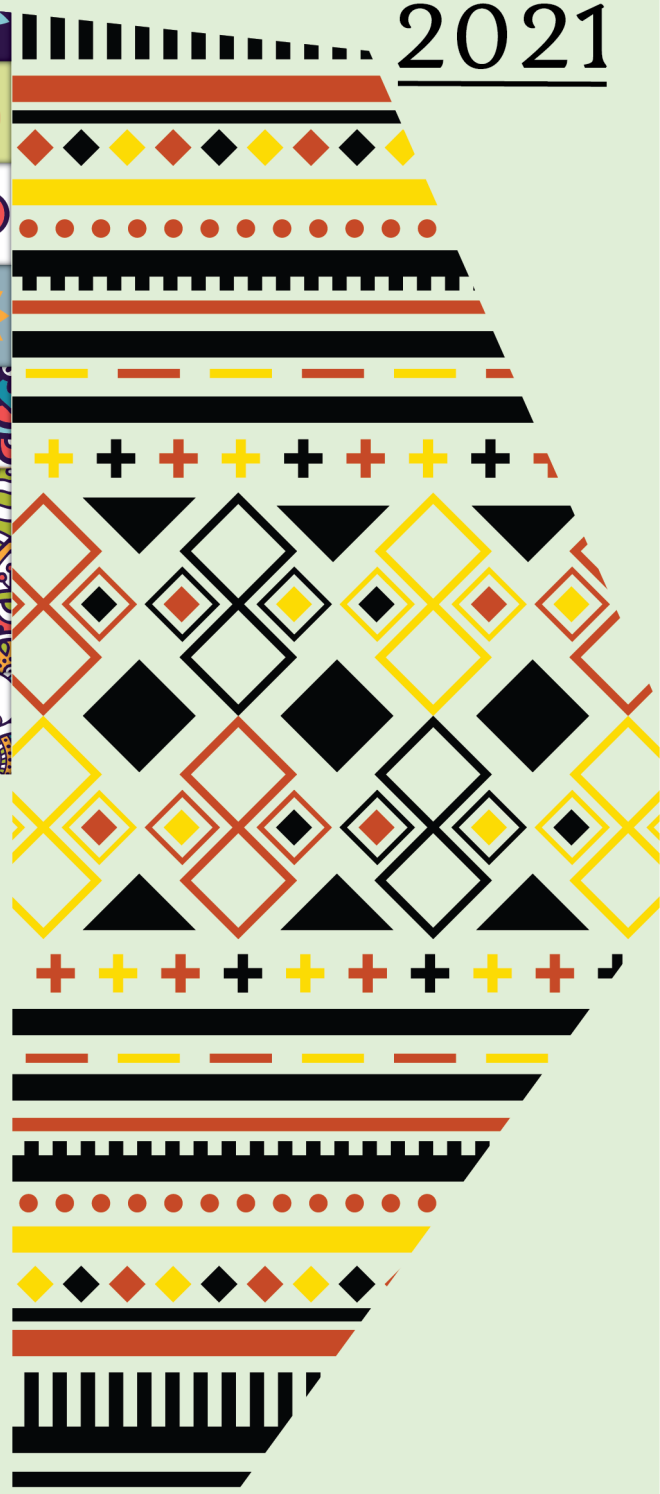




8th Continental Essay Competition

2021



Theme:

“The role of Standardisation in promoting Arts, Culture and Heritage – The Creative Economy in Africa ”

INTRODUCTION



Theme: “The role of Standardisation in promoting Arts, Culture and Heritage – The Creative Economy in Africa ”

Summary

The new creative-digital ecosystem has created a feeling of a ‘creative era’. The knitting together of information, media, creative content, and the digital sphere is a movement that has allowed for the rapid globalization of ideas and information (Hartley, Wen and Li (2015)).

Growing in breadth, economic share, and innovation, the Cultural and Creative Industries have great potential to accelerate socio-economic change across Africa. Simply referred to as Cultural Industries, Cultural and Creative Industries, as well as Creative Economy, the creative economy, sum of all the parts of the creative industries, including trade, labour and production are, today, among the most dynamic sectors in the world economy providing new opportunities for developing countries to leapfrog into emerging high-growth areas of the world economy. It is an evolving concept which builds on the interplay between human creativity and ideas and intellectual property, knowledge and technology. Essentially it is the knowledge-based economic activities upon which the ‘creative industries’ are based and includes advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, and TV/radio.

The UN at its 74th session of the UN General Assembly in 2019, also declared 2021 the International Year of Creative Economy for Sustainable Development. Under this declaration, the UN prioritises the ongoing need to support developing countries and countries with economies in transition in diversifying production and exports, including in new sustainable growth areas, including creative industries. The UN encourages all to observe the year in accordance with national priorities to raise awareness, promote cooperation and networking, encourage sharing best practices and experiences, enhance human resource capacity, promote an enabling environment at all levels as well as tackle the challenges of the creative economy.

