



MAKE IT

BUSINESS SKILLS FOR ARTISTS & ARTISANS

Creative Industries, Make IT - Entrepreneurship in the Caribbean

The Creative Industries can play a significant role in promoting more resilient and prosperous economies, address social and income inequalities and boost innovation, particularly in emerging markets and vulnerable countries. The creative economy is \$2 trillion in size, providing significant revenue for small businesses and employment opportunities, especially for women and youth. Creative Industries also account for nearly 50 million jobs worldwide, according to UN estimates. About half of these workers are women, and these industries employ more people aged 15-29 than any other sector .

The creative industries are integral to achieving sustainable development goals in the Caribbean. They contribute to economic diversification, job creation, and poverty reduction. The UN focuses on enhancing the competitiveness of creative enterprises, promoting innovation and technology adoption, and supporting the development of creative hubs and incubators. It also safeguards and promotes the rich cultural heritage of the Caribbean. The UN supports cultural diversity, fosters intercultural dialogue, and contributes to the preservation of traditional knowledge and practices.

With this in mind it is important to prioritise the development of cultural policies that nurture local talent, protect intellectual property rights, and promote the export of cultural goods and services. This also is about recognising the role of creative industries in empowering youth in the Caribbean. These industries provide opportunities for self-expression, skills development, and economic empowerment. Addressing the creative industries also promotes digital literacy, supporting creative education programs, and leveraging the creative sector to address issues such as climate change awareness, and social inclusion. The creative industries are also important to address migration challenges in the Caribbean. Fostering economic opportunities in the creative sector, can contribute to reducing brain drain and promote sustainable livelihoods.

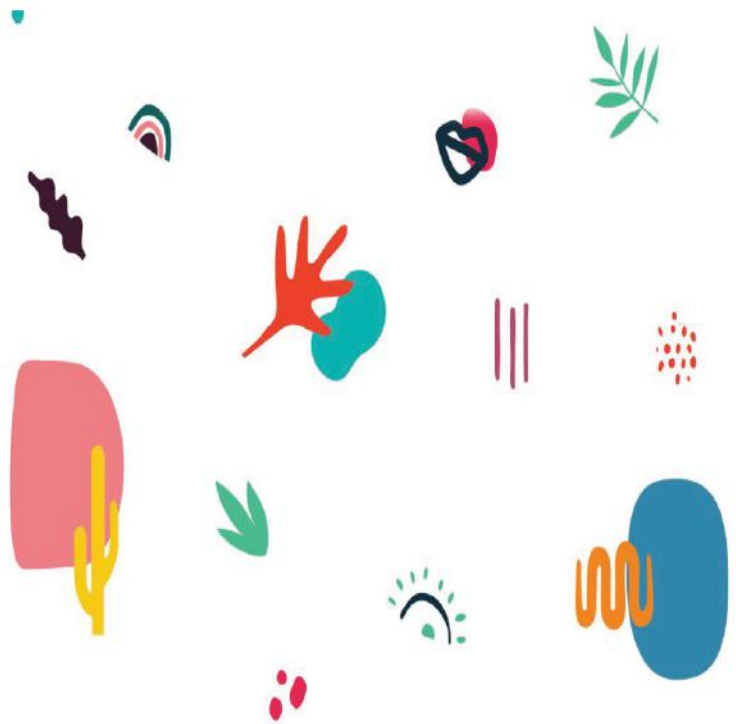
Given the broad and overlapping benefits that can be found in utilising the creative industries for development, a multifaceted approach creates a more favourable ecosystem for entrepreneurs in the Caribbean. This will enable them to capitalize on their creativity, cultural richness, and innovations and in doing so, contribute to the region's economic growth and sustainable development.

Here at The Development Alchemists, we deliver a programme that is a direct contribution to this called Make It! Business Skills for Artists and Artisans. With our background in the Arts and working directly with communities and disadvantaged youth we recognise the potential of creativity. The cultural and creative economy (CCE) is a potential reservoir of jobs that are far more attractive than some of the more traditional employment sectors. Within the CCE ecosystem there are opportunities to train in new skills and access jobs and build their own businesses, strengthening the development of professional associations, and further build networks and alliances for young cultural and creative professionals.

Make It! is a programme designed to support artists and artisans in building key skills to run a business as well as training the mentors who will work them, to encourage artists and artisans, key members of the community, to make a livelihood from their creative talents.
The MAKE IT! Programme

THE VISION

- Empowering artists and artisans to turn their creative talents into sustainable livelihoods.
- Engaging multilevel stakeholders in the development, management and extension of a programme "Nothing about us without us" to create a sustainable ecosystem for the creative industries in Jamaica.



