



Global Alliance for Cultural Diversity

Sharing Best Practice in the Creative Industries

– a UNESCO project undertaken by David Parrish, a creative business management consultant

The 'Sharing Best Practice in the Creative Industries' project recognises that creative businesses specialise in many different creative goods and services, and operate in very different economic circumstances across the developed and developing world. Nevertheless, many business ideas, techniques and practices can be shared, adapted appropriately to local circumstances and used to make cultural enterprises even more successful.

David Parrish will undertake practical research by interviewing successful creative enterprises and use his expertise as a qualified and accredited international business adviser specialising in the creative industries to identify the best business practices which can be transferred to other cultural enterprises globally.

The results of the research will be presented to a conference in March 2007 and UNESCO will also publish a guide to best practice in the creative industries based on the findings of this project.

David would especially like to hear about successful examples in the following areas:

- § Advertising. Examples of the promotion of creative goods and services through appropriate and cost-effective advertising campaigns.
- § Intellectual Property. Examples of the commercial exploitation of intellectual property to gain competitive advantage and create sustainable income streams.
- § International Trade and Exports. Examples of successful exportation of goods and services which have dealt effectively with matters of international marketing, transportation and bureaucracy.
- § Raising Finance. Examples of enterprises which have been successful in raising finance by demonstrating a return on investment to lenders, sponsors or investors.
- § Economic Sustainability. Examples of organisations which have transformed themselves from being dependent on grant aid to becoming economically self-sustaining as businesses.
- § Customer focus. Examples of enterprises establishing an ongoing dialogue with customers by formal or informal means.
- § Organisational structures. Examples of the use of companies, informal networks and co-operatives which provide the most effective mechanisms to involve stakeholders, minimise financial risk and achieve business goals.

UNESCO intends that this project, and the resulting publication, will stimulate further sharing of great ideas and successful techniques between members of the Global Alliance for Cultural Diversity, the Creative Cities Network, and others.

UNESCO will initially play a key part in the project by using its international contacts and global networks to invite successful creative enterprises and people who can know of suitable businesses to contribute information to the project by contacting David directly.

David can be contacted by email at david.parrish@t-shirtsandsuits.com or through www.t-shirtsandsuits.com, which gives more information about David's experience and expertise in the creative industries and information about the book 'T-Shirts and Suits: A Guide to the Business of Creativity'.

The main UNESCO contacts for the project are Alexander Schischlik and Sali Sasaki in the Division of Arts and Cultural Enterprises, UNESCO, Paris.