

Basic Information

Approval Year	: 2015	Region	: REG
Team Leader	: Grazzi, Matteo	Country	: Regional
Taxonomy	: Client Support	Department	: IFD
Fund	: INS,ORC-BBD	Sector	: ST - Sti Policy & Institutions
Approval Number	: ATN/OC-15184-RG	Sub Sector	: REG
Execution Agency	: US-IDB		
Execution Status	: Closed		
Operation Objective	: This program is intended to increase the capacity of the broadband network of Jamaica and Trinidad & Tobago to generate added value by identifying innovations and technologies that could require high intensity broadband capacity. The project responds to the need to develop an enabling public policy environment as part of Inter-American Development Bank (IDB) strategy to foster innovation in creative industries, particularly those engaged in content development, by eliminating obstacles preventing SMEs from adopting ICT technologies.		

Financial Information

RG-T2627

ATN/OC-15184-RG:ORC	Original	Current	% of Current Amount Financed
Amount Financed	\$300,000.00	\$290,012.52	
Disbursed Amount	N/A	\$290,012.52	100.00 %
Commitments not yet disbursed Amount	N/A	-	0.00 %
Available Amount	N/A	-	0.00 %
Final Disbursement Date	Apr 1, 2019		

Advance in the Achievement of Outcome and Outputs

Advance in the Achievement of Outcome

1 . Successful case studies signal the adoption of ICT-based technologies in the creative industries.

The IDB sponsorship of Caribbean artists to attend the Open Music Initiative's Summer Lab exposed the artists to prototypes exemplifying how technology can be utilized by the music industry to create new experiences and new avenues for commercialization. Moreover, the experiences of the artists have been captured through articles, Facebook Live, twitter posts, and other social media to signal and communicate to other stakeholders the potential of new technologies for increasing competitiveness and influencing new business models. Publications through the TC have thus far received a total of 4,785 downloads. In other words, the experience was a spark and that flame is being nurtured and developed through this TC.

2 . Targeted entrepreneurs are equipped with cutting edge, ICT-based tools that support the creation of profitable business models.

Three prototypes were developed by participants at the Creative Technology Lab held in Jamaica in March 2019. The Creative Tech Lab involved 45 competitively selected persons (25 male, 20 female with remote participation from countries such as the Bahamas, Suriname, and Guyana). The prototypes created and tested by the teams included the following: Team Green - Know your Splits : The Team Green prototyped a mobile application designed to help collaborators easily manage the setup of new song splits. Team Red - Notification Experience : Team Red focused on an application that coordinates the agree/dispute process around song splits. Team Yellow - Airplay Dashboard : Team Yellow prototyped an application that would allow artists to keep track of the performance of their songs based on airplay data.

Advances in Execution

1. Assessment of use of broadband by creative industries

Component Cost: \$0

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
1.1 ⁵ Diagnostics and assessments completed	Number of diagnostics and assessments completed (BBD) - Diagnostic and assessment report	Diagnostics (#)	0	2015	Monitoring report	Broadband Services	Physical			
							2016	1	1	1
							2017	2	2	0
							2018	0	2	0
							2019	0	2	1
							EOP 2019	3	3	2
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: The following three assessments were completed during the life of the project: (i) Consultant Sharifa Powell completed in 2019 a diagnostic on how the innovation ecosystem, digital skills capacities, and broadband provision and access can support the development of new technological innovations in Jamaica’s creative industries (ii) Berklee College of Music developed an assessment on the role of technology in solving challenges within the music and (iii) a consultancy completed a discussion paper on the promotion and regulation of the collaborative economy which was presented at the Collaborative Economy event held at the Bank in October 2016. It discusses challenges and shares examples of how Latin American is innovating and taking advantage of the opportunities provided by broadband access. For tourism-based Caribbean economies that have high potential in the creative industries, it discusses how designers, musicians, and other creative artists are using these global platforms to connect to consumers.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
1.2 ^s Discussion papers developed	Number of discussion papers developed (BBD) -Discussion paper	Papers (#)	0	2015	Monitoring report	Broadband Services	Physical			
							2016		0	
							2017	1	1	2
							2018	0	0	0
							2019	0	0	0
							EOP 2019	1	2	2
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: Two discussion papers were published in 2017: The Impact of Digital Innovation and Blockchain on the Music Industry. Authored by Ignacio De León and Ravi Gupta. Published November 2017. 714 downloads. <https://publications.iadb.org/handle/11319/8627> Retos y posibilidades de la economía colaborativa en América Latina y el Caribe. Authored by Ignacio De Leon and Albert Canigueral and Cesar Buenadicha. Published June 2017. 3,418 downloads. <https://publications.iadb.org/handle/11319/8308>

