

Carnival Industry Development Program for T&T

AN OVERVIEW

Prepared by Vanus Investments, Ltd.

Introduction

The Government of Trinidad and Tobago has made the creative sector one of its main pillars of development. Accordingly, it has introduced relevant fiscal (tax, duties and tariffs) policy in the Budget Statement 2014, including in support of the creative industries in “areas where festivals, heritage and dance and theatre are being developed.” The Carnival industries are among these. Based on relevant research, this Overview identifies a basket of projects that is fully consistent with this policy and with the mandate of the National Carnival Commission to take all relevant steps to develop the carnival industries. Many projects are regional and international in scope, consistent with government policy to facilitate development in CARICOM and use Carnival for national rebranding.

Main Goal

Development of the Carnival Industries of T&T as a major contributing sector to social development, GDP, employment and trade.

Intermediate Goals

1. Measure Social Impact of the Carnival Industry
2. Measure Economic Impact of the Carnival Industry
3. Design and implement relevant policy, evidence-based and scientific

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

Part 1 - Awareness Building & Information Sharing

- Sensitization Workshops and Media Week, building awareness of ICTs & IP
- Data Bank, Depository, and Observatory
- Dissemination of Knowledge Products

Part 2 - Addressing the Knowledge Constraint

- Training (for technical staff in CSO, NCC and academics), designed and implemented
- Data Collection by CSO using updated design
- Data Analysis & Research
- Publication of Findings

Part 3 - Addressing the Science-Policy Interface

- Carnival Legislation & Policy Review and Update
- The Updated Policy Making Process for the Carnival industry
 - Establish Joint decision-making process (JDMP)
 - *Preparation of Manual detailing the policy making process*
 - *Institutionalization of procedures*
 - Strengthening of Carnival-related Business Associations, Committees, and other relevant 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*

COMPONENT II - Developing and Exploiting the Market Potential of Carnival

- **Upgrade of Existing Activities**
 - Define and establish Incentive Regime
- **New Frontiers for Monetizing Carnival**
 - Research aspects of pan manufacturing, mas production, music production, etc.
 - Training for personnel in carnival industry - Steel Orchestras and Mas Bands, etc.
 - Assisting emerging carnival enterprises in capitalizing on ICT development and commercialization
 - Development of Carnival complexes
 - *Film development and screening facilities*
 - *Game development and playing facilities*
 - *Graduate training producing carnival entrepreneurs who use ICT, & IP assets and other goodwill to compete*
 - *Institutionalization of Annual Carnival Trade Fair*

COMPONENT III - Risk Management & Financing for Carnival Industries

Part 1 - Development & Commercialization of Innovative Business Support through a range of Technology-Enabling Services

- Research-Based Development of Novel Cost-Effective Business Incubation Interventions
 - Mentoring/Coaching
 - Low Cost Business Planning Services
 - Low Cost Book-Keeping/Accounting Services
 - Legal Services
 - Employment/Referral Services
- Technical (Engineering/Operations) Interventions
 - Production Technology Upgrade
 - Packaging and Presentation
 - Standards
 - Pricing
 - Incorporation into Education Certification
 - Strengthening the IPR
 - ICT and Innovation
- Commercialization of the Novel Business Interventions using ICT
 - Incubation Oriented Development Financing
 - Real & Virtual Access to High Academic Centers
 - Virtual Communication Centre
 - Virtual Risk Management
 - Virtual Information Sharing
 - International Marketing
 - Carnival rebranding
 - Trade missions, student exchanges, etc

Part 2 - 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 functions
 - Upgrade the funding options of the NCC
 - Establish an NCC Grant and Financing Center
 - Strengthen the capacity of the CITT
- Technical Assistance/Training of Key Managers and Staff of the Carnival Interest Group
 - Techniques of Risk Management and Assessment
 - Management of IP assets and other goodwill in enhancing competitiveness
 - Planning Capacity
 - Technical skills and capacity building
 - Capacity to define and deliver upgraded Information & Communications Technology (ICT) services.
 - Capacity to provide loan application support and financial representation for member firms.
 - Capacity to facilitate and support the marketing of the products and services of members
 - Capacity to conduct hands-on training in practical skills for business development.
 - Capacity to deliver general consultancy services for business development.
 - Capacity of member organizations to attract more youthful members.
- Development of a Membership Database for NCC and Carnival organizations

COMPONENT IV - Infrastructure for the Carnival Industry

- Development of Infrastructure for the Carnival Industry, specifically,
 - Security
 - Health
 - Physical infrastructure
 - Education and Training
 - ICT



VANUS INVESTMENTS LTD

15 Henry Rd, Tunapuna • Phone 868.663.0500
vanus.james@gmail.com