

# Becoming and Creating Impact as a Creative City

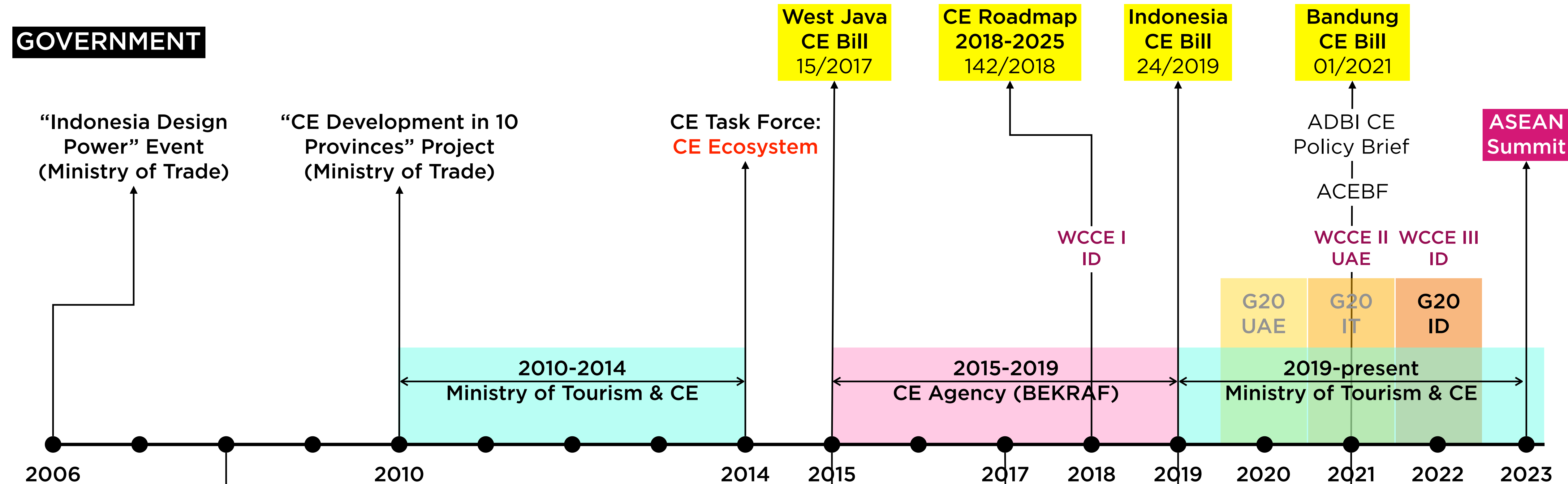
Bangkok Creative City Dialogue | Creative Economy Agency, Thailand | 10 February 2023

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- Lecturer/researcher, Industrial Product Design Program, Faculty of Art and Design, **Institut Teknologi Bandung (ITB)**
- Executive Committee, **Indonesia Creative Cities Network (ICCN)**
- Advisory Council **Creative Economy & Innovation Committee (KREASI)** West Java
- Expert Board **Bandung Creative Economy Committee (Create.bdg)**
- **Global Creative Economy Council**
- Member of the **Indonesian Academy of Sciences (AIPI)**



## GOVERNMENT



## COMMUNITY NETWORKS & FORUMS

Bandung joined UCCN as a City of Design

Indonesia **Creative City Index** Dashboard

2021: The International Year of CE for Sustainable Development

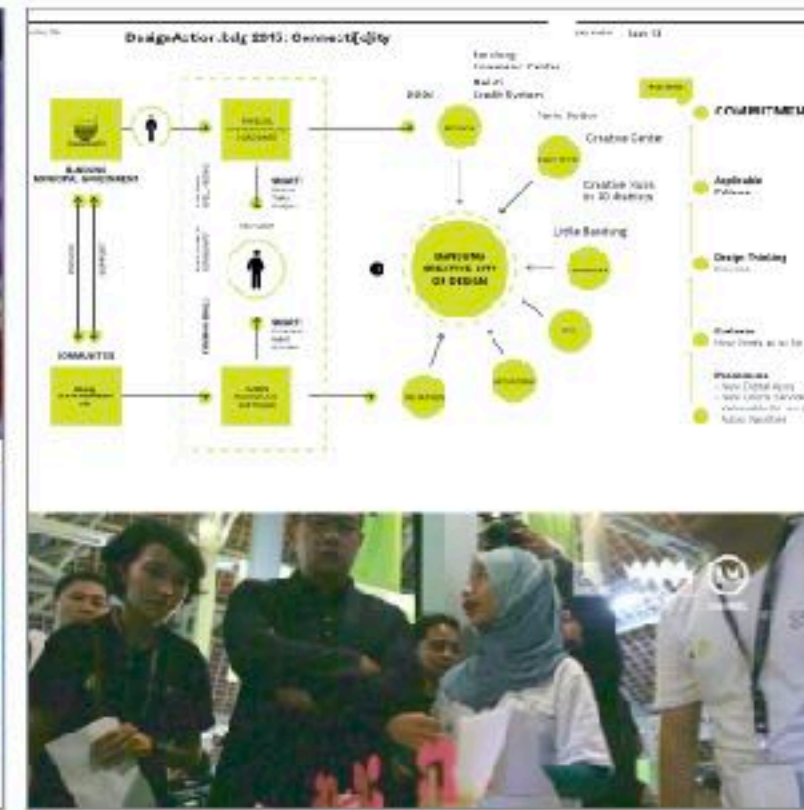
## PROTOTYPES OF **URBANSOLUTIONS**: DESIGN**ACTION**.bdg DESIGN THINKING FOR GOVERNMENT



