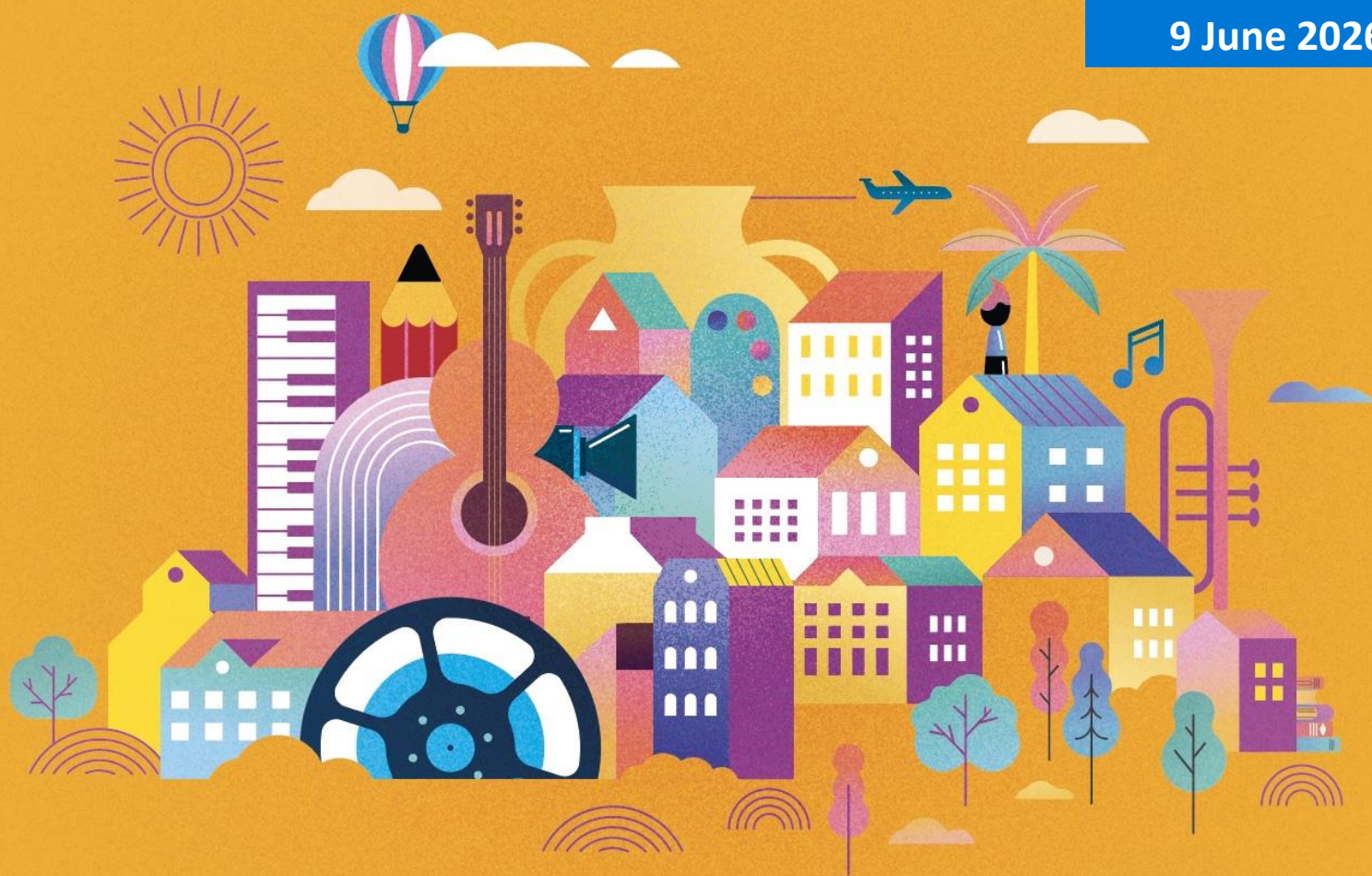


9 June 2026



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Background

The cultural and creative industries (CCIs) have grown exponentially in recent decades, playing a crucial role in promoting cultural diversity, job creation, and income generation, and yielding multiple positive economic spillovers. CCIs can help drive the development of more robust and prosperous economies, mitigate environmental challenges, reduce social and income inequalities, and enhance innovation, particularly in developing and fragile nations.

