

MR SIMON ELLIS:

Thank you very much, Richard, and it is a great pleasure to be here. How do you summarise all of that? I don't want to keep you for too long so I will go straight into it and I will just do a few minutes to start with, a resume of some of the different views and approaches we have heard, and then another little bit about how I think it all fits together, and I am very encouraged by some things I have heard.

Richard said at the start: why? After all this amount of different approaches we need to sort of ground ourselves back in why are we measuring? We talked about looking at a balance view progress, not just GDP. We have talked about how that future growth comes from ideas and we have also talked about, to some degree, this individual and community and I think this is all key, it's about identity here, how individual, and maintaining individual community identity in the globalised world.

I have divided economic and social approaches but, clearly, a lot of speakers have linked these together and again, more successfully than perhaps immediately one might have expected. The whole issue that came up in the last moment, creative or cultural industries, Hong Kong creativity index but includes social capital and that broader sense of creativity.

We have seen the intellectual property approach and had a brief mention of satellite accounts and in sheer monetary terms that's another alternative that hasn't come through. Then lastly, which I didn't put on my slide but which has also come through much more is the idea of infrastructure, both the availability of finance and government and governance and how that creates the conditions for all these factors.

Then what has maybe to be said to be alternative views up to now but maybe they are increasingly becoming more mainstream views, wellbeing itself, and it seems to include a heavy instance of both health and environmental based

measures and indicators. But they are clearly linked very closely to quality of life, to sustainability and then this whole key notion of the subjective and happiness and satisfaction. That's come out a lot.

Another element which is in there and which has been mentioned but hasn't been explicitly brought out is this notion of social capital, the need for social cohesion. The importance of rich social networks in both creating wellbeing -- in creating culture itself and is a source of interchange in terms of creativity.

Lastly, I am kind of tempted to say a kind of very UNESCO point but this issue about cultural diversity and the place of diversity, of different kinds in fact as well as creating creativity.

I would say the other thing is that whilst the economic approach has tended to be about the bigger economic position a lot of the approaches down here are about the individuals and that's a contrast as well here that comes out and that we might need to look at.

I think also the social capital one that Bob McNulty mentioned right at the beginning is this aspect of leadership and I think that also -- well, it seems strange to take an individual element from social capital. Leading is about being part of a group as well as being in front of a group, if you like, and so some of the idea of leadership and pushing forward cohesion, bringing societies together, I think, can be put into that group.

Another element which hadn't been put in but I put in because it's always nice to put some statistics in anyway, is something about leisure and what you do with it. We began to see a little bit about that as people talked about parks and gardens. I think from Singapore we had mention of cinema and cultural industries and what people do with their time and quite a simple little interesting observation here. Coming from the World Value Survey which has been the source

of the social work is how, if you look at quite a lot of east Asian countries it's the women who feel that leisure time is more important than the men. But equally, if you look at the South Asian countries it's the men who see the leisure time as being more important than the women and I will skip over that quickly before trying to explain why.

Going on to a model: one of the things that helps to link things together is a very traditional model, I am afraid, in some ways, but it's the sense of the creative process and creation is coming through and the production at one end to the consumption and participation at the other.

Just a couple of points to bring out of this: again, a kind of UNESCO point but education has come in a lot here but the process is important because education has two almost diametrically opposed values here which are important. Education is the means by which culture is put in place and, therefore, it's about inculcating and putting in place social values and creating cohesion but it's also to main process the creativity in bringing out spontaneity and questioning values and questioning evidence and so forth. So there are a number of areas like that which you can put in and there are these transverse factors which again have emerged briefly at different points but which cut across both the creative process and across some of these models.

Another one I put in here is the issue about traditional knowledge which has different forms of creation, of transmission, but I do agree with John, I think it can be measured and I think one could make more approach in that. But I think it's also important to capture the spontaneity of creativity and knowledge exemplified by Rajeev's presentation.

Another one is this archiving and preserving which we haven't talked about a lot, but preservation of museums, heritage is important and has emerged as part of culture but also becomes a reference point for further creativity.