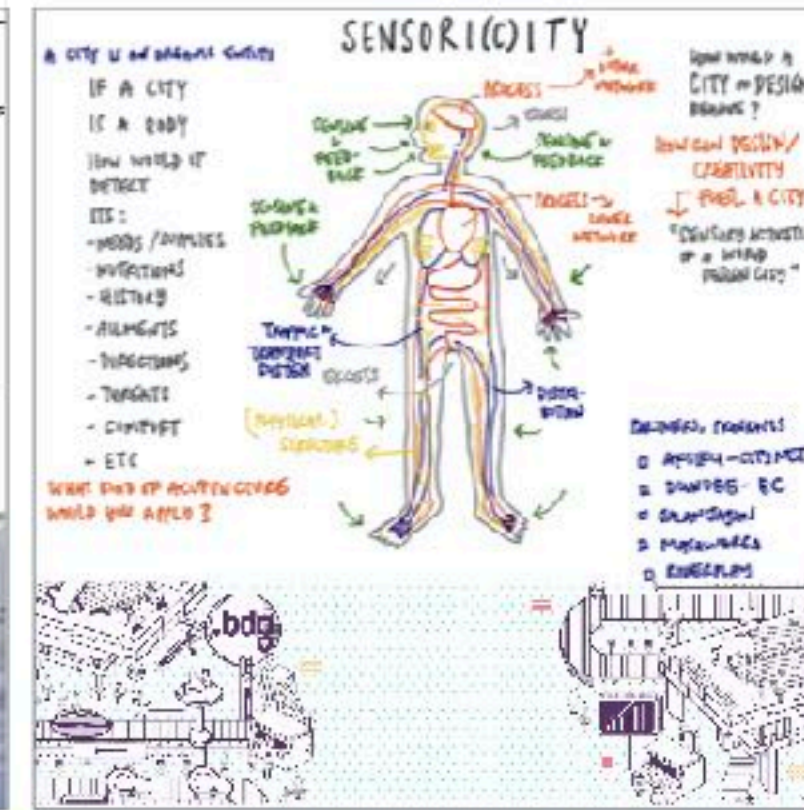
DA.bdg 2013  
Urban Mobility



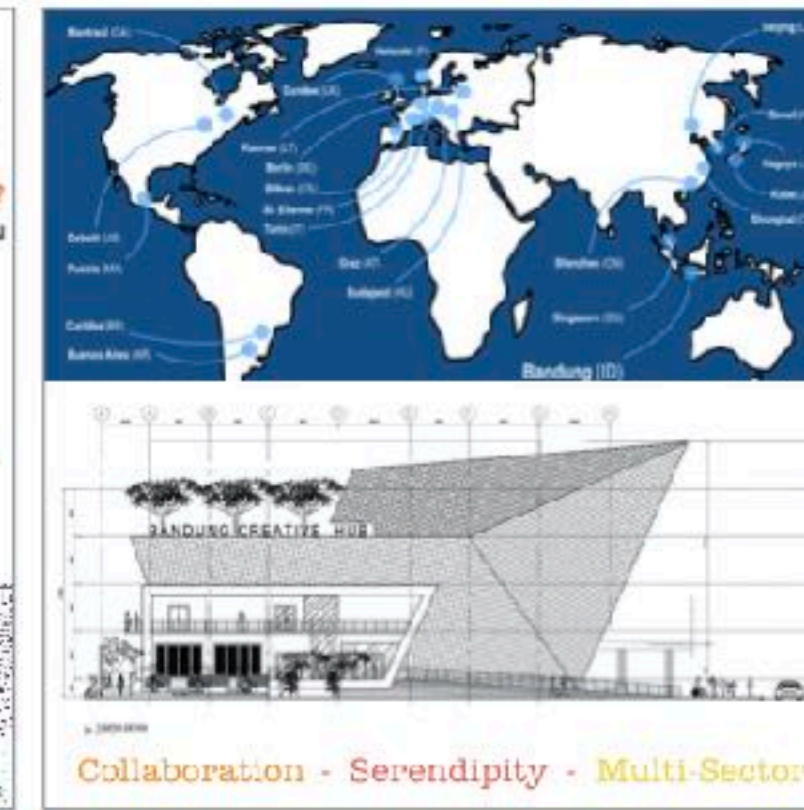
DA.bdg 2014  
IdenCity



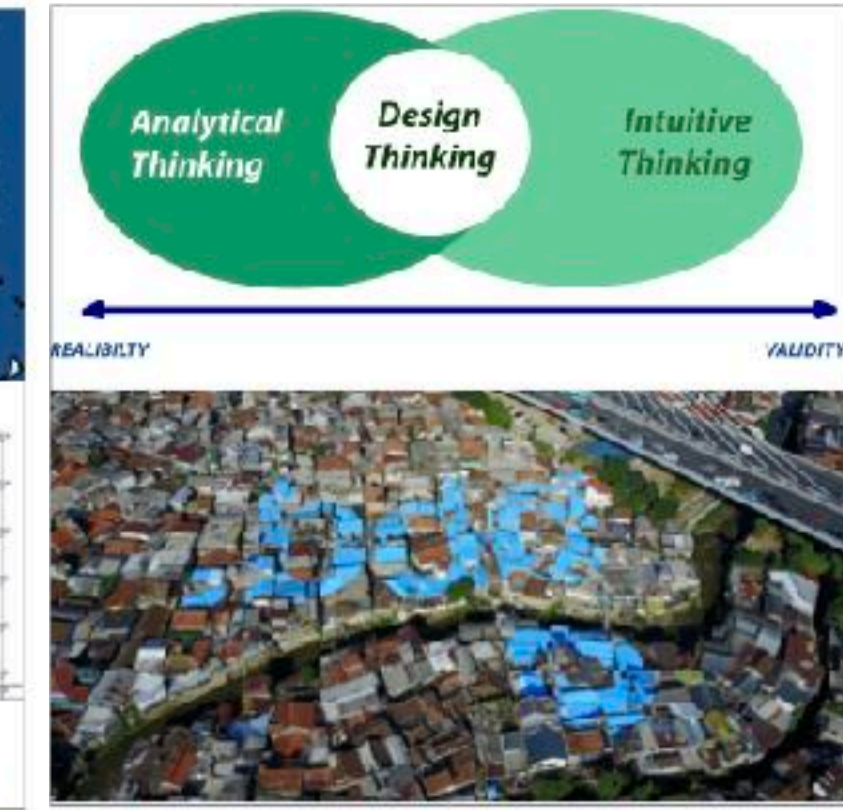
DA.bdg 2015  
ConnectiCity



DA.bdg 2016  
SensoriCity



DA.bdg 2017  
SerendiCity



DA.bdg 2018  
DiverCity



DA.bdg 2019  
InclusiCity



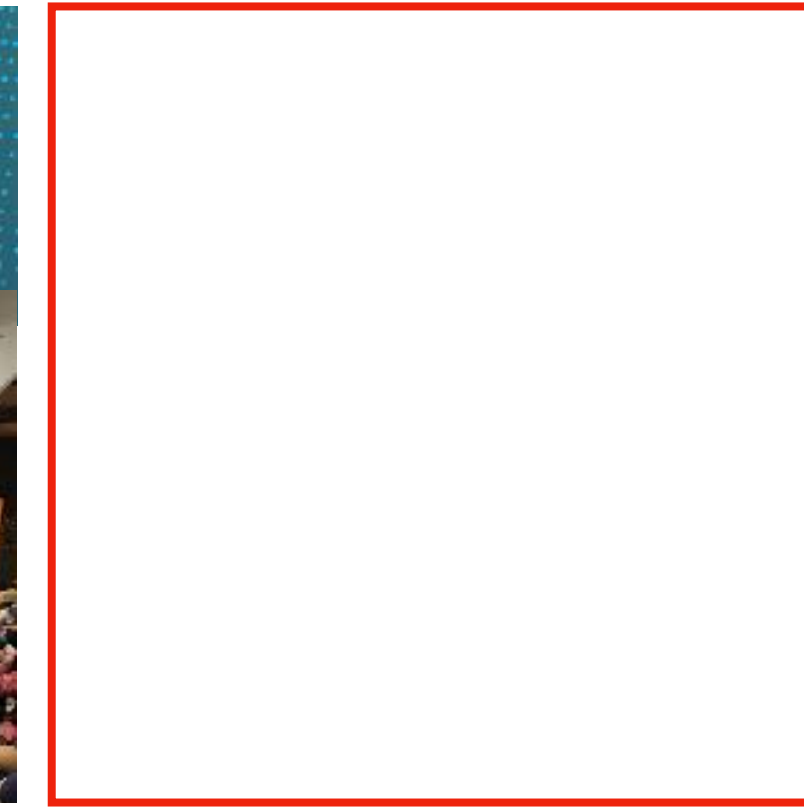
DA.bdg 2020  
CureYourCity



DA.bdg 2021  
AudaCity



DA.bdg 2022  
UniverseCity



DA.bdg 2023  
...



<https://icon-arccade.fsr.itb.ac.id>

Raising awareness and encouraging strategies through academic discourses

ICON-ARCCADE 2021 “Fostering Creative Economy for Sustainable Development”  
Faculty of Art & Design, Institut Teknologi Bandung

