

CALL FOR PAPERS

CONFERENCE TITLE:

"CULTURE: THE CREATIVE ENGINE OF ECONOMIC GROWTH"

Introduction

Culture is increasingly recognized as a significant driver of economic growth, contributing to tourism, innovation, and human capital development.

This call for papers and contributions by Beaconhouse National University in partnership with UNESCO's (United Nations Educational, Scientific and Cultural Organization) International Fund for Cultural Diversity (IFCD) invites academics, policy practitioners, and members of the creative goods industry to explore the multifaceted relationship between culture and the economy.

The International Fund for Cultural Diversity (IFCD) is one of the key instruments of international cooperation and assistance of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005). The Fund's objective is to foster the emergence of a dynamic cultural sector in developing countries that are Parties to the 2005 Convention by strengthening their capacity to create, produce, distribute and provide access to a diverse range of cultural goods and services. As a multi-donor fund, the IFCD promotes South-South and North-South cooperation, while contributing to the achievement of the United Nations Sustainable Development Goals and gender equality.

We encourage submissions that address key themes which are:

- Theme 1: Culture as an Economic Driver: Examining the economic impact of cultural industries, tourism, and cultural heritage (tangible and intangible).
- Theme 2: Culture's Impact on Human Capital: Investigating the role of culture in fostering creativity, innovation, and workforce development.

- Theme 3: Culture and Economic Development: Analyzing the contribution of culture to local and regional economic growth, including urban revitalization and sustainable development.
- Theme 4: Measuring the contribution of culture.

Furthermore, we emphasize the critical need for clearer definitions and robust measurement of the Cultural and Creative Industries (CCIs). Submissions that address methodological challenges, propose new data collection approaches, or develop innovative frameworks for measuring the economic and social value of culture are particularly encouraged.

This call for papers and contributions aims to foster a deeper understanding and appreciation of the complex interplay between culture and the economy, providing valuable insights for policymakers, practitioners, and researchers.

Theme 1: Culture as an Economic Driver

We invite papers and contributions that quantify the economic significance of culture, such as estimated jobs created, models for revenue forecasting, costing, marketing plans suited to domestic and international markets etc. Authors are encouraged to think of innovative ways of measuring seemingly informal sub sectors.

- Ways to develop tourism. Focusing on tangible and intangible heritage such as cultural attractions (museums, historical sites, festivals), we know these tend to be major tourism draws, generating significant revenue and employment.
- Bolstering Creative Industries. The arts (music, film, visual arts, storytelling) and cultural industries (publishing, design, textile, jewelry, music, food) contribute directly to GDP. Authors are encouraged to take a systems-based approach to present clear pathways to convert these industries into engines of economic growth.
- Brand Building: A strong cultural identity can enhance a region's or nation's brand, attracting investment and talent. Authors are encouraged to present branding pitches to support and promote culture and creative industries in Pakistan and internationally.
- Public-Private Partnerships for Cultural Growth: Exploring innovative models for public-private collaboration in supporting the cultural sector and maximizing its economic impact.

Theme 2: Culture's Impact on Human Capital

Human capital is considered key to sustainable economic growth. Countries that have taken a cultural lens to developing human capital have experienced windfall socioeconomic benefits. Going beyond the building blocks of human capital development of education and health, authors are encouraged to leverage Pakistani culture to help rethink human capital development. In line with the themes listed below, authors are welcome to engage in a critical discourse with viable policy plans to improve Pakistan's human capital.

- **Innovation & Creativity:** Exposure to diverse cultures fosters creativity and problem-solving skills, crucial for economic growth and innovation.
- **Education & Skills Development:** Cultural activities (like music and theater) can improve cognitive skills, critical thinking, and teamwork, enhancing workforce productivity.
- **Social Cohesion:** Cultural participation strengthens social bonds, reduces social conflict, and fosters trust, all of which are essential for a thriving economy.

Theme 3: Culture and Economic Development

Traditional economic thinking and accounting tends to discount the importance of important indigenous sectors which are a part of the cultural and creative industry. More consequently, this leads us to think that the economy is smaller than it actually is, whether in terms of the GDP, employment, number of transactions or nature of contracts. Authors are invited to write papers that engage in grassroots level, locally relevant solutions in light of the themes below.

- **Local Economic Development:** Cultural activities can revitalize urban areas, guide infrastructure development, attract businesses, and improve quality of life, leading to economic growth.
- **Sustainable Development:** Cultural resources can be leveraged for sustainable tourism, supporting local communities and preserving cultural heritage. Culture and creative industries are more gender inclusive with evolving norms.
- **Social Impact Investing:** Investing in cultural projects can generate social and environmental returns alongside economic benefits.
- **Cultural identity and climate change:** Industrialization has led to GHG emissions which are

directly responsible for climate change. This in turn has made countries and people within them vulnerable to it. Ironically, the most vulnerable are those who have contributed least to the existential problems they face.

Important Note: These themes are interconnected. For example, a strong cultural identity can attract tourists, which in turn supports local businesses and contributes to economic growth. By understanding the economic value of culture, policymakers and households can make informed socioeconomic decisions related to the cultural and creative sector and play their part to support the growth of an inclusive society and sustainable economy. Authors are welcome to take a comprehensive stance by moving across themes.

Theme 4: Measuring the contribution of culture

To measure the contribution of culture to an economy, one must define culture. Please see our definition [here](#). In light of this definition, authors are invited to submit papers and contributions that address the mammoth issue of measuring an existing sector which operates at the economic periphery. The cultural and creative industries are plagued by issues of economic informality, difficulties in measurement, challenges in monitoring and evaluation, exploitative labor practices to name a few. But, we are convinced there is a way forward.

- Propose ways of measuring the contribution of culture and creative industries. Consider employment, number of contracts, value chains, gross value added.
- Do cultural and creative industries merit being measured a way different than traditional sectors such as agriculture, manufacturing and services? If so, kindly suggest a way forward. If not, kindly suggest how to leverage existing methodologies to estimate the economic contribution of these sectors
- Would it be better to take a cross-sectional or panel approach to these sectors?

Housekeeping details

- Authors are encouraged to submit papers and policy notes in the APA format. Font: 12 pt. Line spacing: 1.5. Length: 8-12 pages excluding the bibliography
- Papers selected for the conference will be published in conference proceedings made publicly available online.
- Artistic and culturally relevant interpretations of the themes are most welcome, including but not limited to: short films, artworks, digital media content, music.

Deadline for abstract submission: February 13, 2025

Decision on abstract: February 24, 2025

Deadline for final submission: March 28, 2025

Conference date: April 25, 2024

Conference venue: Beaconhouse National University (BNU), Main Campus, 13 KM Off Thokar Niazbeg - Raiwind Road, Lahore - 53700, Pakistan.

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