

South-South and Triangular Cooperation for Contemporary Challenges in the Creative Economy



Prof. Caroline B Ncube
University of Cape Town

1



13-14 November 2025, Geneva



WIPO

Overview

1. Creative economies and sustainable development
2. Contemporary challenges
3. South-South and triangular cooperation

2



Creative Economies, IP & Sustainable Development



Creative Industries

- advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, and TV/radio



Creative Economies

- creative industries
- trade, labour and production



Resolutions

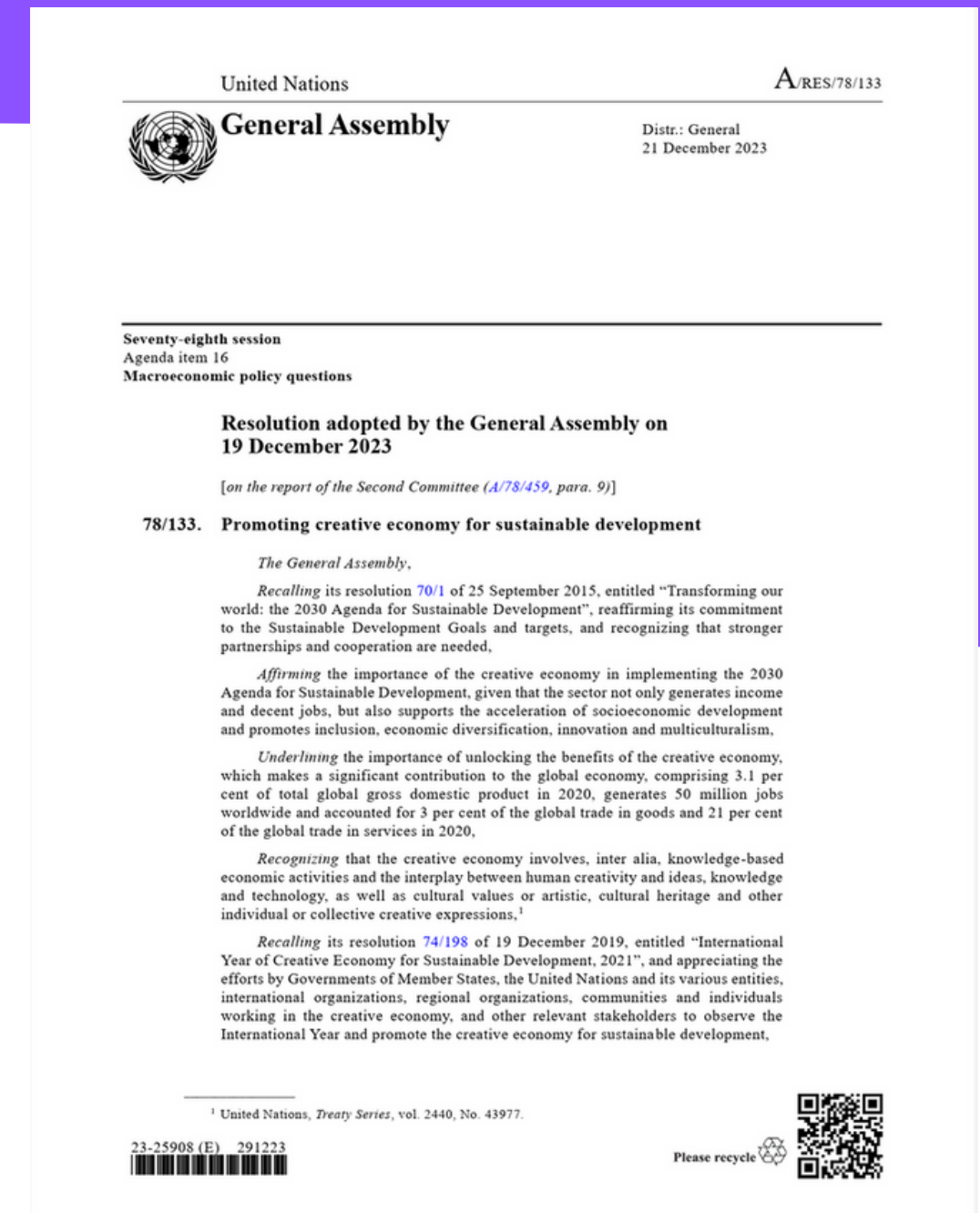
- UN General Assembly (2023) Resolution 78/133: Promoting creative economy for sustainable development
- UN 2021 International Year of the Creative Economy for sustainable development
- UNCTAD XI's outcome document - the Sao Paulo consensus 2004.