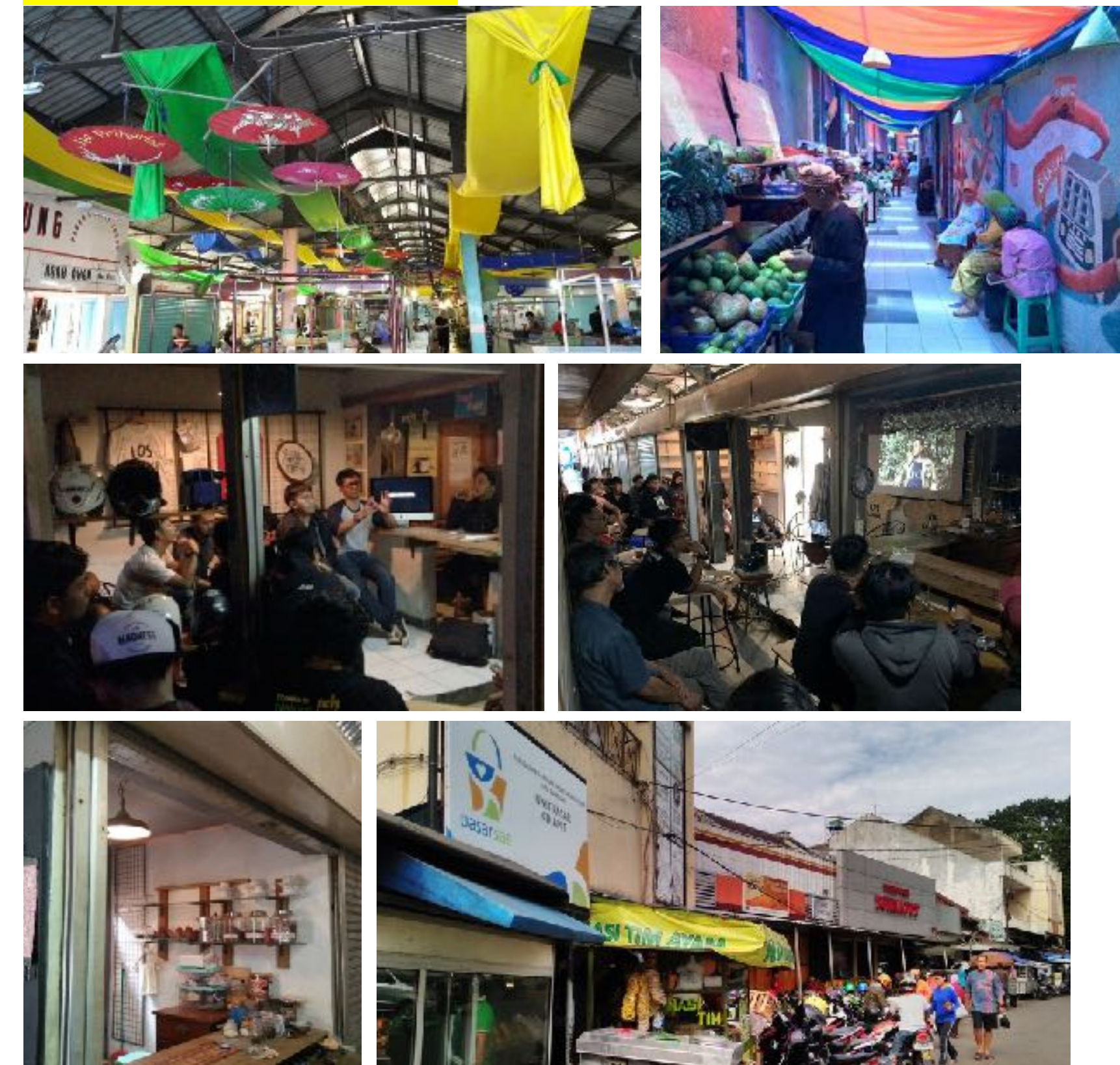


Bandung Design Biennale (since 2017)  
by Bandung Desain Kolektif

## GUDANG SELATAN 22



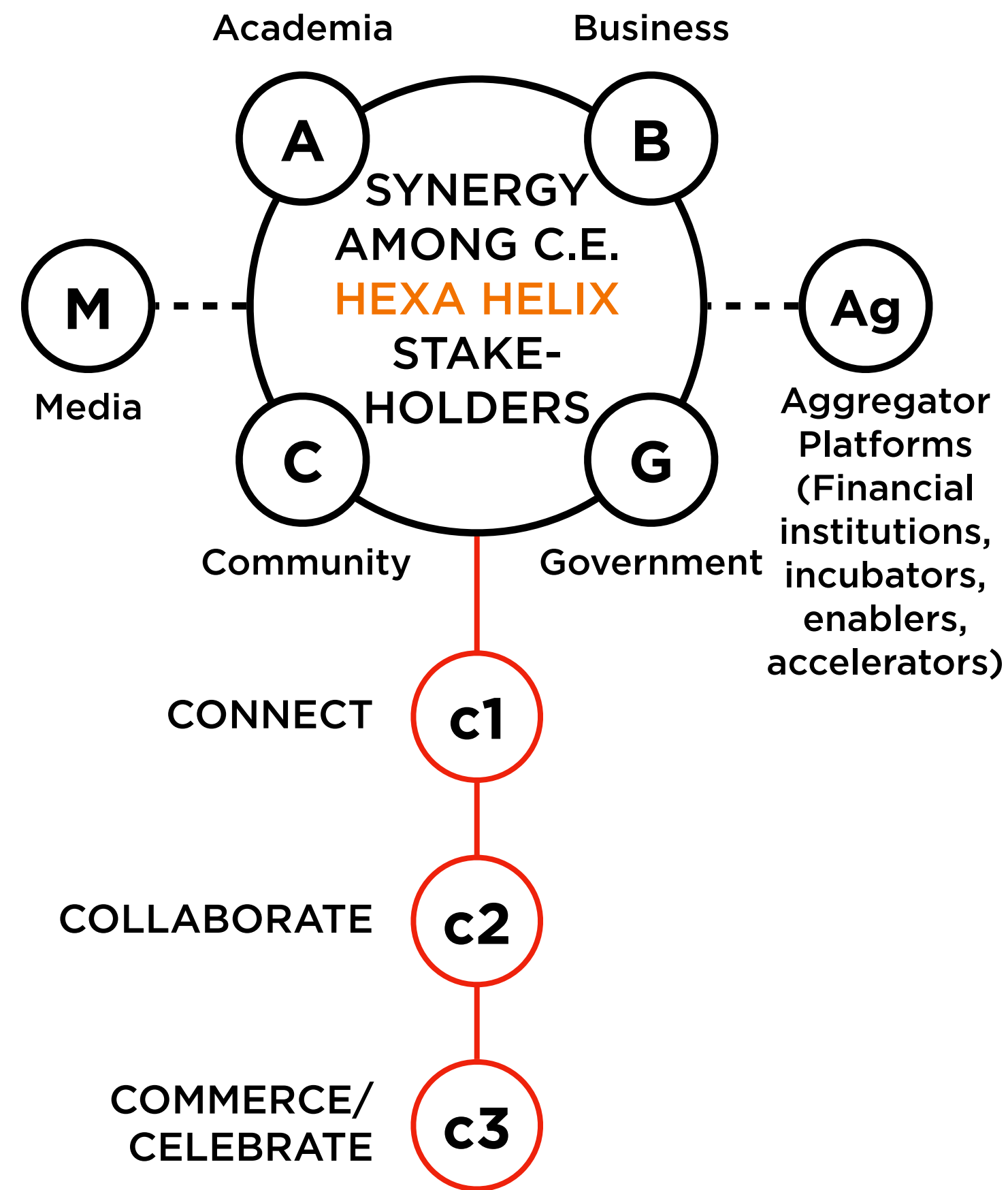
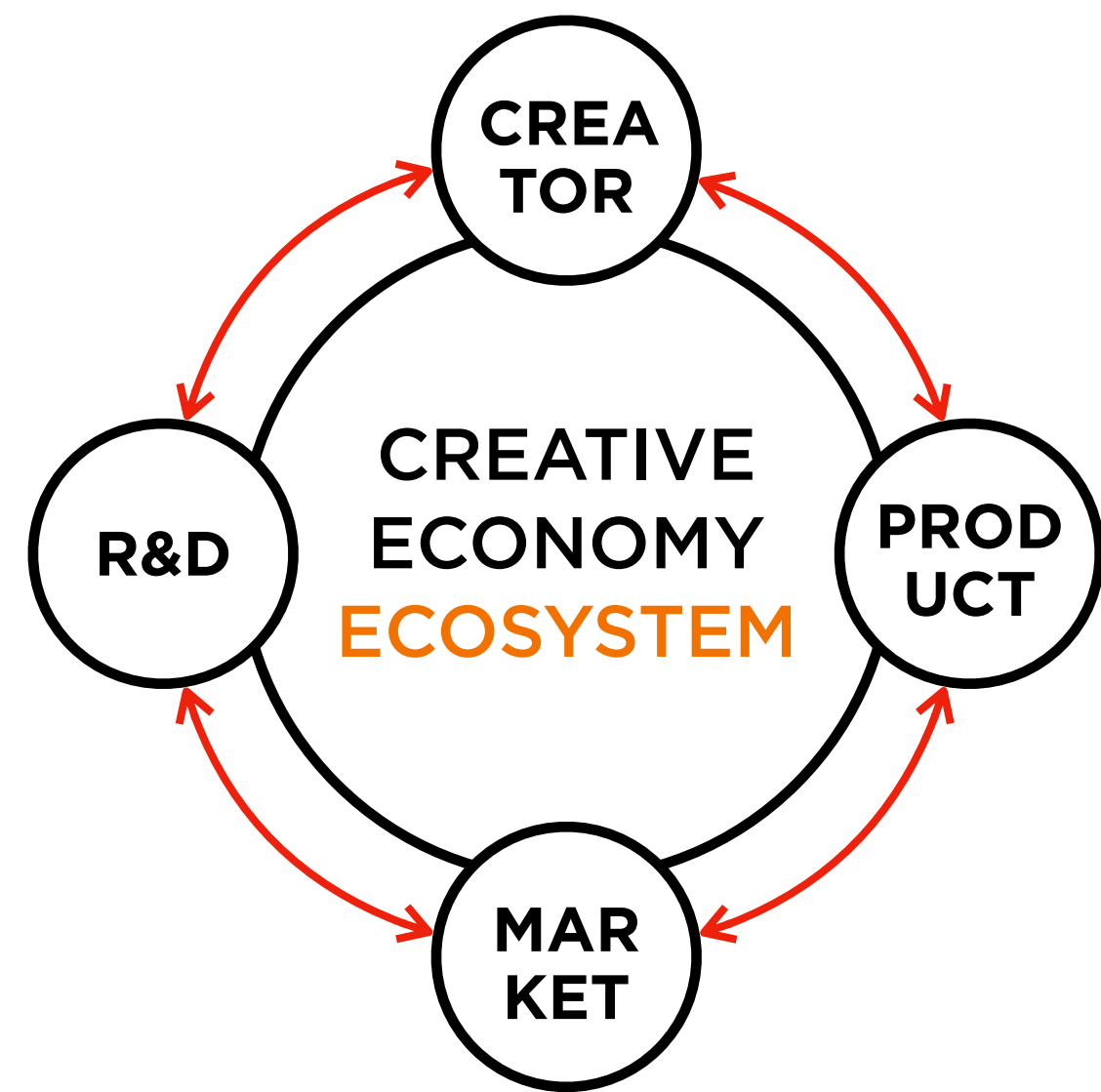
## PASAR CIHAPIT



## BANDUNG, WEST JAVA

## THE HALLWAY KOSAMBI





- 1 COMPASSION, DIVERSITIES
- 2 INCLUSIVITY, SOLIDARITY, PEACE
- 3 HUMAN RIGHTS
- 4 CREATIVITY, INNOVATION, LOCAL WISDOM, SCIENCE & TECHNOLOGY
- 5 SUSTAINABLE ENVIRONMENT
- 6 HERITAGE, WISDOM
- 7 TRANSPARENT, JUST, HONEST, GOTONG ROYONG, COLLABORATION
- 8 BASIC NEEDS
- 9 RENEWABLE ENERGY
- 10 PUBLIC FACILITIES



- 1 CROSS COMMUNITY FORUM
- 2 C.E. COMMITTEE
- 3 C.E. ECOSYSTEM
- 4 DEVELOPMENT COMPASS
- 5 DESIGN ACTION
- 6 CREATIVE CITY INDEX
- 7 CREATIVE CENTRE
- 8 COMMUNICATION & NARRATIVES STRATEGY
- 9 CITY BRANDING MANAGEMENT
- 10 COMMUNITY FESTIVAL
- 11 RURAL-URBAN ENTREPRENEURSHIP

