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Diversity of  
Cultural Expressions



# **UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy**



## BACKGROUND

The UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy was created in 2020 to recognise and reward exceptional initiatives of an individual, institution, an entity or non-governmental organization which/who devised and delivered innovative projects or programmes that promote youth entrepreneurship, with the age starting at 16.

The Prize, 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, on the centenary of his birth.

The US \$50,000 Prize will be awarded on a biennial basis, initially for three iterations of the Prize. The first award ceremony will be held on the occasion of UNESCO's 41st General Conference in November 2021 and subsequent award ceremonies will be held on the occasion of the Conference of Parties to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

## 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. However, it would be 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.

The year 2021 has been designated by the United Nations General Assembly as the International Year of Creative Economy for Sustainable Development in recognition of the role of the creative economy in 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 through its 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.



# The Call for Nomination

## 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.

## 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.

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



Nominations shall be submitted in  
**English or French** to  
the Secretariat of the Prize through  
the **UNESCO website** by  
**21 July 2021.**

[Apply here for nomination, UNESCO-Bangladesh Prize](#)

## **Each nomination should include:**

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



# What is UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions?

The 2005 Convention provides a framework for informed, transparent and participatory systems of governance for culture. 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.

It is a legally binding international agreement that ensures 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. Recognizing that culture can no longer be just a by-product of development, but rather the mainspring for sustainable development, the 2005 Convention ushers in an international framework for the governance and management of culture.

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.**





## Why is the creative economy important?

Today, the creative economy generates US\$2.25 trillion in revenue and employs more than 29.5 million people globally. 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 for the economic, social and cultural development of youth, women and disadvantaged communities?

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**.

The UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy seeks to **highlight best practice and reward exceptional achievement** in training programmes and other interventions that **raise the skill level of creative entrepreneurs**.

# 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.

## 4 QUALITY EDUCATION



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

## 5 GENDER EQUALITY



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

## 8 DECENT WORK AND ECONOMIC GROWTH



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

# 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

**4 June 2021**

**Launch of the Call for Nominations**

**21 July 2021**

**Closing of the Call for Nominations**

**November 2021**

**Prize Award Ceremony at UNESCO**

**Headquarters, Paris, France during the 41st session of the General Conference**

### Contact us

UNESCO-Bangladesh  
Bangabandhu Sheikh Mujibur Rahman  
International Prize for the Creative Economy

UNESCO  
7 place de Fontenoy  
75352 Paris 07 SP France  
e-mail: [creativeeconomyprize@unesco.org](mailto:creativeeconomyprize@unesco.org)

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