Wellbeing to cultural growth: I am now in a way going on to the second half, how to begin to link these together, and as I said, some of these points have come out already. From my point of view, I think I am starting with wellbeing. Wellbeing is about, in some ways, looking towards or creating or going towards stable communities. Stable communities are ones that create cohesion but are the basis of cultural development, basis for identity, and there is some research which suggests, for example, that stable neighbourhoods are happier. They create cementing of local networks, they create local cultures.

Then if we take that into a sense of diversity and cohesion and so on, there are a number of studies which are really trying to link diverse populations and culture and stability into growth. So the study I've mentioned there in particular associates cultural diversity directly to economic growth and there is no question of which leads to which. You can have growth which attracts migration and brings people to places but this particular study clearly thinks that they can take these factors out of that and that you are still left with the strong link between diversity creating creative environments, creating exchange of different views which can lead to higher productivity and link to new ideas and growth.

Again, I come back a bit to heritage. The power of objects and, again, Rajeev's photographs are from pure cultural practices as building a sense of a basis for cohesion and as being inspiration for new ideas and creativity and growth.

One of the things that I think could be developed more, perhaps, is this aspect of innovation. It's come out more and more as the time has gone on. Firstly, two points, really: creativity. One of the key points in understanding creativity is can you teach creativity, can it be learned or is it a personal attribute? Where does creativity come from? It is clearly a major question of how to link to the measurement and we have had approaches that say, "Well, you don't measure

creativity but you measure the outcomes". I think that is interesting.

Also, again, Rajeev's presentation as to seizing that creative moment and what it comes from and where it's going.

Innovation, though, is very interesting and the closer we get to the innovation the closer we get to actually a very well-known set of surveys and measures and so forth. There are regular surveys in the EU and OECD countries on innovation. There are regular standards and that standard on innovation has broadened out now to include not just technological innovation but innovations in organisation and a variety of other different approaches. Innovation is common in Latin America, also in South Africa. The first Chinese innovation survey is probably expected in 2007 by the MDS.

This also leads to another key element of Chinese policy in this area which is removed from replication to innovation. A number of people have mentioned patents and the issue here is the majority of Chinese patents at the moment are new in China but not new to the world and China has explicit national policy in science to move from replication to innovation to new to the world.

The real issue came out at the end. One of the things this group is working on a lot is a lot about artisans and use of information and use of traditional materials and household and community based creativity and innovation and here again it's hidden in statistics because it's often a secondary occupation. But there are listed down the measures at the bottom and one of the things, again, that hasn't been come up with is the need here to work on common standards but also to lean on what measures are there at the moment and every new statistic takes an enormous amount of money to collect from local to national and international levels. The more we can lean on existing measures the better.

Finally, some of the things that we are trying to do to take forward some of this work in this group in the broader

sense in UNESCO and beyond, as you have seen, I think there is a move here towards a holistic model. There is a move to which, as I have tried to exemplify here as well, but some of these things can be fitted and slotted in to fit various things. There is a need to look at the existing statistical models to see the good bits which are there, the standards which have already existed and replace them together and work is going on this in a number of areas. There is a need to look at the change in globalisation, as I mentioned. Education is key.

Also, one of the things that began right at the end is the participation consumption. So we talked very much here about production and creation but we haven't talked about the receiving end, how that is received, how that's absorbed in society. But that also links through to impacts which have been mentioned.

I have talked a bit about heritage here. Assets. There is a certain point at which creative objects, museums, galleries, creative and cultural assets which inspire creativity and inspire innovation. Those assets need enhancing and investing in and they must be captured in economic models as well as in social and cultural models.

Then in all of this the other thing which is really useful here and very important is we need your views. We need views from countries and regions to inform what you think is important in terms of all of these errors of work and so this is part of the continuing process where we hope through various forums you will continue to hear about areas of work that UNESCO and all the organisations that are present here are taking forward and we hope that you will have more opportunities to communicate and contribute to this because this has to be a shared work in terms of looking at what your values are and how to measure them. Thank you very much.