## 10 PRINCIPLES OF INDONESIA CREATIVE CITY

## WHITE PAPER OF CREATIVE CITY: ADAPTATION OF THE 10 PRINCIPLES TO THE INDONESIAN GOVERNMENT PERFORMANCE INDEX

## DEVELOPMENT OF CREATIVE CITY INDEX DASHBOARD

COMPASSION,  
DIVERSITY  
SOLIDARITY,  
PEACE  
HUMAN RIGHTS

### PLANET

SUSTAINABLE  
ENVIRONMENT  
RENEWABLE  
ENERGY

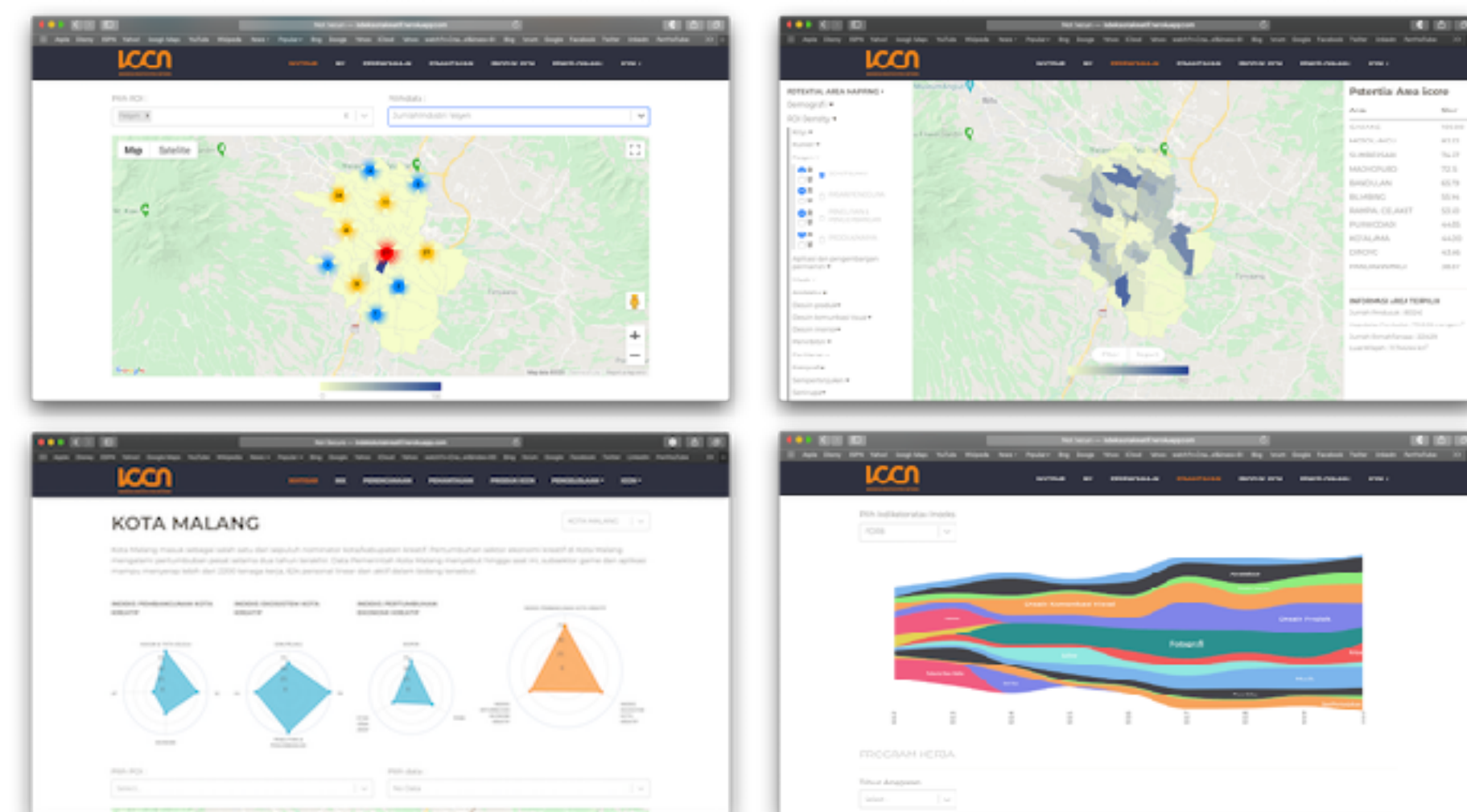
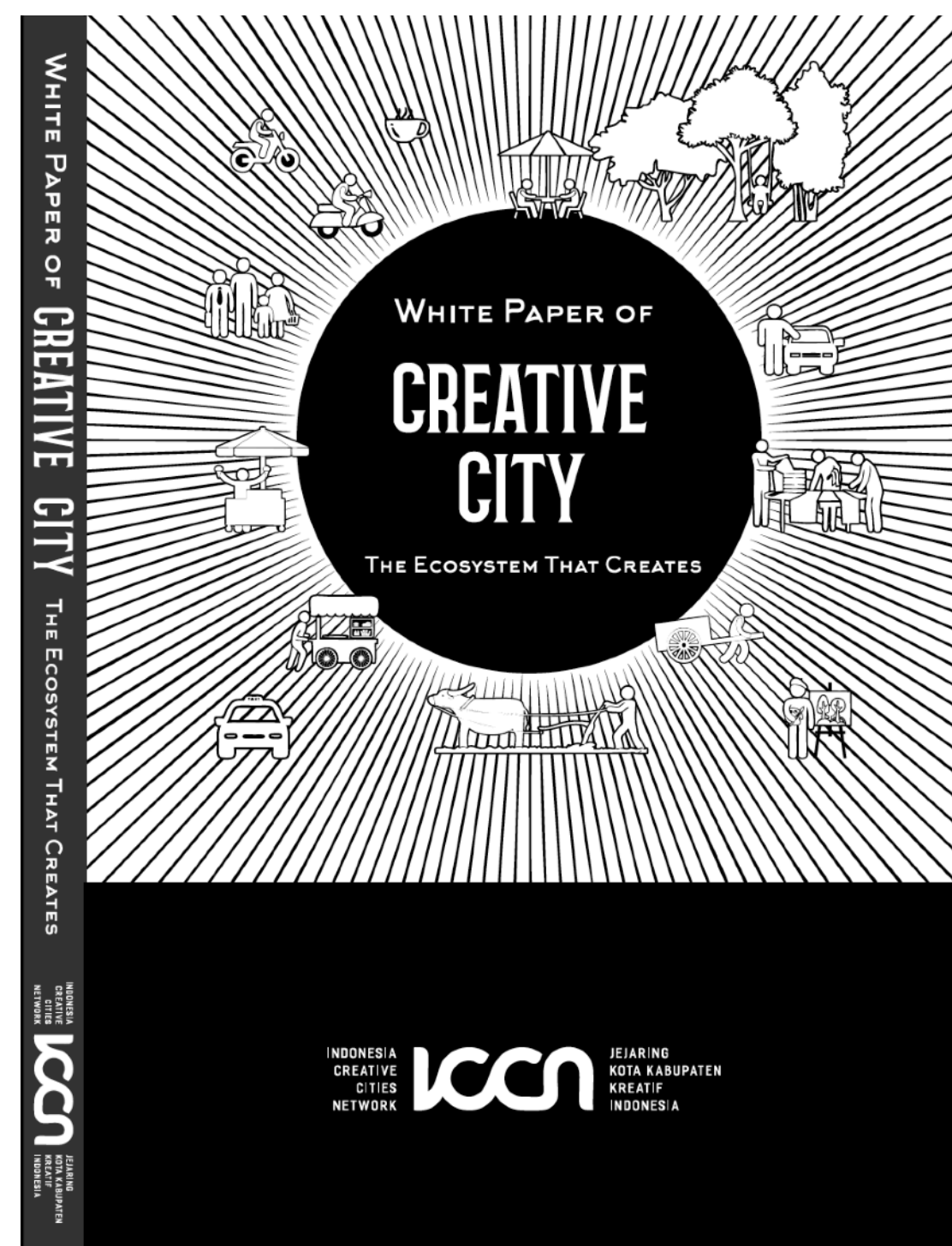