“(o) Share experiences and best practices, including through North-South and South-South and triangular cooperation, regarding the creative economy, with a view to promoting longer-term economic, social and environmental benefits; ”

4

UN General Assembly (2023) Resolution 78/133: Promoting creative economy for sustainable development

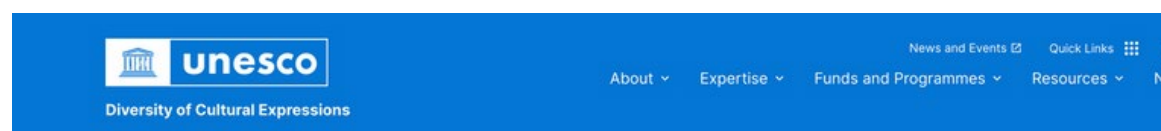


Creative Economies, IP & Sustainable Development

UNESCO

UNCTAD

WIPO



Developing a common strategy for intellectual property rights in Rwanda's cultural and creative industries



Creative Economy Outlook 2024

HIGHLIGHT DOWNLOADS

The Creative Economy Outlook 2024 underscores the pivotal role that creative industries play in trade and economic growth. UNCTAD's global survey reveals the varied economic contributions of the creative economy across different countries, ranging from 0.5% to 7.3% of GDP and employing between 0.5% to 12.5% of the workforce.

The creative economy has the right forces pushing its sails. This is not just art. It is an economic powerhouse that we must harness together, leaving no one behind.

Rebeca Grynspan
Secretary-General of UN Trade and Development (UNCTAD)

Growth was fastest in creative services

Related

- Programs
 - Trade and the creative economy
 - Services, trade and development
- Series
 - Creative Economy Report (Series)
 - Creative Economy and Industries

Keywords

Artificial Intelligence | Creative economy | Creative Industries | Digital services | Market access | Trade in services | SDG 8 Decent Work and Economic Growth

Awareness Raising Guidelines
The guidelines will help beneficiary countries to organize awareness-building campaigns on the role of IP in creative industries. They offer general advice on awareness building as well as specific recommendations for activities in the areas of audiovisual productions, music, publishing, videogames, mobile apps and fashion. Download the guidelines [PDF](#)

Copyright for Animation Industry Professionals
This training tool familiarizes novice animation professionals with the production, legal, and business-related aspects required to participate in the global marketplace for animated films, TV programs, online content, and educational materials. The tool places a strong emphasis on the principles and standards of copyright that are currently observed within the international animation community. Download the tool [PDF](#)

The Role of IP in the Fashion Industry
This tool assists fashion designers and retailers by providing a road map on how the different forms of IP should be protected in order to safeguard fashion professionals' interests, recoup design and development costs, as well as reap a profit. It outlines the key IP rights relevant to the fashion industry and the manner in which they may be deployed in the product life cycle. Download the tool [PDF](#)

Building a Digital Publishing Economy
This guide focuses on assisting publishers in less developed countries and small publishers everywhere to improve their understanding of the digital transformation and the opportunities it represents. Download the guide [PDF](#)

The Global Digital Music Landscape
This guide offers an overview on the role of the primary entities that make music available to the public and discusses the role of the different stakeholders such as digital service providers (DSPs), record labels, music publishers and presents recent trends and challenges in music.

Intellectual Property in Mobile Applications
This tool focuses on the intellectual property aspects related to mobile applications and assists users in understanding the business and legal issues related to the development, distribution, and use of mobile apps

Understanding Intellectual Property in Video Games
This tool is designed to help creators and rights holders involved in the video games ecosystem to understand the business and legal issues of video games distribution on various platforms
Download the tool [PDF](#)

<https://www.unesco.org/creativity/en/articles/developing-common-strategy-intellectual-property-rights-rwandas-cultural-and-creative-industries>

<https://unctad.org/publication/creative-economy-outlook-2024>

<https://www.unesco.org/creativity/en/articles/developing-common-strategy-intellectual-property-rights-rwandas-cultural-and-creative-industries>

Contemporary Challenges

1. How does technological change impact what it means to be a creative (e.g. designer, a musician, or an artist)?
2. How to best respond to unique contextual factors in developing economy contexts? [Legacy of extraction/exploitation]
3. IP in the digital realm, online distribution, and user-generated content
4. Infringement and enforcement challenges - ease of access to content, copying, and redistributing
5. AI and creativity: ownership, accountability, and transparency?
6. Who captures economic value from content creations, or fails to do so?
7. balance between (1) the rights of creators, consumers, and platforms in the digital space (2) protecting the creators' and authors' copyrights and fostering an environment that encourages innovation and creativity.
8. What are the regulatory narratives?

