

Carnival Industry Development Program for T&T

Year 1 – June 2014 to June 2015

Prepared by Vanus Investments, Ltd.

Introduction

The Government of Trinidad and Tobago has made the creative sector one of its main pillars of development. Ultimately, this requires growing the industry faster than the economy as a whole and extending its social benefits accordingly. 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

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NCC Goals for Carnival Sector

Executing Agency:	National Carnival Commission
Beneficiaries:	All stakeholders in the Carnival Industry
Target Beneficiaries:	The project will target six (6) core Carnival industry groupings/organizations (<i>i.e., fete, music, steelband, mas, associated business associations and public administration service provider, the NCC</i>) and fifty-three (53) Regional Carnivals Committee in T &T
Estimated Financing:	<p>NCC: US\$9 million</p> <p>Counterpart and Development Partners: US\$2.4 million</p> <p>Total: US\$11.4 million</p>
Goal:	<p>Development of the Cultural Industries of T&T as a major contributing sector to social development, GDP, employment and trade</p> <p>Primary</p> <ul style="list-style-type: none"> ❖ Social - reduction of poverty and inequality ❖ Economic – ❖ Growth of output per capita ❖ Primary interventions ❖ See summary “Carnival Development Program for T&T” <p>Associated benefits</p> <ul style="list-style-type: none"> ❖ Growth of employment and employment share ❖ Growth of trade and trade share ❖ Wide range of social benefits <p>Specific Objectives:</p> <ul style="list-style-type: none"> ❖ Measure Social Impact of the Carnival Industry ❖ Measure Economic Impact of the Carnival Industry ❖ Design and implement relevant policy
Components:	The project will consist of four (4) Components: (i) Awareness building, Measurement & Strengthening the Science-Policy Interface; (ii) Developing and Exploiting the Market Potential of Carnival; (iii) Risk Management & Financing for Carnival Industries; (iv) Infrastructure for the Carnival Industry.
Execution Timetable:	The project execution period will be five (5) years. The expected start date is June 1, 2014 .
First Stage Operations Timetable:	Year 1 Program June 1, 2014 –May 31, 2015

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 – 15 workshops)
 - Data Bank, Depository, and Observatory – (Dialogue with tertiary institutions, such as UWI, UTT, SITAL)

Part 2 - Addressing the Knowledge Constraint

- ❖ Data Collection – Administrative and CSO data
- ❖ Publication of Findings

Part 3 - Addressing the Science-Policy Interface

- ❖ Review of Legislation
- ❖ 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 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 – 15 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
- ❖ 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 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
 - ◆ Selections for Regional carnival video games entrepreneurial development programme - competition
 - ◆ Seminar on Carnival industry

COMPONENT III - Risk Management & Financing for Carnival Industries

- ❖ Commercialization of the Novel Business Interventions using ICT
 - International Marketing
 - ◆ Carnival 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 functions
 - Upgrade the funding options of the NCC
 - ◆ Establish an NCC Grant and Financing Centre
 - Strengthen the capacity of the CITT, including
 - ◆ Creation of a Research Fund
 - ◆ Staffing of NCC
- ❖ 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
 - ◆ 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 committee
 - Health
 - ◆ Special study of the health issues of carnival music industry, including problems with vocal chords, etc.
 - ◆ Improve vending solutions
 - ◆ Improve sanitation solutions
 - 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 and research assistance from practitioners
 - ICT
 - ◆ Upgrade of ICT infrastructure and legal framework to support emerging carnival enterprises in capitalizing on ICT development and commercialization.