INCLUSIVITY  
TRANSPARENCY,  
JUST, HONESTY,  
COLLABORATION

CREATIVITY,  
INNOVATION,  
LOCAL WISDOM,  
SCIENCE &  
TECHNOLOGY  
HERITAGE

### PROSPERITY

BASIC NEEDS  
PUBLIC FACILITY

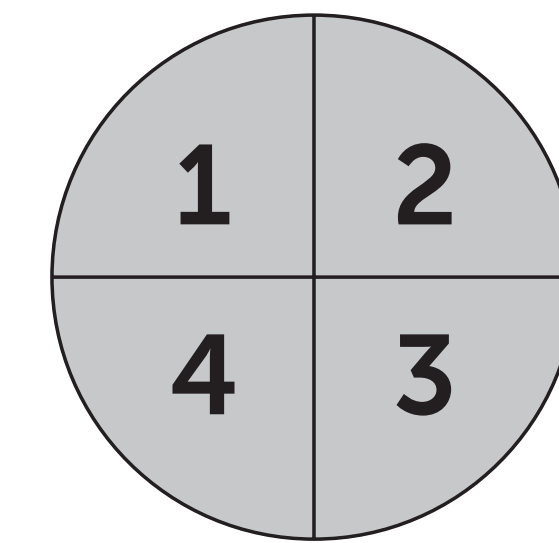
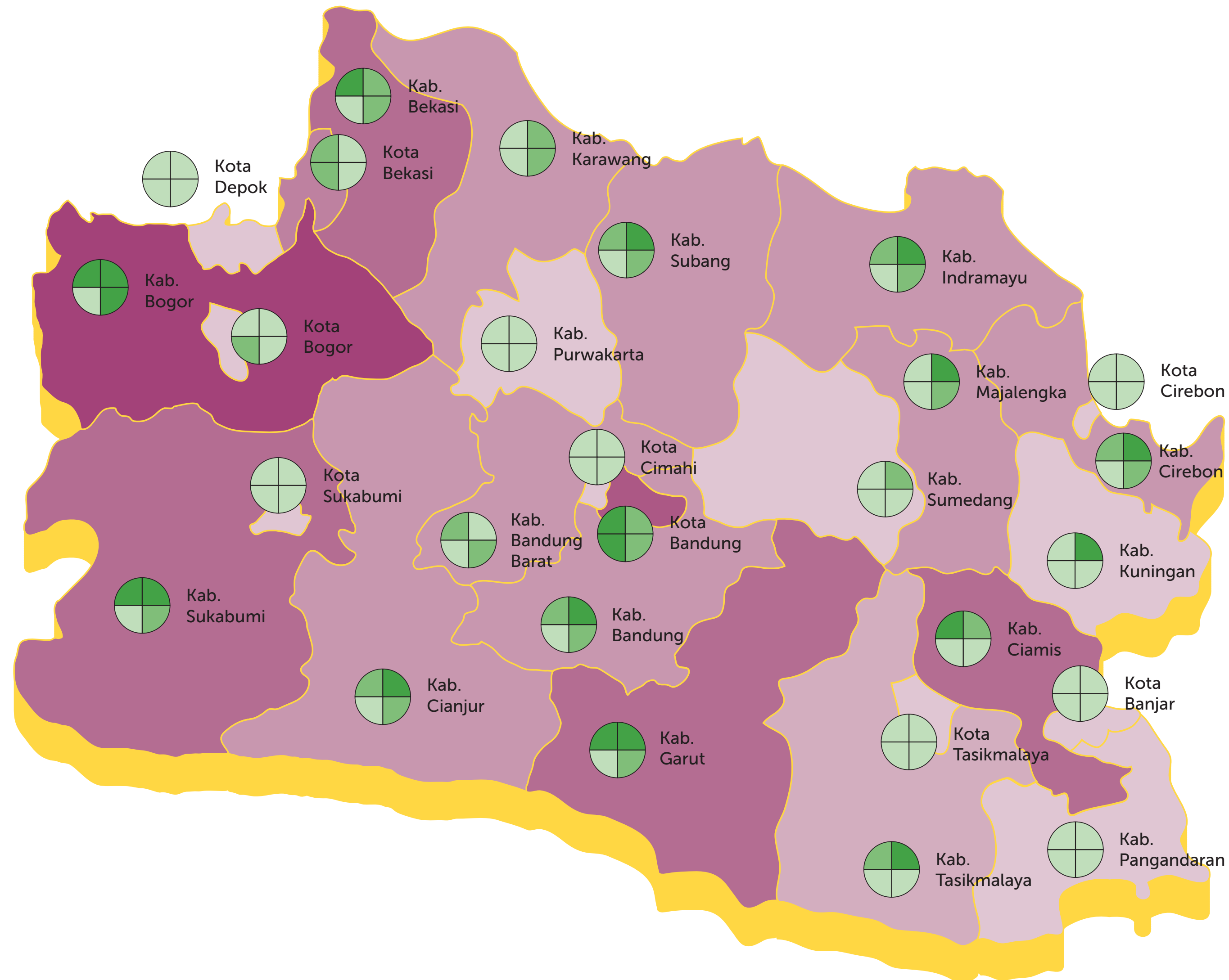


A POLICY & DECISION-MAKING TOOL

# THE PRINCIPLE IS IMPLEMENTED BY WEST JAVA PROVINCE (CONSISTING OF 27 CITIES/REGENCIES)

PETA SEBARAN INFRASTRUKTUR EKONOMI KREATIF

CREATIVE ECONOMY INFRASTRUCTURES DISTRIBUTION MAP



- 1 **Infrastruktur Pendidikan**  
*Education Infrastructure*
- 2 **Infrastruktur Pembiayaan**  
*Financing Infrastructure*
- 3 **Infrastruktur Pemasaran**  
*Marketing Infrastructure*
- 4 **Infrastruktur Pengembangan**  
*Development Infrastructure*

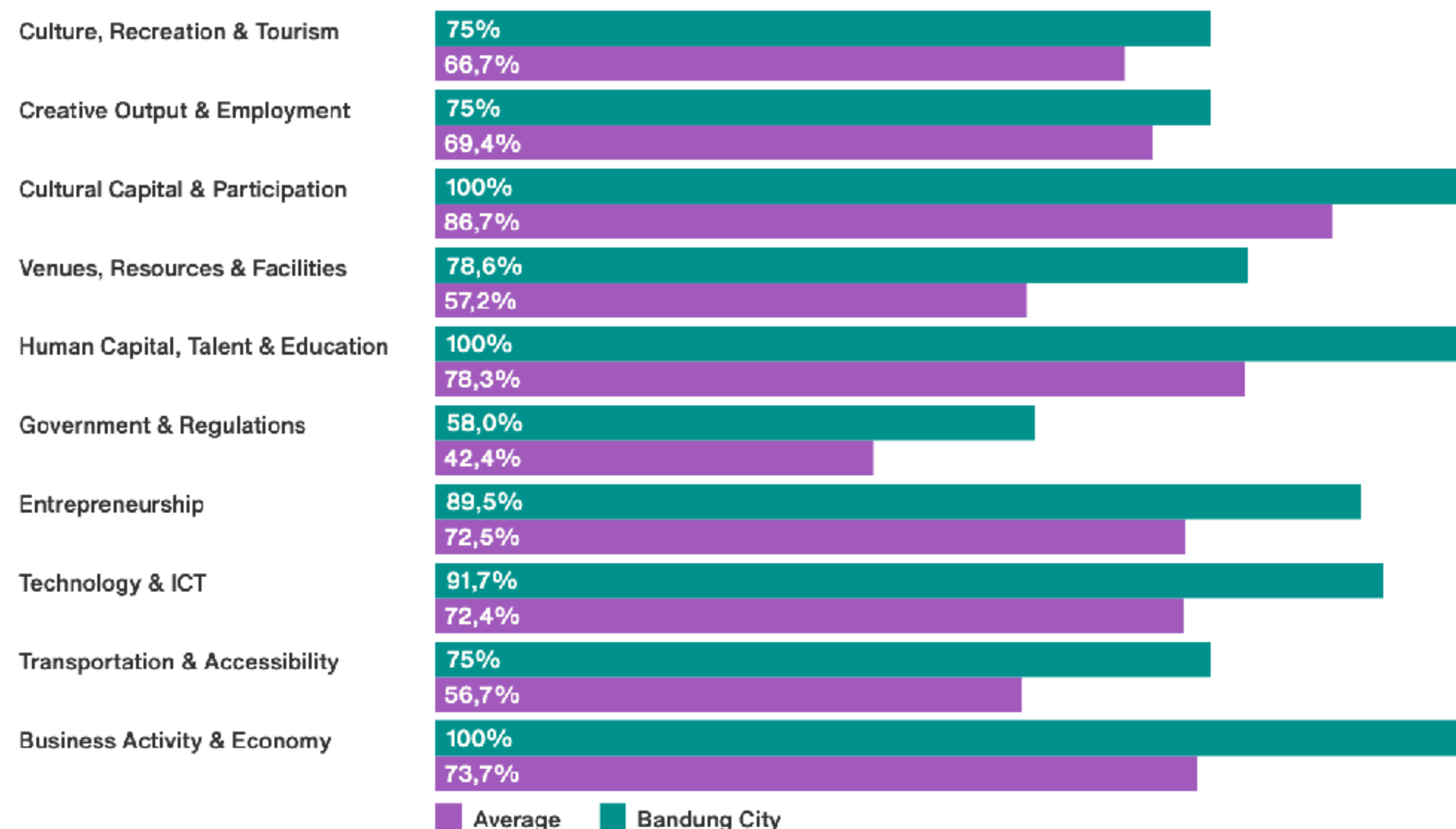


- 1 **Intensitas Rendah**  
*Low Intensity*
- 2 **Intensitas Sedang**  
*Medium Intensity*
- 3 **Intensitas Tinggi**  
*High Intensity*



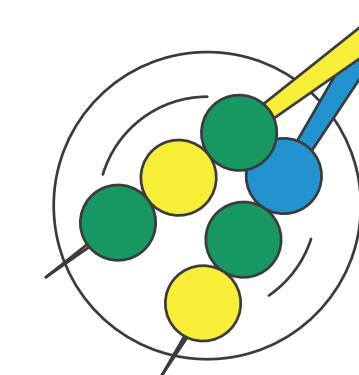
## West Java Creative Cities/Regencies Profile: Bandung City

### Comparison of Province Average Creative Cities/Regencies Indicators with Bandung City



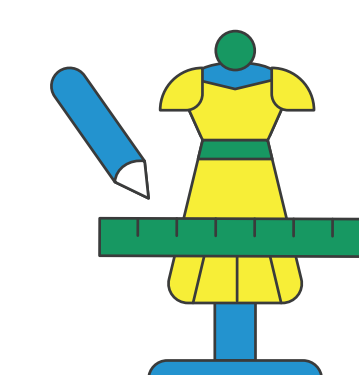
### Creative Economy Subsector Developed in Bandung City

- Application
- Architecture
- Interior Design
- Visual Comm. Design
- Product Design
- Fashion
- Film, Animation and Video
- Photography
- Craft
- Culinary
- Music
- Publishing
- Game Development
- Advertisement
- Performing Arts
- Fine Arts
- TV and Radio



