

How can Trinidad and Tobago Nurture the Carnival Industry?



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Overview

- General Principles
- The Carnival Industries



General Principles – economic laws?

- ❑ Growth of the industries that produce artistic and literary works jointly with viable manufacturing to generate three distinct desirable effects
 - ✓ Economic Growth
 - ✓ Productivity growth and rising profitability in themselves (sectors producing artistic and literary works)
 - ✓ Economy-wide Productivity growth
- ❑ The Carnival Industries are leading examples of such – joint production of artistic, literary and manufacturing output
- ❑ Growth of the industries that produce artistic and literary works rely on the copyright regime and other aspects of the intellectual property rights regime to secure access to income.
 - ✓ Note – IP is a capital asset
 - ✓ The stronger the IP regime, the faster the industries grow



The Carnival Industry?

❖ Core

❖ Steelband.

❖ Carnival music

❖ Carnival as masquerade (works of mas)

❖ Fetes

❖ Allied industries that support carnival activity and capture externalities from the core

❖ Construction

❖ Transport

❖ ICT

❖ Security

❖ Other, such as Radio/TV/Print/Advertising



Recognize T&T's Dynamic Supply Path

- The economy generates supply through a dynamic supply multiplier process.
- ✓ The multiplier is a function of three main factors
 - Imported input costs per unit of output;
 - The import share of the value of the capital stock
 - The real exchange rate
- ✓ The main factor is the import share of the value of the capital stock
 - ✓ The real exchange rate loses relevance as it approaches PPP

T&T's Dynamic Supply Path

- Since the import share of the value of the capital stock is the complement of the domestic capital share, the key to rapid development is to grow the domestic capital share of the stock -
- Grow the output of domestic capital and either
 - export it directly – extensively done by carnival; or
 - use it to upgrade the tourism product – also extensively done by carnival.
- To support this thrust by the carnival sector, it will be necessary to
 - Address the software side - education; health; IP
 - Upgrade the hardware side – physical infrastructure – specialized industry complexes
 - Upgrade the ICT infrastructure of the and the skills to use it



Strengthen the IP Regime

To strengthen the IP regime – especially the copyright regime – it is necessary to address the UNCTAD issues.

- Improve income security for operators/creators (rather than control of income generated along the value chain);
- Pursue revenue augmentation alongside or more than copyright protection;
- Ensure fair remuneration rather than on exclusion (typical of property rights);
- Pursue transparency of value creation and reward along the value chain, not on secrecy and non-disclosure agreements; and
- Address the challenges and risks of the business model employed by content creators, especially matters such as financing, marketing and risk mitigation.



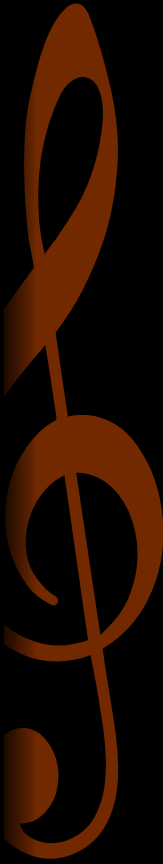
Nurture the Carnival Industry – Program Design

- Use the sector-wide method of joint policy design to ensure sound and implementable policies.
 - Develop a clear mechanism to give all stakeholders a clear and meaningful voice in policy design
 - This would strengthen the capacity of government to govern
- The NCC has already committed to this and its documents on the matter are worth reading.



Necessary Program Components

- **COMPONENT I** - Awareness building, Measurement & Strengthening the Science-Policy Interface
- **COMPONENT II** - Developing and Exploiting the Market Potential of Carnival
- **COMPONENT III** - Risk Management & Financing for Carnival Industries
- **COMPONENT IV** - Infrastructure for the Carnival Industry



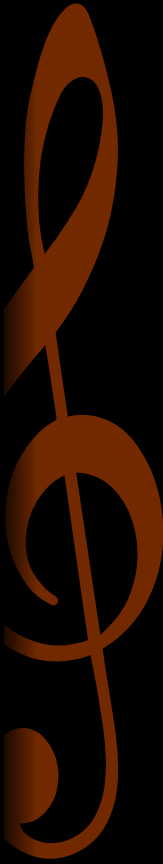
COMPONENT I - Awareness building, Measurement & Strengthening the Science-Policy Interface

