PURPLE ECONOMY AND ARTS

of the
North-east Tobago UNESCO
Man and the Biosphere Reserve
Management Plan

SUMMARY SITUATIONAL ANALYSIS

Purple Economy encompasses economic activities that have their origin in individual creativity, skill, and talent which have a potential for job and wealth creation through the generation and exploitation of intellectual property; it can fully function with minimal, even positive environmental and social impacts, is non-extractive, and based on renewable economic resources (mainly creativity). Most established are economic activities related to festivals, events, culinary arts, and music. As in many communities globally, NE Tobago's cultural entrepreneurs have the potential of becoming major figures in contemporary cultural processes, with the ability to meet market needs, fill developing commercial gaps, contribute to the revitalisation of our communities, and create identity and pride while supporting the cultural and natural heritage which is their primary source of inspiration. However, information about purple economic activities is extremely data deficient, especially in relation to financial figures. Unfortunately, the purple economy is unorganised and mainly driven by individual actors. The NETMABR is blessed with highly creative, passionate, and talented artists. Almost all are unable to solely depend on their purple economic activities to provide an adequate standard of living and have to rely on other means of income. A private market for purple economic products is not sufficiently developed and the appreciation, as well as willingness to pay by residents is underdeveloped. Overall, there is a heavy dependence on funding from the THA for cultural activities. Unfortunately, the cultural sector is rather seen as consuming subventions than an area for sustainable economic growth. The declaration of the UNESCO NETMABR will support further development of the sector especially in conjunction with the rich natural and authentic cultural heritage of NE Tobago.

HIGH LEVEL GOAL

A thriving, authentic, and sustainable purple economy provides adequate livelihood opportunities for cultural entrepreneurs and supports the integrity of NE Tobago's cultural and natural heritage.

PRIORITY NEEDS

- Data regarding the purple economy in the NETMABR are analysed, publicly available, and used for decision making regarding the development of the sector;
- increased appreciation of local cultural expressions and their value;
- an enabling environment for the development of a striving purple economy and green, clean and low carbon entrepreneurs; and
- cultural authenticity is maintained and regenerated.

STRATEGIES

- Establish a purple economy research and monitoring programme;
- include green, clean, and low carbon sustainable entrepreneurship into education, local outreach activities, and governmental development projects;
- based on a needs and SWAT assessment remove hindrances and create opportunities (especially regarding networking) for the development of a purple economy; and
- encourage the promotion, marketing, and sale of authentic purple economic products where possible.

KEY PROPOSED ACTIVITIES

See next page.

KEY PROPOSED ACTIVITIES

Facilitating:

- documenting and communicating the status of the purple economy;
- establishing a purple economic research and networking programmes in collaboration with local and international stakeholders;
- the inter- and intra-sectoral and THA departmental collaboration on promoting sustainable cultural entrepreneurship;
- improving cultural education on all educational levels including aspects of cultural entrepreneurship;
- mandatorily including Tobago authentic art in any governmental development project;
- promoting NETMABR artists locally, regionally, and internationally;
- access to funding opportunities; and
- establishing a NETMABR cultural centre for exhibitions, performances, sales, and skill development.

