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17 JUN 2021 - 17 JUN 2021

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Building Back Better with the Creative Economy - webinar



'Building Back Better'
with
the Creative Economy

17 June - 16:00-17:15 (Geneva) - online debate
registration

- Isabelle Durant - Secretary General a.i. UNCTAD
- Jenny Mbaye - City University of London
- Gilles Bazelaire - Director KIKK Festival, Namur

Organized in partnership



International Year
of Creative Economy for
Sustainable Development
2021

Registration is open for a webinar on 'Building Back Better with the Creative Economy' on 17 June, organised in partnership with UNCTAD, UNESCO and DG Wallonie Bruxelles in Geneva. It has been developed for International Geneva, in the framework of the International Year of the Creative Economy for Sustainable Development.

In declaring 2021 the "**International Year of the Creative Economy for Sustainable Development**", the United Nations General Assembly called for attention to the growing role of the creative economy in general and its role in particular with regard to the Sustainable Development Goals, including the promotion of economic growth, social cohesion and innovation.

The creative economy sectors, which operates **at the intersection of arts, culture, business and technology**, have been particularly affected by the COVID-19 crisis. Despite many pitfalls, the public response to the COVID-19 crisis around the world has highlighted the importance of creativity and culture in **supporting community resilience**.

As the health crisis wanes in many countries, the speakers will examine how the creative economy is an asset for '**building back better**', providing policy, academic and operational insights.

This webinar, developed specifically for **International Geneva**, aims to untangle many of the issues related to the creative industries so that creativity can maximize the gains in terms of trade, development and social inclusion.

Thursday 17 June 16:00 - 17:15 (Geneva)

[REGISTRATION](#)

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