### CULINARY

**88,524**  
Brands



### FASHION

**23,550**  
Brands



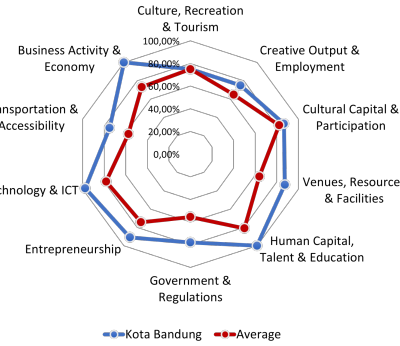
### CRAFT

**7,986**  
Brands

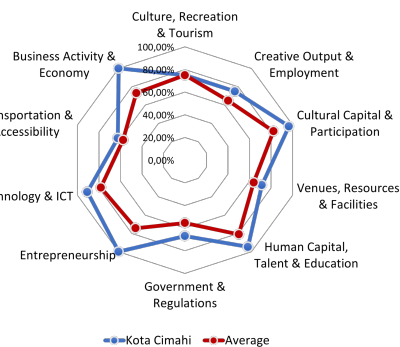
(2016, hasil analisis SE 2016 KBLI Ekraf, Bekraf)

Radar Chart (1)

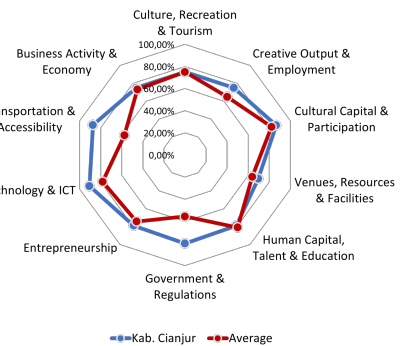
Through this radar chart, the cities and regencies can determine which aspects they should develop



1. Kota Bandung  
 Through collaboration, Bandung City's creative economy ecosystem becomes dynamic

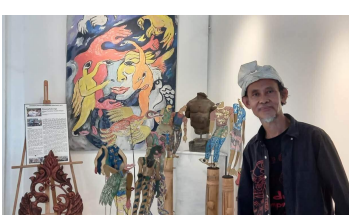
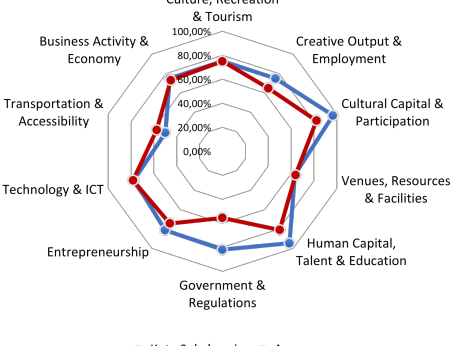


2. Kota Cimahi  
 Digital technology and animation are the emerging subsectors in Cimahi City

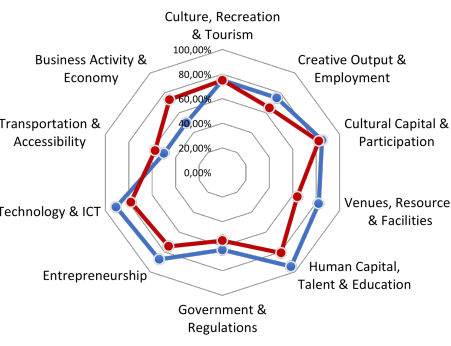


3. Kabupaten Cianjur  
 Cianjur Regency is supported by the formation of a creative economy committee and the development of a creative center.

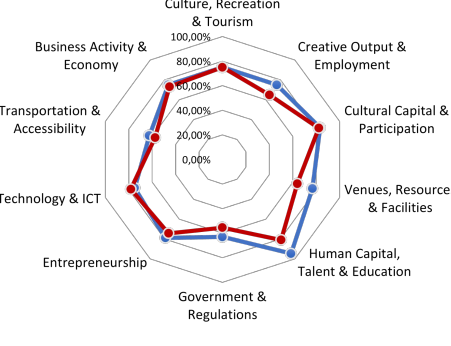
Radar Chart (2)



4. Kota Sukabumi  
 The creative economy in Sukabumi City is activated, one of which is through the Music and performing arts subsector

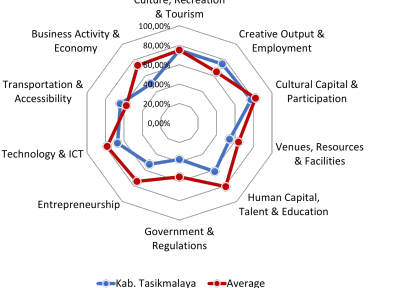


5. Kota Bogor  
 Creative Center Bogor can be a place for creative economy actors to collaborate

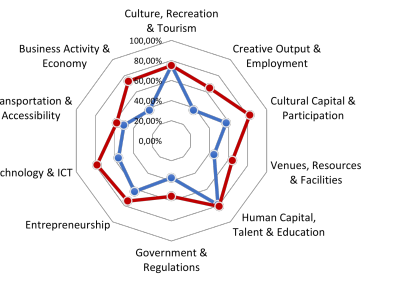


6. Kota Bekasi  
 Performing arts is one of the leading subsectors of Bekasi City

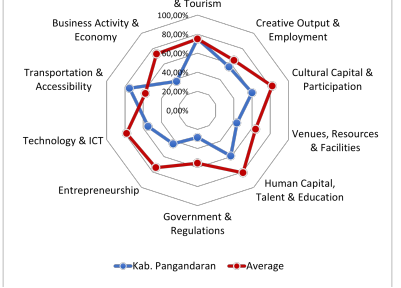
Radar Chart (6)



25. Kab. Tasikmalaya



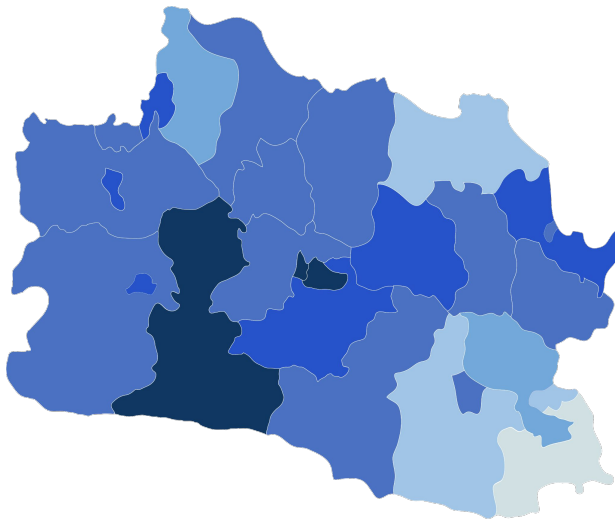
26. Kota Banjar



27. Kab. Pangandaran

Category:

- I. Exceptionally Creative
- II. Predominantly Creative
- III. Progressively Creative
- IV. Constantly Creative
- V. Potentially Creative
- VI. Initially Creative