The African Union has highlighted that one of the major challenges that Africa must first confront is that of production. For, this, serious attempts should be made to help the African producers focus not only on quantity but also on quality as, in all things, African cultural products in the African and international distribution networks, and part of Africa’s competitiveness in the world will be determined by their quality. According to Altenburg et al. (1998), enterprise competitiveness is the ability to sustain a market position by, inter alia, supplying quality products on time and at competitive prices through acquiring the flexibility to respond quickly to changes in demand and through successfully managing product differentiation by building up innovative capacity and an effective marketing system.

The African Union has highlighted that one of the major challenges that Africa must first confront is that of production. This is where **standardization is an essential component as the main role of standards is to ensure Quality and Safety of products and increase their Market access and acceptance by consumers.**

Already under the **Nairobi Plan of Action on Cultural and Creative Industries in Africa 2005**, the African Union is calling on its member States to ensure the competitiveness of African cultural industries and impresses upon them to develop standardization tools and instruments to ensure competitiveness and marketability of cultural goods and services; Elaborate codes of conduct for the manufacturing, transaction and consumption of cultural goods and services, and establish standardization and quality assurance mechanisms.

ARSO under its **ARSO TC 77 on Creative Economy** is aiming to harmonise African Standards and Conformity Assessment systems to facilitate the production and trade in the creative Industry in Africa.

ARSO and the African Union has also started an initiative dubbed the **“Made in Africa Initiative”**, which focusses on increasing the competitiveness of the Made in Africa products and trade through addressing issues of rules of origin, Intellectual Property and Standardization. In this regard, the role of ARSO and

Members States in promoting the Creative Economy and promoting intra-Africa trade, **especially in the context of the implementation of the AfCFTA Annex 6 and SPS Annex 7 and the AfCFTA Annex 2, Rules of Origin, article 29, Fairs and Exhibitions, remain crucial.**

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ORGANISERS



African Organization for Standardization

ARSO is an intergovernmental body, established by the African Union and UNECA in 1977 with the principal mandate to harmonize African Standards and conformity assessment procedures in order to reduce Technical Barriers to Trade and therefore promote intra African and international Trade as well as enhance the industrialization of Africa.

Part of ARSO mandate is to ensure the well-being and safety of the African Community. Thus being an African organization, all the efforts to eradicate poverty and ensure the youth are enlightened and create a culture of quality among the youth is in line with its vision and mission.

ARSO Vision Statement

To be an excellent standardisation center that promotes trade and industry.

ARSO Mission Statement

To facilitate intra-African and global trade through providing harmonised standards and facilitating their implementation.



AMC Group Africa Limited is a leading Kenyan management training, consultants and system auditors with clients from government ministries, parastatals, and institutions of higher learning and private sector organizations. They are the first Consultancy Firm in Kenya to be ISO 9001:2015 Certified. In addition to this, AMC Group Africa Ltd also runs the following:

- The certified firms expo and plenary sessions
- Annual quality workshops
- Directory of certified firms



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ABOUT THE 8TH CONTINENTAL ESSAY COMPETITION

Theme: “The role of Standardisation in promoting Arts, Culture and Heritage – The Creative Economy in Africa ”

The Competition aims to have 3 categories of winners: **the National, Regional and Continental**. In this regard, ARSO is requesting all the National Standards Bodies (NSB) in Africa to organise the competition at the National level and send out the attached documents (**8th Continental Essay Concept Paper and Registration Form**) to the various Universities /Colleges for the competition. The NSB is expected to conduct the competition at National level. This entails sending out the relevant documents to Colleges/ Universities, receiving the essays from the participants, doing the assessment and awarding or giving recognition to the winners as appropriate to the NSB.

The organizers are inviting students in institutions of higher learning in Africa (Colleges/ Universities approved by their local commission of higher education) to submit their essays on the theme: **“The role of Standardisation in promoting Arts, Culture and Heritage – The Creative Economy in Africa ”** to their respective National Standards Bodies (NSBs) email addresses. (**Confirm with your respective NSBs on the submission dates**)

Kindly note that a **minimum of 25 participants** should be registered with respective NSBs in order for them to proceed to regional competition. The deadline for submitting top three winners by National Standards Bureaus (NSBs) is **4th June 2021 (This Deadline is only for Countries Submitting to the ARSO Central Secretariat; the deadline for participants submission to the NSBs might vary depending on the Country)** through arso@arso-oran.org