Part 1 – Build Awareness & Share Information

- Regular Sensitization Workshops and Media Events
- Creation of a publicly accessible Data Bank, Depository, and Observatory –with all the tertiary institutions, such as CITT, UWI, UTT, etc

Part 2 – Address the Knowledge Constraint

- Data Collection
 - Administrative
 - Statistical (especially CSO) data
- Publication of Findings



COMPONENT I - Awareness building, Measurement & Strengthening the Science-Policy Interface

Part 3 - Address the Science-Policy Interface

- Review of Legislation to give effect to joint policy
- Document and Publish Updated Policy Making Process for the Carnival industry
 - Preparation of Manual detailing the policy making process
- Institutionalization of process and procedures
 - Strengthening of Carnival-related Associations, Committees & other organizations for effective participation in JDMP
 - Establishment of Participatory Learning and Action Programs for institutions
 - Promoting and strengthening citizens participation in the policy making and legislative process
 - Establishment of community Participatory Learning and Action Programs for all Regional Carnivals



COMPONENT II - Developing and Exploiting the Market Potential of Carnival

Part 1 – Incentives & Upgrade of Existing Activities

- Define and establish Incentive Regime for Carnival Industries, including the following UNCTAD agenda
 - Methods of compensating for long term loss of earnings to piracy and the new distribution majors, considering
 - Increased income security (such as pension systems, accessible convalescent homes and other social retirement arrangements) rather than mere control of income generated along the value chain
 - Increased emphasis on revenue augmentation relative to IP protection
 - Increased emphasis on fair remuneration relative to IP rights
 - Methods of increasing transparency of value creation and reward along the value chain
 - Undertake study to define general incentive regime suited to the carnival industry



COMPONENT II - Developing and Exploiting the Market Potential of Carnival

Part 1 – Incentives & Upgrade of Existing Activities (cont'd)

- Development new mobile food solutions to cater to environment concerns in carnival
- Development new mobile fete solutions to cater to environment concerns in carnival, including solutions to address health and sanitation concern
- Upgrade Heritage sites – Piccadilly on the Greens; Other

Part 2 - New Frontiers for Monetizing Carnival

- Graduate-level Training in Causal/Policy Analysis
- Development of Carnival complexes
- Institutionalization of Annual Carnival Trade Fair
 - Web TV and Internet/Satellite radio facility for storage, access, rebranding and broadcast, with licensing
 - Trace TV Music Awards
 - Competitions for film and video game development, and for related entrepreneurial development - all featuring carnival inputs
 - Seminar on Carnival industry



COMPONENT III - Risk Management & Financing for Carnival Industries

Part 2 - New Frontiers for Monetizing Carnival (Cont'd)

- Commercialization of the Novel Business Interventions using ICT
 - International Marketing
 - Carnival rebranding; national rebranding
 - Trade missions, student exchanges, etc.

Part 3 - Strengthening the Role of Stakeholder Interest Groups and the Regional Carnival Committees in the Carnival Enterprise Development Process

- Strengthening NCC Board & Other Administration
 - Create a special division or bureau in the NCC dedicated solely to its regulatory and facilitatory functions
 - Upgrade the funding options of the NCC, beyond the budget
 - Establish an NCC Grant and Financing Centre
 - Strengthen the capacity of the CITT, including
 - Research Fund
 - Staffing
- Development of a “Membership/Customer Database” for NCC and Carnival organizations



COMPONENT IV - Infrastructure for the Carnival Industry

Security

- Education of the security system, including the magistracy and judiciary
- Security-related education of business operators for participation in the global marketplace
- Improve collaboration between security system and Regional Carnival Committees

Health

- Study health issues of carnival music industry.
- Improve vending solutions
- Improve sanitation solutions



COMPONENT IV - Infrastructure for the Carnival Industry

Physical infrastructure

- Develop necessary infrastructure to remove carrying capacity-constraints in support of industry development
 - Upgrade stage and parade infrastructure in 53 Regional carnivals
 - Initiate upgrade of Stage infrastructure
 - Undertake carnival industry infrastructure needs assessment

Education

- Strengthening capacity of teachers to support process, including continuous training, research

ICT

- Upgrade of ICT infrastructure and legal framework to support emerging carnival enterprises in capitalizing on ICT development and commercialization.

THANK YOU

