations can be submitted by:

- **Governments of UNESCO Member States**, in consultation with their National Commissions for UNESCO, and relevant ministries working in the field of the creative economy
- **NGOs** maintaining official partnerships with UNESCO
- **International, regional or national professional, academic and non-governmental organisations** active in the field of the creative economy

Self-nominations will not be considered.

\*See the Statutes of the Prize [here](#).

## WHO IS ELIGIBLE?

The Prize is open to:

- **Individuals, institutions, organisations, entities, and non-governmental organisations (NGOs)** that have made a significant contribution to the creative economy by devising and delivering innovative initiatives that promote youth entrepreneurship in the creative economy
- **Initiatives, projects and programmes** that focus on building the capacity and participation of women or disadvantaged groups, particularly from diaspora or migrant communities, are particularly encouraged

Work produced by a deceased person will not be considered.





## HOW TO APPLY?

Nominations shall be submitted in English or French to the Secretariat of the Prize through the UNESCO website **by 10 December 2022**.

### Each nomination should include:

- A description of the nominee's background and the achievements of the initiative
- A detailed description demonstrating how the nominee's initiative contributes to the Prize's objectives
- Supporting documents (photos, video testimonies from beneficiary of the programme, reports)
- Endorsement letter from the National Commission for UNESCO



Submit a  
nomination

## SELECTION PROCEDURE

A Jury consisting of **five independent members**, being personalities with a recognized reputation in the field of the creative economy, shall be appointed by UNESCO's Director-General.

The Prize-winner shall be selected by UNESCO's Director-General on the basis of the assessments and recommendations made to her by the Jury.

The Jury shall be guided in its recommendations by the innovative nature and/or proven impact of the initiatives put forward in the nominations. **Particular attention will be given to initiatives that:**

- **Address gender inequality** in access to labour markets in cultural and creative industries
- Build capacities in creative entrepreneurship among **migrant and diaspora communities** to foster wider cultural exchange

All incomplete submissions will not be considered.

## CALENDAR

**10 October 2022** **Launch of the Call for nominations**  
**10 December 2022** **Closing of the Call for nominations**

**June 2023** **Prize Award Ceremony** at the UNESCO Headquarters, Paris, France during the 9th session of the Conference of Parties to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions

## CONTACT US

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**unesco**

Diversity of  
Cultural Expressions