Creative Cities And Regencies Map

1. Kota Bandung

2. Kota Cimahi

3. Kab. Cianjur

4. Kota Sukabumi

5. Kota Bogor

6. Kota Bekasi

7. Kab. Bandung

8. Kab. Sumedang

9. Kab. Cirebon

10. Kab. Sukabumi

11. Kab. Purwakarta

12. Kab. Bandung Barat

13. Kab. Karawang

14. Kota Tasikmalaya

15. Kota Depok
16. Kab. Garut

17. Kab. Bogor

18. Kab. Kuningan

19. Kab. Majalengka

20. Kab. Subang

21. Kota Cirebon

22. Kab. Ciamis

23. Kab. Bekasi

24. Kab. Indramayu

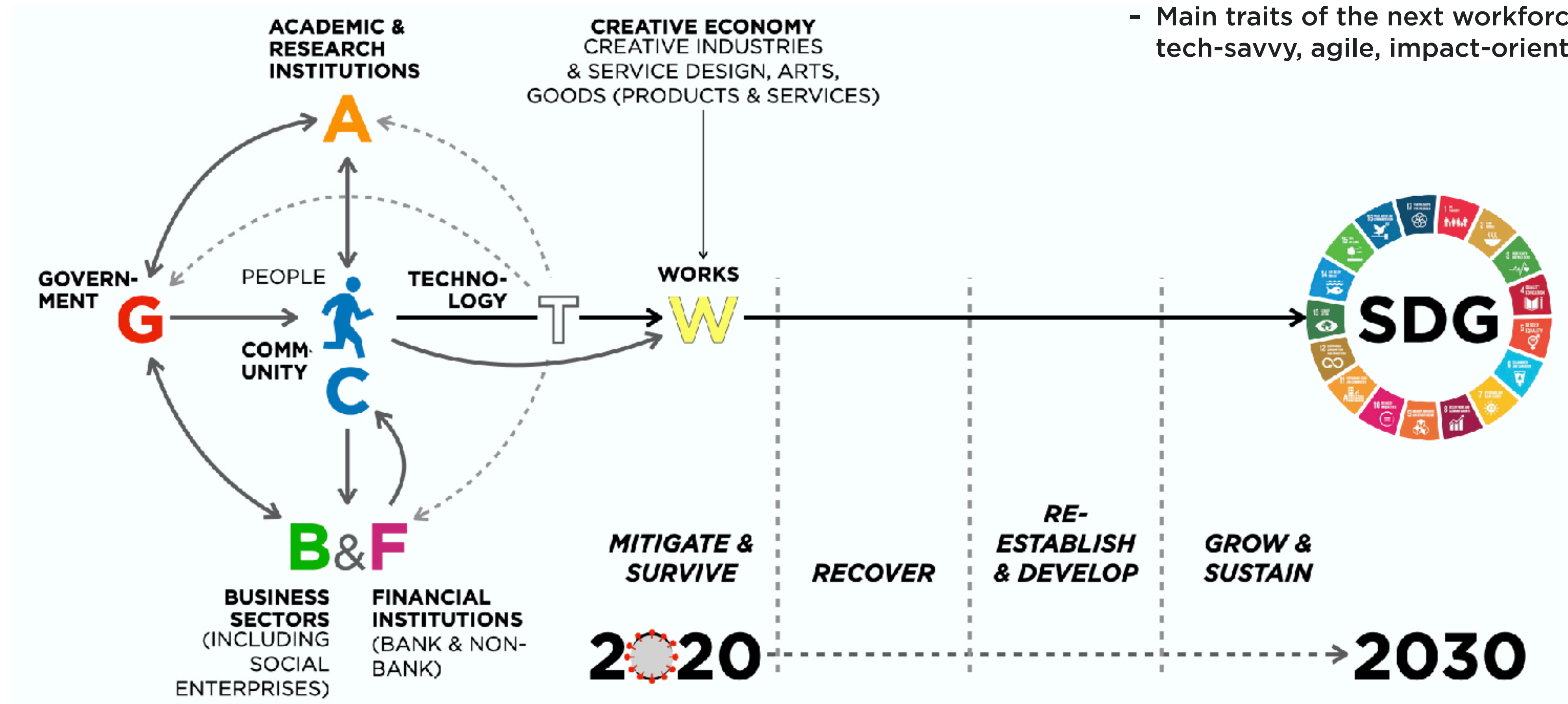
25. Kab. Tasikmalaya

26. Kota Banjar

27. Kab. Pangandaran

## HUMAN-CENTRED DEVELOPMENT

- CE offers strategic solutions for urban issues
- Main traits of the next workforce generation: tech-savvy, agile, impact-oriented

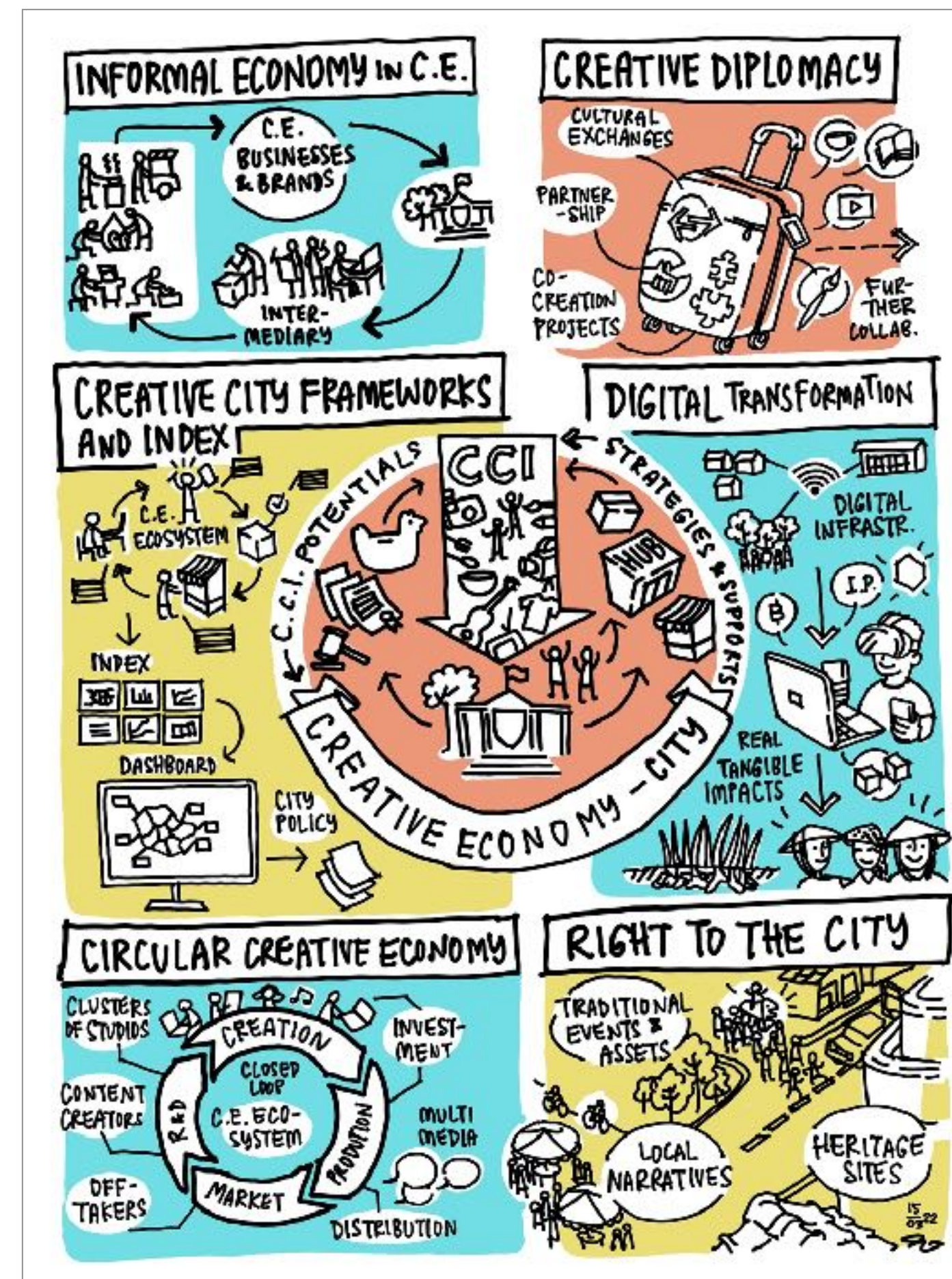


# GLOBAL SOUTH VIEWPOINTS AS A CREATIVE CITY : YOUNG TALENTS, INFORMAL ECONOMY



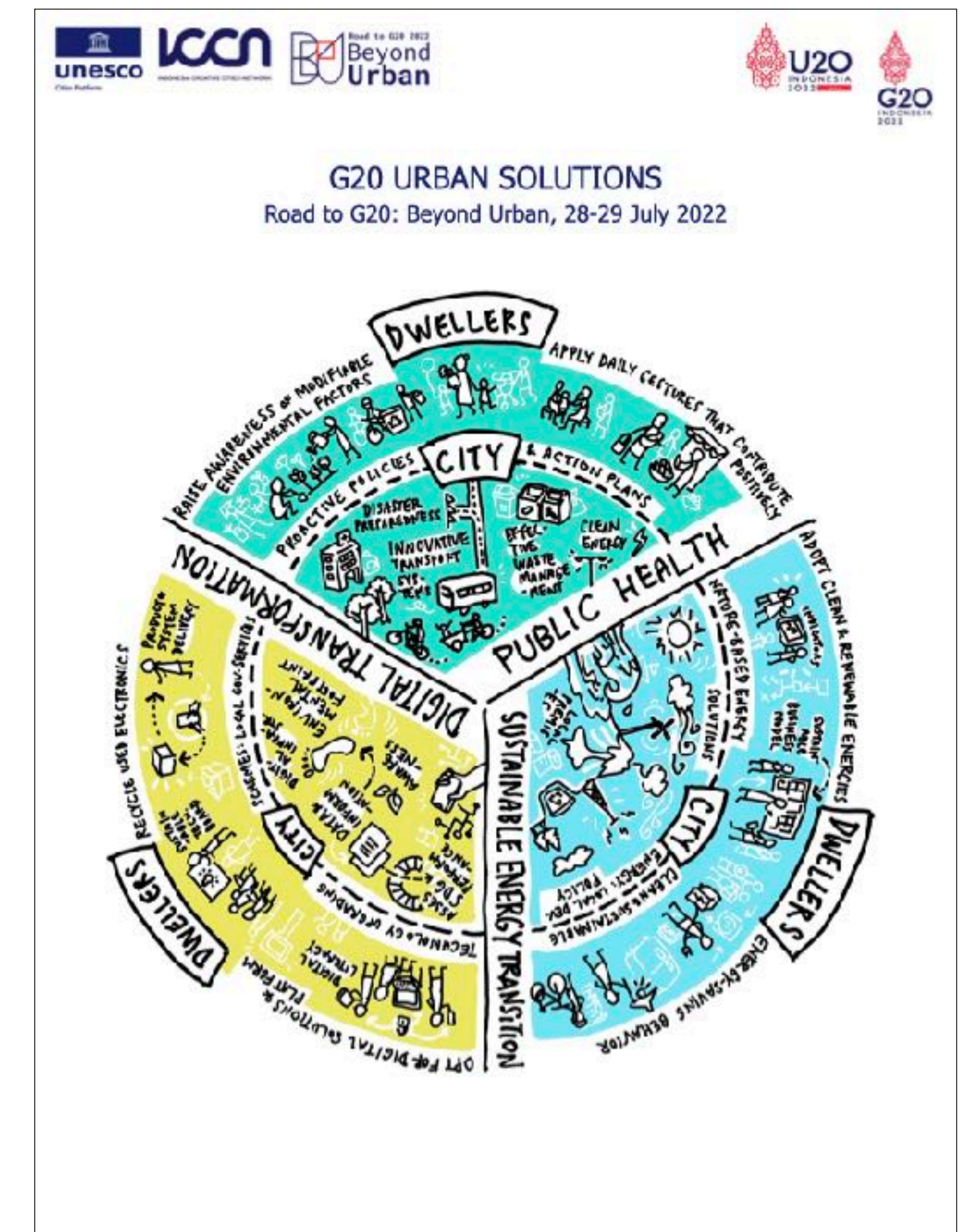
T20 Italy 2021

1. Synchronisation of standards, protocols and definitions of CE
2. Promotion of Digital Literacy
3. Recognition of the importance of Culture in strategy for sustainability at all levels



