

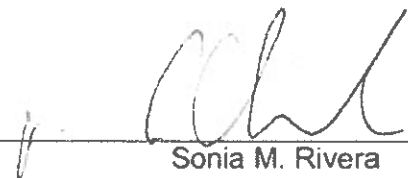
KNOWLEDGE EXCHANGE ON CREATIVE INDUSTRIES

BH-T1067

CERTIFICATION

I hereby certify that this operation was approved for financing under the **OC Strategic Development Program for Countries (CTY)**, through a communication dated October 3, 2018 and signed by Damaris Leon (ORP/GCM). Also, I certify that resources from said fund are available for up to **US\$7,192** in order to finance the activities described and budgeted in this document. This certification reserves resource for the referenced project for a period of four (4) calendar months counted from the date of eligibility from the funding source. If the project is not approved by the IDB within that period, the reserve of resources will be cancelled, except in the case a new certification is granted.

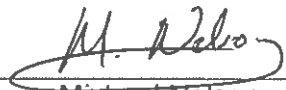
Certified by:



Sonia M. Rivera
Chief
Grants and Co-Financing Management Unit
ORP/GCM

Oct 24, 18
Date

Approved by:



Michael Nelson
Interim Country Representative
Bahamas
CCB/CBH

Oct 24, 2018
Date

MEMORANDUM

To: Michael Nelson
Chief of Operations & Acting Country Representative in The Bahamas, CCB/CBH

From: Mikia Carter
MIF Private Sector Consultant, CCB/CBH

Subject: BAHAMAS. Knowledge Exchange on Creative Industries. (BH-T1067)

Date: October 24, 2018

I. Background

The Creative Industries (CI) sector represent a potential pillar for economic diversification and export growth in the Caribbean¹. It provides the opportunity for the Caribbean people to use their creative talents to foster sustainable production that is not resource-intensive; reduce the unemployment rate through the creation of high-quality jobs; and earn foreign exchange through increasing export productivity. In particular, the Caribbean can exploit the music industry, the audiovisual sector, and visual and performing arts. However, constraints such as weak product and service development policies and infrastructure, high cost of and limited access to financing, and a lack of an export development strategy for the CI have affected the ability of Caribbean countries to realize the potential of the CI.

In 2017 the Colombian congress passed an “orange law” aimed at developing, creating incentives for, and protecting Creative Industries in the country. The law classifies CI as “those that generate value based on goods and services that rely on the value of their intellectual property rights.” An objective of the law is to double the input of the CI to the national GDP (currently 3%). As a follow-up to the law and other initiatives, the city of Barranquilla – on the Caribbean coast – has launched a comprehensive mapping of local CI. Barranquilla has leveraged the annual Carnival, “Carnaval de Barranquilla” to create programs to promote several creative ventures and link them formally to financing and support from government and private sector. “Carnaval de Barranquilla”, the main cultural and traditional attraction in the city of Barranquilla, is a mixture of the European, African and Native American traditions, dances and music. In 2003, it was named one of the Masterpieces of the Oral and Intangible Cultural Heritage of Humanity by UNESCO and is indeed the second largest carnival in the world.²

¹ Hendrickson, Michael, Beverly Lugay, Nanno Mulder, Mariano Alvarez, and Esteban Pérez Caldentey. “Creative industries in the Caribbean: a new road for diversification and export growth.” (2012).

² Calvo, Kike. “Barranquilla Carnival.” National Geographic (blog), February 27, 2018. Accessed August 21, 2018. <https://blog.nationalgeographic.org/2018/02/27/barranquilla-carnival-who-lives-it-is-who-enjoys-it/>.

The focus of the study tour is to expose practitioners and decision-makers from CCB countries to the public-private experiences of Colombia in the development of the Creative Industries.

II. Objective

The objective of the CT/INTRA is to promote intra-regional knowledge exchange among CCB countries conducive to leveraging public-private initiatives to support the development of the Creative Industries sector in the Caribbean. The organizations submitted by the Ministry of Finance to attend this event include: Ministry of Youth, Sports and Culture, and the Ministry of Tourism. Two private companies, Islandz Tours and Always Handmade Jewelry, were also invited. These organizations are interested in learning about public-private partnership framework and the public incentives employed in Barranquilla to promote small and medium-sized creative industries in order to apply it to The Bahamian context.

The Ministry of Youth, Sports and Culture has the mandate to promote the total well-being of young people, between the ages of 16-24 years at a national level, economically, physically, culturally, spiritually and socially, in The Commonwealth of The Bahamas. The Ministry further leads in the formation and execution of plans and policies, as it relates to youth, sports and culture.

The Authentically Bahamian Unit is a department within the Ministry of Tourism in The Bahamas with the objective to enhance visitor spending, stimulate economic activity through the creation of jobs and the provision of increased linkages between tourism and other sectors of the Bahamian economy; and to reduce foreign imports and encourage creativity among local Bahamian artists and artisans.

Always Handmade Jewelry is a local company that sources from local materials such as conch shells etc. and teaches youth to utilize traditional Bahamian techniques to produce fine jewelry.

