



**International Council for Film, Television
and Audiovisual Communication (CICT-ICFT)
to UNESCO**

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Thematic Session: The future of the creative economy**

Honorable Representatives and Delegates,
Dear Colleagues and Friends,

Thank you very much for giving me the floor!

ICFT was founded at the 10th session of UNESCO's General Conference in 1956. It's been working closely with UNESCO in promoting its mandate and ideals and functioning as a bridge between UNESCO and the civil society in audiovisual sector. We've launched PCI during the pandemic as a youth branch dedicating to empowering and inspiring young people while expanding our support to other cultural and creative fields.

According to our work experience in recent years, I'd like to highlight one point related to the future of creative economy: interdisciplinarity.

The creative economy is the most dynamic sector of the global economy which needs dynamic forces. It requires a constant stream of intellectual inventions and supports. Artists and cultural professionals are essential contributors to the creative economy. More and more of them are drawing inspirations from other different fields to generate new possibilities, such as from agriculture, sport, science, or from social issues like climate change, gender equality... Interdisciplinary collaborations are not new, but an inevitable trend in the future. Meanwhile, Interdisciplinary Education would become a key factor that help artists and cultural professionals, especially young people, understand and make connections across a diverse array of knowledge and skills.

UNESCO has done a lot of work that nurtures creativity, like 2005 Convention, Creative Cities Network, Resiliart, Arts Education Projects... If we could have more supports to facilitate interdisciplinary collaborations and education for artists and cultural professionals all over the world, it would not only build a more inclusive cultural and creative ecosystem, but also foster mutual-understanding and a culture of peace.

Regarding audiovisual as a "springboard", we are about to launch an interdisciplinary program that creates interactions and collaborations between art, culture and other different fields through creative and innovative process.

ICFT and PCI would be pleased to strengthen our work with member states, international organizations, NGOs, institutions and also private sectors to support creative economy.

Thank you very much for your kind attention. We look forward to discussing with you.