

Ministry of Culture, Gender, Entertainment & Sport

**UPDATE ON KINGSTON AS UNESCO CREATIVE CITY OF MUSIC**

**INTRODUCTION**

- 1.0 Members are being asked to note the following information with regards to Kingston being appointed a United Nations Education, Scientific and Cultural Organisation (UNESCO) Creative City of Music. Kingston received the designation on December 11, 2015.
- 1.1 A Candidature Committee (Steering Committee) was established on June 18, 2015 as a cross-sectoral public and private sector body as required by the UNESCO governing body. In applying to become a member of the UCCN, Kingston acknowledged its commitment to sharing best practices, developing partnerships, promoting creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans.

**BACKGROUND**

- 2.0 The UNESCO Creative Cities Network (UCCN) initiative of which the Creative City designation is a component, is a policy direction at the municipal and national levels that focuses on reviving the economic viability of cities through arts, culture and community. With the designation, Kingston became the first city in the English speaking Caribbean to be added to the Creative Cities Network in the area of music. It was also an acknowledgement that over the last sixty years, Kingston has gifted the world with six (6) distinct musical genres: mento, ska, reggae, rocksteady, dub and dancehall.
- 2.1 Kingston through the municipal body the Kingston and St. Andrew Corporation (KSAC) acknowledged its commitment to participating in the areas of action set forth in the UCCN Mission Statement, notably by:
  - Sharing experiences, knowledge and best practices;
  - Participating in pilot projects, partnerships and initiatives bringing together the public and private sectors and civil society;
  - Contributing to professional and artistic exchange programmes and networks;
  - Taking part in studies, research and evaluations on the experience of the Creative Cities;
  - Promoting policies and measures for sustainable urban development; and
  - Engaging in communication and awareness-raising activities.

## OPERATIONAL HIGHLIGHTS

- 3.0 In adhering to the UCCN, Kingston through the KSAC agreed to periodically provide detailed information on the effective implementation and impact of activities related to its designation as a UNESCO Creative City of music. The importance of actively communicating their actions to UNESCO and the fellow members of the Network is also recognized.
- 3.1 UNESCO Creative Music City designation is expected to boost Kingston's creative sectors in the following ways:
- i. By showcasing the musical and cultural assets of Kingston on a global platform;
  - ii. By building local capacity and cultivating innovation through the exchange of knowledge and technological expertise with existing creative cities such as Hamamatsu, Japan; Mannheim, Germany; Hannover, Germany, Salvador, Brazil, Bogota, Colombia and Katowice, Poland among others
  - iii. By making music creativity an essential element of local economic and social development; and
  - iv. Encouraging and promoting culturally diverse products.
- 3.2 Other operational highlights include:
- 3.2.1 Commitment to a four (4) year Action Plan to maintain designation includes collaborative work with planning agencies – Urban Development Corporation, Planning Institute of Jamaica and the Kingston and St Andrew Corporation to effect the build out of infrastructure including an iconic Music Museum.
  - 3.2.2 Launch of Kingston Creative City of Music Poster and Logo Competition to build awareness of the designation among youth.
  - 3.2.3 Support for music related projects such as the 50<sup>th</sup> anniversary of Rocksteady and the Norman Manley International Airport exhibition with the NMIA as a creative gateway and activation with Edna Manley College of the Visual and Performing Arts to encourage more student-led public art projects.
  - 3.2.4 Support and involvement in a Creative Industries Franchising Forum with the Jamaica Intellectual Property Office (JIPO).
  - 3.2.5 Collaboration with private and public sector partners on a music and film exposition for Kingston.
  - 3.2.6 Participating in a cultural exchange led by Hamamatsu, Japan for the World Music Festival being held there in November 2016. The alternative band, No-maddz was chosen to represent Kingston in this endeavour.
- 3.3 Participating in a cultural exchange hosted by Katowice, Poland for the 1Love Katowice 151st Anniversary being held September 14-16, 2016. Members of the National Youth Orchestra to attend.

## **OPERATIONAL HIGHLIGHTS (cont'd)**

- 3.4 Supporting an exchange of artistes in a cultural exchange between Bogota, Colombia and Kingston hosted by the Afro-Colombian Cultural Foundation for the International Seminar for the Decade of People of African Descent within the context of the International Meeting of Black Expression 2016, scheduled for the 25th – 28th August 2016. Bogota requested the presence of Freddie McGregor for that engagement.

## **FINANCIAL CONSIDERATIONS**

- 4.0 The Ministry of Culture, Gender, Entertainment and Sport applied for and received funding of J\$3,400,000.00 from the Tourism Enhancement Fund for activities related to the Creative Cities Initiative up to March 2016. The TEF has also approved in the 2016/2017 fiscal year J\$15, 142,000.00 to cover projects that will impact sustainable urban development and promote creativity in the city.

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