2. Development of business models for the use of broadband in creative industries

Component Cost: \$0

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
2.1 ^s Action plans designed	Number of action plans designed (BBD) -action plan	Action Plans (#)	0	2015	Monitoring report	Broadband Services	Physical			
							2016	0	0	0
							2017	1	1	0
							2018	0	1	0
							2019	0	1	1
							EOP 2019	1	1	1
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: An action plan to implement the Creative Technology Lab was designed and implemented by consultant Sharifa Powell in 2019.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
2.2 ^s Workshops organized	Number of broadband workshops/activities organized (BBD) -Workshops	Workshops (#)	0	2015	Monitoring report	Broadband Services	Physical			
							2016	2	2	2
							2017	1	1	1
							2018	0	0	0
							2019	0	0	0
							EOP 2019	3	3	3
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: On October 20, 2016, "The Role of the IDB in the Crowd-Based Capitalism" event was held in Andres Bello at the IDB. The high level discussion provided a closed space for the Inter-American Development Bank and selected Latin American public sector officials to better understand the impact and contribution of the Sharing Economy including the potential for economic, social, and cultural development, and help identify the regulatory means needed to implement solutions in the Latin American and Caribbean region. On September 19, 2017. IDB's Executive Director Lounge. Objectives: (i) To discuss the potential benefits and risks of blockchain technology for the creative industries (ii) To share the outcomes and experiences of the Open Music Initiative Summer Lab (iii) To identify policy implications surrounding adoption of blockchain technology in the creative industries. Caribbean Executive Director Jerry Butler made welcoming remarks whilst experts in blockchain technology (Juan Carlos del Castill from Bankcoin and Panos Panya, VY of Innovation and Strategy at Berklee) made presentations alongside IDB staff (Ignacio De León).

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
2.3 ^s Training workshops delivered	Number of training workshops delivered (BBD) -Workshops	Workshops (#)	0	2015	Monitoring report	Broadband Services	Physical			
							2016	0	0	
							2017	2	2	1
							2018	0	1	0
							2019	0	1	1
							EOP 2019	2	2	2
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: In 2017, three Caribbean artists were competitively selected to participate in the Open Music Initiative Summer Lab 2017 which took place in Massachusetts, Boston on July 24 – 28, 2017. The LAB was organized by IDEO and Berklee Institute for Creative Entrepreneurship in collaboration with the Inter-American Development Bank. The LAB brought together technologists and artists to learn about emerging technologies that can improve artist compensation and music industry cooperation. The last day were shared via Facebook Live and through a BBL event here at the Bank. More Information: A call for applications was issued on May 9th with a deadline to receive applications by May 19th. A total of 62 applications (44 from Jamaica and 18 from Trinidad and Tobago) were received. Based on eligibility criteria and selection criteria, that number was short-listed to 14 applications (9 from Jamaica, 5 from Trinidad and Tobago). Four top ranking candidates (two from Jamaica and two from Trinidad and Tobago) were then selected as finalists. In the end, 3 were able to travel on the required dates. Special consideration was given for artists that would not only be able to contribute to the goal and interests of the initiative but who were also diverse and appeared to be influencers in the music industry who could play a champion role in promoting the use of information communication technology to others in the Caribbean. [Refers to support of incubation activities of creative producers]. Moreover, in March 2019, two training workshops based on the design sprint methodology were implemented to an audience of competitively selected creative artists and technologists across the Caribbean region in preparation for the Creative Tech Lab. Participants not located in Jamaica, were able to connect virtually to the training workshops.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
2.4 Development of a crowdfunding index to support entrepreneurs in identifying key variables for improving probability of attracting crowdfunding capital	BBD	#	0	2015	Monitoring Report and online publication	Broadband Services	Physical			
							2016	1	1	
							2017	0	1	1
							2018	0	0	0
							2019	0	0	0
							EOP 2019	1	1	1
							Financial			
							2016			
							2017			
							2018			
							2019			
							EOP 2019			