Islandz Tours is a local company is a guided cultural and culinary tour of historic downtown Nassau that showcases its key landmarks, artwork, and history. The service is one of few formal channels for local young artisans to have integrate economically into with the tourism product.

This objective is consistent with the objectives and standards of the Ordinary Capital Strategic Development Program for Countries whose objectives include: to "strengthen the technical and managerial capacity of national and/or subnational governments (...)" and to "expand access to intraregional experiences and advance the exchange of cooperative know-how among all borrowing member countries". (GN-2819-1, section II, paragraph 2.1).

Representatives of a ProBarranquilla, a business promotion agency, will present the regulatory measures and the policy decisions taken, as well as the action plan undertaken to promote small and medium sized businesses in the Creative Industries sector in the city of Barranquilla. Of particular note to the CCB participants will be how the city of Barranquilla leveraged "Carnaval de Barranquilla" to accomplish its goal of doubling the input of the CI to the national GDP. Also, there will be a field visit and interviews of industry owners and recipients of the incentives.

The study tour is expected to take place from on November 1, 2018 in Barranquilla, Colombia.

III. Concordance with the Country's Development Policies and Strategies

This technical cooperation aligns with the Country Strategy of The Bahamas (GN-2812) which aims to support the country in achieving a sustainable path of higher growth in a fiscally prudent manner. As part of this aim, the Bank seeks to support fostering an enabling environment for private sector development. Specifically, investments and advisory services that promote innovation and innovative business practices in both traditional and nontraditional sectors.

The TC is also consistent with the Update to the Institutional Strategy 2010-2020 (AB-3008) and is aligned with the regional challenges of low productivity and innovation, and limited economic integration as it seeks to enhance the ability of the CCB countries to earn foreign exchange through exports using creative talents.

IV. Conformity with the Bank's Norms and Conditions

The Bank has received official communications of no objection required from the Ministry of Finance. The financing request is consistent with the objectives and standards of the Ordinary Capital Strategic Development Program for Countries (GN-2819-1, section II).

This application complies with the objective of the CT/INTRA operations, as established in GN-2620-1 (Intra-Regional Technical Cooperation Program), in which it promotes the integration and knowledge sharing, technology and good practices from one country to another.

V. Participants

The participants selected who would travel to Barranquilla, Colombia for four days to take part in the knowledge exchange are:

Participants List			
No.	Name	Title	Institution
1.	Dereka Moultrie	Coordinator	Authentically Bahamian Unit in Ministry of Tourism
2.	Rowena Poitier-Sutherland	Director of Culture	Ministry of Youth, Sports and Culture
3.	Orchid Burnside	VP of Operations	Islandz Tours
4.	Allia Dean	Owner	Always Handmade Jewelry

VI. Budget

The Bank would contribute to the costs of the operation, pursuant to the following budget.

Budget in US\$					
Description	City/Country	Rate in US\$	Days	Quantity	Total in US\$
Travel Airfare (Economy class)	Barranquilla, Colombia	1,150	-	4	4,600
Hotel	Barranquilla, Colombia	139	2	4	1,112
Meals & Incidentals	Barranquilla, Colombia	85	3	4	1,020
Transportation	Barranquilla, Colombia	115	1	4	460
TOTAL					7,192

VII. Disbursement and Execution

The total number of activities considered in this technical cooperation shall be carried out within a period of 6 months from the date of approval. This operation will be executed by the Bank.

VIII. Reports

The achievements of the operation, focused on lessons learned and knowledge transfer to the Bank's operating program, must be reported in the Bank's system within 120 days from the financial closure of the operation.

IX. Recommendation

In accordance with Resolution DE-103/14 (Delegation of Authority and Approval Procedure for Non-Refundable Operations) dated 30 July 2014, the Executive Board delegated to the President of the Bank, or the representative designated by him, the authority to approve individual non-reimbursable technical cooperation operations for up to the amount of US\$3,000,000 financed under the Technical Cooperation Framework and Policy. Likewise, the President, through a Memorandum dated 16 December 2014, and the provisions of the Regulations on the Approval of Non-reimbursable Operations (PR-501), delegated the approval of non-reimbursable technical cooperation operations financed by the resources of the net income of the Ordinary Capital up to the amount of US\$750,000 to the Representatives of the Bank. Therefore, taking into account that the amount of this operation is less than US\$750,000 and that the Bank's rules and conditions are met (see: Section IV), it is recommended that the Bank's Representative in Colombia approve this technical cooperation operation.

Annexes:

1. Request to Government of The Bahamas: EZSHARE-398491544-4
2. Non-objection from Government of The Bahamas: EZSHARE-1929459875-6
3. Non-objection form Host Country: EZSHARE-1929459875-4
4. Agenda: EZSHARE-1929459875-4
5. Curriculum Vitae of Participants:
 - i. Rowena Poitier-Sutherland: EZSHARE-398491544-6
 - ii. Dereka Moultrie: EZSHARE-398491544-7
 - iii. Allia Dean: EZSHARE-398491544-2
 - iv. Orchid Burnside: EZSHARE-398491544-3
6. Eligibility of Funds: EZSHARE-398491544-1
7. Concurrency from Legal Department: EZSHARE-398491544-11