Connecti:City U20 Indonesia 2022

1. CE at the city & sub-national government
2. Informal Economy in CE
3. Creative Diplomacy
4. CE Frameworks & Index
5. CE and Digital Transformation
6. Circular Creative Economy
7. Right to the City



UNESCO Cities Platform x ICCN 2022

- Urban Solutions — City and Dwellers
1. Public Health
  2. Sustainable Energy Transition
  3. Digital Transformation

## The Third Edition of World Conference on Creative Economy

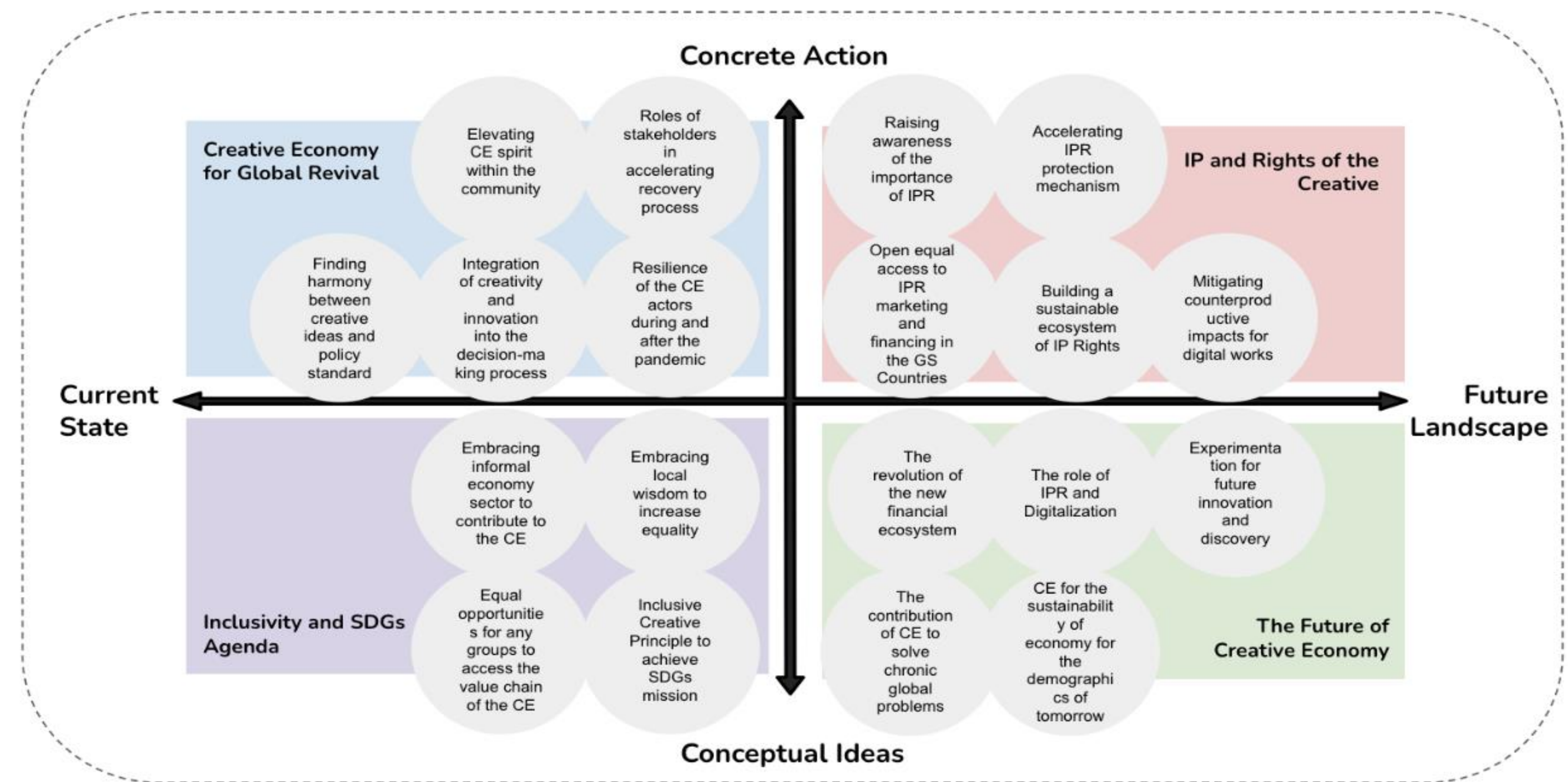
Bali International Convention Centre, 5-7 October 2022

### BALI CREATIVE ECONOMY ROADMAP 2022

1. Urges the inclusion of the creative economy in national and international recovery plans and strategies, with the emphasis on enhancing the operational relationship between the creative economy and Sustainable Development Goals (SDGs), and of the recognition of the creative economy as an important sector and meaningful contributor to economic growth;
2. Urges macroeconomic policies that ensure access to finance and free movement of cultural and creative goods, including through budgetary supports, tax incentives, as well as common customs and tariff regulations on the movement of cultural and creative products;
3. Urges the more active and prominent participation and involvement of the creative economy sector in solving direct and indirect effects of the pandemic and other global challenges;
4. Urges and Supports the contribution of creative economy to promoting environmental sustainability, transition to low-carbon economy, and Sustainable Consumption and Production patterns;
5. Encourages the strengthening of support to creative economy actors during and after the pandemic, including access to finance, health and safety protection, education and training, while building up their resilience for future disruptions;
6. Encourages the creation of ecosystems which ensure that the creative economy sectors are equally inclusive for all, including women, youth, local communities, and vulnerable groups, by making sure that everyone can fully participate within the value chain of the creative economy sectors, including through entrepreneurial supports on legal issues, financial literacy, marketing system development, and improved delivery of products and services;
7. Establishes creative economy hubs and center of excellences, and Maps and Supports the existing ones, among others, by strengthening network and inter-hub connections, measuring their concrete impacts, facilitating collaboration between grass-roots actors and powerhouses of the cultural and creative industries, and establishing study exchange among creative economy hubs of different countries to learn knowledge about policies, strategies, models and implementations from each other;
8. Urges the promotion of digital and technological transformation in the creative economy, and at the same time, the reduction of digital divide within and between countries, the formulation of policy and regulatory framework which reflects the changing regulatory landscape to ensure the rights of artists and organizations are protected in the digital era;
9. Encourages more awareness-raising activities about the importance of the creative economy at the community level for long-term growth of the sector, including by incorporating local wisdom;
10. Encourages research, capacity building, creative and cultural education, and innovation support schemes for creative communities;
11. Develops knowledge, skills and talents for future of jobs. Identifies skill standards and occupational classifications relevant with continuously changing landscape of jobs. Supports any form of non-formal education, including community-based and peer-to-peer learning, and Fosters the development of personal learning among the creative economy actors;
12. Strengthens national and international data on the creative economy which could better measure the significance of the creative economy to national and global SDGs and become more reliable and accurate sources in decision-making process, and Develops data policies which facilitate the development and leverage of competitiveness of creative industries;
13. Acknowledges the importance of the informal economy in cultural and creative industries and Urges policies that ensure its better integration with the mainstream economy, among others by facilitating alternative of finance, providing alternative networks and supply chains, strengthening the role of intermediaries in supporting informal economy entrepreneurs and expanding their knowledge and networks, including informal workers in social protection schemes, and encouraging large corporations to partner with the informal sector;
14. Urges policies to support creative economy players to proactively protect, manage and commercialize intellectual property assets through IP awareness as well as IP management facilitation programs, including financial and legal support on IP registration process;
15. Facilitates the use of intangible assets, including intellectual property, to secure financing through policies related to IP-backed financing;
16. Calls governments, organizations of the United Nations system and other international and regional organizations, as well as the private sector, civil society, creative economy entrepreneurs, non-governmental organizations, academics and other stakeholders to implement this Roadmap; Urges international cooperation to support the execution of this Roadmap; and Informs the next session of WCCE and other international meetings related to creative economy matters on how this Roadmap is carried out and should be enhanced to better contribute to the global economic recovery.

[www.kememparekraf.go.id](http://www.kememparekraf.go.id)
08118956767
KEMENTERIAN PARIWISATA DAN EKONOMI KREATIF
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## World Conference on Creative Economy 2022



## Inclusively Creative: A Global Recovery

1. Harmony between creative ideas and policy standards
2. Resilience of CE actors
3. Creativity and innovation in decision making process
4. Embracing informal economy into CE through aggregators
5. Equal opportunities to access CE value chain
6. Accelerate the mechanism of IP protection & financing
7. Equal access to the IP marketing and financing of Global South countries
8. Experimenting future innovation and findings



**CONNECTI:CITY International Conference on CE**  
Bandung, 15-17 May 2023

**The Future of Creative Economy:  
Creative Hubs as The Core of Community Resilience**



**BANDUNG DESIGN BIENNALE**  
Bandung, October 2023

**SEKITAR**  
(surrounding)



THANK YOU