Beyond their intrinsic artistic and heritage value, the role of the CCIs as an economic engine and a major source of employment continues to expand. The creative industries generate up to US\$2.3 trillion in annual revenue (UNCTAD, 2024), while global exports of cultural goods and services reached nearly US\$389 billion by 2019 (UNESCO, 2022), highlighting the increasing importance of creative trade.

The CCIs also play an indispensable role in fostering intercultural, cross-sectoral, policy, and societal dialogue, promoting inclusion, social cohesion, and peace. Research suggests that higher levels of cultural participation improve well-being, social integration, and health, particularly for disadvantaged populations. The CCIs nurture imagination, creativity, and self-expression, while creating social and economic opportunities for all. Furthermore, CCIs are pivotal in achieving the Sustainable Development Goals (SDGs): especially SDG 8, which focuses on creating jobs and spurring economic innovation; and SDG 5, which promotes gender equality and girls' and women's empowerment (UNESCO, 2022).

Skills development within CCIs has emerged as a priority for Member States and international organizations for recovery and sustainable growth in the post-COVID era (UNESCO, 2022). Skills development is essential for maximizing the economic potential of CCIs, ensuring a workforce equipped with the necessary knowledge and competencies. Upskilling serves as a key driver of inclusive, equitable, and sustainable growth and development within the creative economy. Effective skills development initiatives in the CCIs not only prepare individuals for employment, but also foster adaptability, enabling creative professionals to navigate the sector's inherent vulnerabilities. Enhanced focus on skills can also help sustain the economic vitality of CCIs while preserving their unique social and cultural contributions. This dual focus – on individual capacities and cultural integrity – strengthens the sector's resilience and its ability to drive inclusive and sustainable development.

A new report to support the resilience, sustainability and inclusivity of the CCIs

The new UNESCO report [*Skills and employment in the culture and creative industries: strategic frameworks and promising initiatives*](#) highlights the importance of CCIs for sustainable development and analyses the crucial role that creative skills play in fostering innovation, inclusion, and economic diversification. It explores the key characteristics of the creative workforce, emphasizes the need to align skills programmes with occupational standards and identifies the skills needed in CCIs. It also assesses existing learning pathways into these industries, including the importance of expanding apprenticeships and employer partnerships.

Objectives of the event

This event will bring together policymakers, educators and industry leaders to discuss innovative skills development models and policy frameworks that meet the demands of individuals, economies and societies. Participants will share the main findings of the report and discuss promising initiatives, such as public-private partnerships and community-led training programmes. Finally, this event will provide a space to identify opportunities and partnerships for scaling access to training and resources, especially in underserved regions. The event aims to:

- Present the main findings of the *Skills and employment in the Culture and Creative Industries* report, highlighting the crucial role of CCIs in promoting cultural diversity, job creation, and income generation;
- Promote promising initiatives and reflect on lessons learned;
- Foster dialogue and partnerships among stakeholders to promote CCIs and skills development more broadly.

Participants and venue

This event is aimed at representatives of Member States and partners, including:

- Member States and Delegates
- Private sector partners
- Professional regulatory bodies (i.e. national and regional level)
- Quality assurance agencies
- Youth, civil society and other national-level stakeholders for lifelong learning

The launch session will take place **in person on 9 June 2026 in the Pas Perdue Hall at UNESCO Headquarters in Paris, France.**

Provisional agenda

9 June 2026	
17:30 - 17:40	Opening remarks Mr Borhene Chakroun, Director, Division of Policies and Lifelong Learning Systems, UNESCO
17:40 - 18:00	Presentation of key findings of the report Claudia Pompa, Programme Specialist, Section of Youth, Literacy and Skills Development, UNESCO
18:00 - 18:30	Addresses by • Permanent Delegations as Representative from key Member States engaged in the topic of CCIs • Representative from the private sector – LVMH • Representative from a foundation – Fondazione Sozzani
18:30 - 18:45	Closing Mr Herve Huot-Marchand, Chief of Section of Youth, Literacy and Skills Development, UNESCO
18:45 - 19:30	Cocktail

Contacts

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