THE APPROACH



STAGE 1 - Identify Stakeholders and hold a two-day conference to discuss approaches



STAGE 2 - Identify delivery partners, train mentors in the MAKE-IT (and other) methodologies



STAGE 3 - **Pilot** workshop - (2 Trainers & 4-6 mentors and 20 pax)



STAGE 4 - **Pilot** mentoring (monthly for 3 months using the local mentors)



STAGE 5 - Final pilot workshop and Product Fair



STAGE 6 - Write up the experience and plan for increased outreach and roll-out

Why MAKE IT is unique?

Costing: Mixing the portfolio - Based on creating High-volume, Low-cost products with High-cost Low-turnover products - addresses quality and quantity - By artists for artists

STAGE 1 - PRE-WORK - PREPARE AN ITEM AND LIST HOW MUCH IT COST TO MAKE

STAGE 2 - WORKSHOP WHERE EACH ITEM IS DISCUSSED

STAGE 3 - PERSONAL ACTION PLAN (3 months with local mentors)

STAGE 4 - FINAL WORKSHOP AND PRODUCT FAIR

The Process

- **STAGE 1** - Preparation and facilitation of a kick-off conference
- **STAGE 2** - Designing the programme, materials and training mentors
- **STAGE 3- Pilot WORKSHOP** (2 trainers & 4 mentors for a group of 20)
- **STAGE 4** - Local Mentoring (60 Locally paid sessions)
- **STAGE 5** - FINAL 3-day WORKSHOP & PRODUCT FAIR
- **STAGE 6** - FINAL 3-day WORKSHOP & PRODUCT FAIR



Some of the benefits of Programmes to promote Creative Industries

Economic diversification:	By promoting creative industries, it is possible to diversify the Caribbean economy beyond traditional sectors like tourism and agriculture. This creates new opportunities for entrepreneurs to innovate and establish businesses in areas such as digital media, fashion, music, and design.
Skills development	Aspiring entrepreneurs can acquire necessary skills in business management, digital technologies, and creative production. This empowers local talent to turn their creative ideas into viable businesses.
Access to funding:	New opportunities to improve access to finance for creative entrepreneurs. This can include micro-loans, grants, or connecting entrepreneurs with potential investors, addressing one of the biggest challenges faced by start-ups in the region.
Market access:	Through cultural exchanges, festivals, and international promotions Caribbean entrepreneurs gain exposure to global markets. This helps creative business owners expand their customer base and export their products or services beyond local boundaries.
Intellectual property	Strengthening intellectual property rights frameworks provides crucial protection for entrepreneurs' creative works, ensuring they can monetize their innovations effectively and understand their rights and responsibilities in IP
Youth empowerment:	A focus on youth entrepreneurship in creative industries encourages young people to start their own businesses, fostering a new generation of Caribbean entrepreneurs.
Diaspora engagement:	Creative Industry initiatives involving the Caribbean diaspora can bring in
Sustainable practices:	Raising awareness in sustainable practices in creative industries aligns with global trends, potentially giving Caribbean entrepreneurs a competitive edge in international markets.
Digital infrastructure:	Support for digital transformation and creative hubs can provide entrepreneurs with the necessary infrastructure and resources to launch and grow their businesses in the digital economy.



Creative Industries and Social Cohesion

- Addressing youth crime through creative initiatives offers multidimensional benefits to communities, young offenders, and the broader economy. By engaging at-risk youth in artistic, musical, theatrical, or other creative pursuits, these programs provide constructive alternatives to criminal behaviour while fostering personal growth and skill development.
- For communities, creative interventions can significantly reduce crime rates and improve public safety. As young people become involved in positive activities, they are less likely to engage in antisocial behaviour or vandalism. This shift not only creates a more secure environment but also helps build trust between youth and community members, breaking down stereotypes and fostering social cohesion. Young people themselves experience transformative benefits from these creative approaches.
- Participation in arts programs can boost self-esteem, develop emotional intelligence, and improve communication skills. These qualities are crucial for personal development and future success. Moreover, creative activities often provide a constructive outlet for expressing frustrations and processing trauma, helping young offenders address underlying issues that may contribute to criminal behaviour.
- Economically, the impact of creative youth crime prevention is substantial. By diverting young people from the criminal justice system, these programs reduce the financial burden on law enforcement, courts, and correctional facilities. The cost savings can be redirected to education, healthcare, and other vital services. Furthermore, by equipping youth with valuable skills and improving their employment prospects, creative initiatives contribute to a more skilled workforce and increased economic productivity. These programs can also stimulate local economies by creating jobs in the creative sector and attracting investment in community arts projects. As young people develop their talents, they may contribute to the creative industries, further boosting economic growth.





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