

Report 2: Policy recommendations to strengthen the cultural and creative industries (CCIs) in Antigua and Barbuda

EXECUTIVE SUMMARY

This report focuses on the policy implications and recommendations arising from the evidence-based analysis provided in ***Report 1: The Contribution of the CCIs to the Economy and Society of Antigua and Barbuda***.

Section 1 of the report explores the existing policy documents that frame these policy recommendations as well as Antigua and Barbuda's regional obligations, concluding that the policy environment is conducive to a robust and resilient cultural and creative sector.

Section 2 provides detailed findings based on **Report 1** on the potential for growth and opportunities for Antigua and Barbuda's CCI programmes. These are organised against a TOWS analysis (threats, opportunities, weaknesses, strengths) (see **Figure 1**).



Figure 1

Section 3 follows on from the TOWS analysis in **Section 2**, with the potential for growth of the CCIs and opportunities for the CCIs clustered into ten priority areas for policy and action:

1. Reframing narratives about the CCIs, government, and policy.
2. Support for the development of regional value chains in the OECS/ CARICOM region.
3. Developing and implementing a system of governance for the cultural sector.
4. Developing human capital including formal and informal education and training.
5. Identifying barriers to cultural product development and market access and increasing market penetration.
6. Identifying and securing space and infrastructure for creation, production and showcasing.
7. Increase the uptake of digital technologies across the cultural value chains.

8. Securing funding and new forms of finance
9. Increasing the participation of vulnerable and marginal groups.

10. Promoting decent work across the cultural value chains.

Importantly, a central recommendation of this Report, the development of an agency that would involve key stakeholders as the lead agency supporting the CCIS, is elaborated in **Section 3** (see pages 15-16 of the Report).

Section 4 offers a suggested implementation strategy based on short-term (1 year), medium-term (2-4 years) and long-term (5 years and over) timelines for action (see **Figure 2**) while **Section 5** provides a brief, but important, overview of risks and adaptation options.

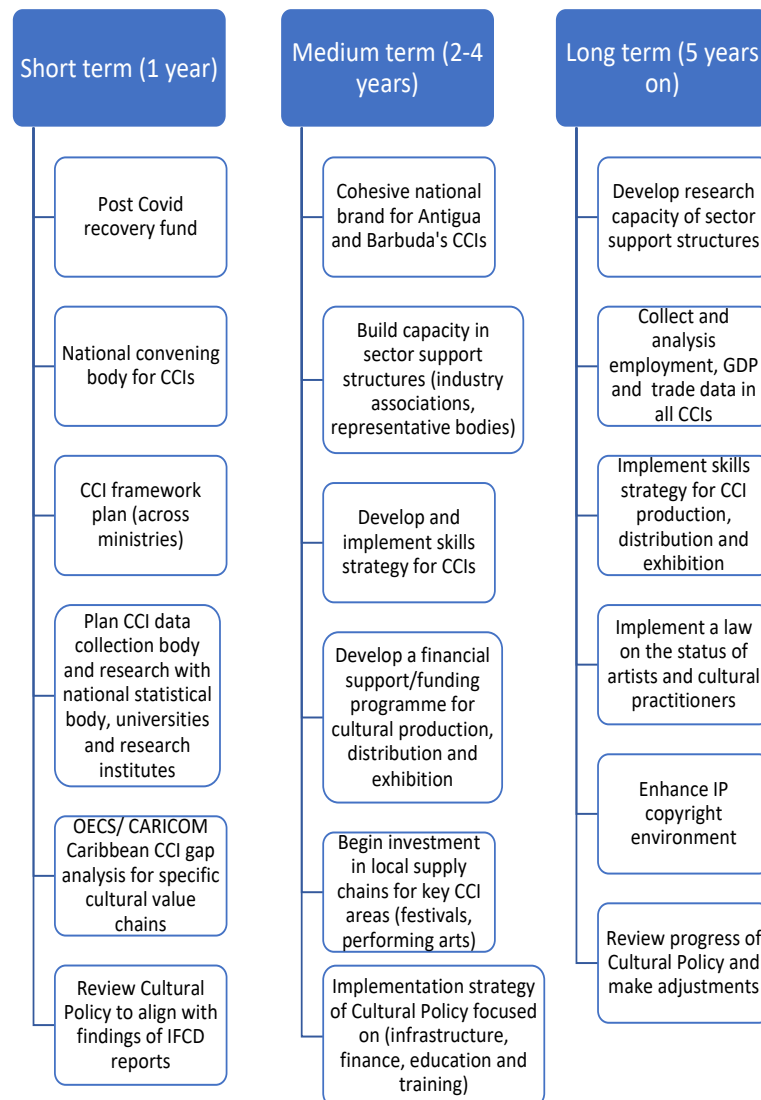


Figure 2

Report 2 is addressed to all stakeholders in the CCIs including policymakers in Government, the Cabinet of Antigua and Barbuda, industry champions in the CCIs, cultural managers and administrators, artists and cultural practitioners in the cultural value chains and the private sector that rely on and thrive because of the CCIs, such as the Tourism industry, the Hospitality sector, and the Transportation sector.