6





COLLECTION

Facets of AGI



Uwepo (Existence)



Ubunifu (Creativity)



Maarifa (Knowledge)

7



COCO Africa demo

africa masks

about

COCO-Africa

COCO-Africa: A Curation Tool and Dataset of Common Objects in the Context of Africa

African Masks

The African Masks dataset is curated as a set of images depicting historic mask designs from various parts of Africa. It is intended as an interesting addition to data that explore the intersection of **Art** and **AI**.

GANerated Mask Images

The Dataset

Images below are generated by a DCGAN trained on the Africa Mask dataset. **Click** on an image to view most similar images from the dataset.

> Did the GAN generate novel samples?

Block1_pool

Block5_pool

The images on the right show the **(top 24)** most content similar images in the dataset to the generated image (on the left). Similarity is measured by comparing the cosine distance of features extracted (using a **VGG16 network**) from the generated image and images in the dataset. Features are extracted from an early layer in the **VGG16 network (block1_pool)** and a later layer (**block5_pool**).



Made with ❤ by Victor Dibia. Designed using Carbon Design System.



Adobe uses 'fake' Indigenous art to train AI models

The tech giant is carrying fake Indigenous art as stock, raising concerns about if it can lawfully resell and licence this art. Then there's the use of such images for training AI models.

South-South and triangular cooperation

1. Select (sub) - sector

- creative industry is vast
- feasible co-operation needs precise scope

2. Select issues & outcomes

- multiple challenges
- feasible co-operation requires specificity
- possible outcomes: strengthen IP systems, train creative entrepreneurs, set up a South-South exchange platform, pilot new licensing models, etc.

3. Select partners


- (self)-selection of State partners based on commonalities and priorities
- support partners: WIPO, UNCTAD, UNESCO, UNDP, ARIPO, OAPI, national IP offices, or universities

Example

WIPO Development Agenda

The screenshot shows a web browser window with the URL wipo.int/cooperation/en/technical_assistance/developing-countries.html. The page title is "Intellectual Property for Creative Industries in Developing Countries". The main text states: "In the digital era more than ever, creators need adequate intellectual property (IP) tools and resources to bring to market their products and services. This need is indeed crucial for creators from developing countries, in order to allow them to retain control over their work, secure fair revenues, and ultimately incentivize further creativity." It also mentions that efficient IP management benefits economic growth in developing countries. A sidebar on the right contains a "Scoping Study" section, which describes a comprehensive analysis of the legal framework in four beneficiary countries (Chile, Indonesia, UAE, and Uruguay) and provides a link to download the scoping study PDF.

10



E

CDIP/26/5
ORIGINAL: ENGLISH
DATE: MAY 5, 2021

Committee on Development and Intellectual Property (CDIP)

Twenty-Sixth Session
Geneva, July 26 to 30, 2021

REVISED PROJECT PROPOSAL BY INDONESIA AND THE UNITED ARAB EMIRATES ON PROMOTING THE USE OF INTELLECTUAL PROPERTY IN DEVELOPING COUNTRIES IN CREATIVE INDUSTRIES IN THE DIGITAL ERA

prepared by the Secretariat

IP for Creative Industries in Developing Countries project: Chile, Indonesia, UAE and Uruguay

1.

Capacity building of local creative industries and of national authorities, including IP offices, to use and leverage IP tools and implement strategies to add value that differentiates their creative products and services, and to diversify¹¹ their economic activities in the digital era.

2.

Building networks between local creative industries in order to facilitate transfer of information, cooperation, and growth.

Third Expert-Level Roundtable on Fostering South-South and Triangular Cooperation for Intellectual Property and Development

For more engagement:
Caroline.Ncube@uct.ac.za
@caro_ncube
www.ipchair.uct.ac.za
@ipchairUCT
www.openair.africa
@Afrinnovation



© WIPO, 2025

Attribution 4.0 International (CC BY 4.0)

The CC license does not apply to non-WIPO content in this presentation.

Photo credits: Getty Images and Unsplash