Advances In Execution: In 2017 an analytical study identified the key conditions that should be present in a country and assessed the current status of crowdfunding in Jamaica and Trinidad and Tobago. To accomplish the prior, the consultant designed a model based on current state-of-the-art techniques for this field and tested it with data retrieved from 718,264 crowdfunding campaigns from 2013 through 2015. The main results are that social media engagement and the reliability of the associated e-commerce are key enablers of crowdfunding. These results provide useful insights for policymakers in developing countries. The Role of Awareness in Crowdfunding Campaigns: The Empirical Evidence for the Caribbean. De Leon, Ignacio and Mora, Julian. 1,771 downloads. <http://dx.doi.org/10.18235/0000784>

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
2.5 * Methodologies designed/strengthened	Number of methodologies designed/strengthened (BBD) - Methodology report	Methodologies (#)	0	2015	Monitoring report	Broadband Services	Physical			
							2016	0	0	
							2017	1	1	0
							2018	0	1	1
							2019	0	0	0
							EOP 2019	1	1	1
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: A methodology for a collaborative mechanism to design technological solutions to challenges in the creative industries has been finalized and tested. The current draft of the toolkit can be found here: EZSHARE-1795837454-5 and online here: <http://open-music.org/artist-workshop-toolkit> . A finalized version of the toolkit, including insights from the implementation of the Creative Tech Lab in Jamaica, will be published at the end of 2019.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
2.6 ^s Pilot interventions implemented	Number of pilot interventions implemented (BBD) -Pilot intervention report	Pilots (#)	0	2015	Monitoring report	Broadband Services	Physical			
							2016	0	0	
							2017	1	1	0
							2018	0	1	0
							2019	0	1	1
							EOP 2019	1	1	1
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: The Creative Technology Lab was piloted in Jamaica in March 2019. Approximately 45 competitively selected musicians and technologists (25 male, 20 female with remote participation from countries such as the Bahamas, Suriname, and Guyana) participated in four sessions that ultimately resulted in the development of three prototypes to improve monetization in the music industry.

3. Evaluation and dissemination of results.

Component Cost: \$0

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
3.1 ^s Monographs developed	Monograph Developed to house lessons learned from the pilot (BBD)	Monographs (#)	0	2015	Monitoring report	Digital Economy	Physical			
							2016	0	0	0
							2017	0	0	0
							2018	1	1	0
							2019	0	1	0
							EOP 2019	1	1	0
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: A monograph on utilizing open collaboration tools for stimulating innovation and entrepreneurship in the creative industry is currently being finalized. It will be published by end 2019.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
3.2 ^s Awareness raising campaigns designed/implemented	Number of awareness raising campaigns designed/implemented (BBD) -Report on awareness and communications	Campaigns (#)	0	2015	Monitoring report	Broadband Services	Physical			
							2016	0	0	0
							2017	0	0	0
							2018	1	1	0
							2019	0	1	1
							EOP 2019	1	1	1
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: An awareness campaign was developed and implemented in order to promote the Creative Technology Lab that took place in Jamaica. The social media campaign utilized Facebook (with a reach of 551,436) and Instagram (with a reach of 2,029) to reach users. In addition, dissemination via publications, blogs, video and social media has been utilized throughout the project.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
3.3 ^s Brown bag events organized	Number of brown bag lunch events organized (BBD) -BBLs organized	Brown bags (#)	0	2015	Monitoring report	Broadband Services	Physical			
							2016	0	0	
							2017	0	0	1
							2018	1	1	0
							2019	0	1	0
							EOP 2019	1	2	1
							Financial			
							2016			
							2017			
							2018			
							2019			

Advances In Execution: In 2017 a BBL was held to showcase preliminary results of the summer lab by viewing the Facebook Live feed streaminig from the Open Music Initiative (in Boston).