ENTRY RULES AND CONDITIONS

1. This competition is open to Citizens of all African Countries below the age of 35 years living in Africa and studying in a university/college recognised by the local commission for university education or equivalent body in their countries
2. Length of essays : Essays should be between **1000 and 1200 words**
3. Presentation: Essays should be double spaced and presented in **Century Gothic, size 12**
4. Language of essays: Essays must be submitted in English or French
5. Information on the author: Authors may use up to 50 words to describe themselves. Information should include their names, course and year of study, name, town and country in which their university is located. (N. B: this will not be part of the 1000- 1200 words)
6. Contacts of authors: Authors should provide us with their postal, physical, telephone and email addresses on the first page of the essay together with the title of the essay and information on the author. Also kindly attach a copy of the Identity Card or pass port and a completely filled registration form that can be obtained from AMC Group Africa Limited (<http://amcgroupafrica.com/>) and ARSO (www.arso-oran.org)



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8. Eligibility

- The following essays are not eligible for this competition:
 - i. Essays that have been published in any form.
 - ii. Essays that have been shown or accepted for other competitions.
 - iii. Essays that focus on the work of a particular person, organization or brand name.

9. Number of essays to submitted: Participants are only allowed to submit one essay.

WHAT THE ORGANISERS ARE LOOKING FOR—NOT NECESSARILY IN THE ORDER BELOW:

There are different areas on the role of Standardisation in resolving and addressing the socio-economic issues for the role of Standardisation in promoting Arts, Culture and Heritage – The Creative Economy in Africa

- The Impact of a Creative Economy utilizing Standards in Africa
- The Problems facing the Creative Economy in Africa
- Strategies developed to address problems facing the Creative Economy in Africa
- Solutions provided through the Implementation of Standards in the Creative Economy within Africa

THE ESSAY SHOULD HAVE:

1. A precise introduction of the essay
2. General understanding of standards within the context of The Creative Economy in Africa
3. Explanation of the problems Arts, Culture and Heritage linked to the Creative Economy within Africa and how standards can be used to provide durable solutions
4. General understanding of the Specific Issues affecting players in the Creative Economy i.e. Lack of domestic cultural policies; The informal nature of businesses e.g. Intellectual Property Issues, Limited commercialization, Poor production methods, Common methodology, A lack of market access to the rich western countries, A lack of infrastructure in domestic economies.
5. A clear example in the society on how Standards have been used to create durable Solutions to the Creative Environment within Africa or in your country
6. A Clear Conclusion



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PRIZES FOR WINNERS



There will be two levels of winners

At Regional Level

1st position – USD 500

2nd position – USD 300

3rd position – USD 200

At Continental Level

1st position – (male and female) each USD 1000

2nd position – USD 800

3rd position – USD 500

In addition the 1st Position Winner will be given a trip and accommodation to the next ARSO General Assembly Events in Nigeria that will take place in 2021 to be honored.

SELECTION OF WINNERS IN REGIONS

The selection of winners at regional level will be done according to the UNECA clustering of African states as follows.

CENTRAL AFRICA:

Cameroon, Chad, Central African Republic, Congo, Equatorial Guinea, Gabon and Sao Tome & Principe

EASTERN AFRICA:

Burundi, Comoros, D.R Congo, Djibouti, Ethiopia, Eritrea, Kenya, Madagascar, Rwanda, Seychelles, Somalia, South Sudan, Tanzania and Uganda

NORTH AFRICA:

Algeria, Egypt, Libya, Mauritania, Morocco, Sudan, and Tunisia

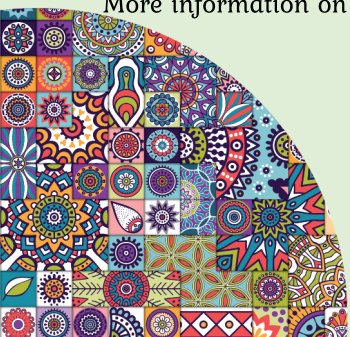
SOUTHERN AFRICA:

Angola, Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe

WEST AFRICA:

Benin, Burkina Faso, Cape Verde, Côte d'Ivoire, the Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, and Togo

More information on this can be obtained by visiting www.uneca.org.



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COPYRIGHT

Please note that by entering the competition, you have assigned copyright of your essay to the organizers of this event who may publish it in whole or in part on their respective websites, websites of national standards bodies, a wide range of publications for circulation both inside and outside Africa.

SELECTION OF WINNERS

Winners will be selected through a fair and impartial selection process by the organizers.

The decision of the judges shall be final.

ANNOUNCEMENT OF WINNERS

- **Regional winners**

Information on regional winners will be published on the following websites:

1. The organizers
2. Their respective regional economic communities
3. The website of their national standards body

Regional winners will be announced during the national standards day celebrations in their countries immediately following the essay competition and selection of winners

- **Continental winners**

Information on Continental winners will be published on the following websites:

1. The organizers
2. African Union Commission
3. Website of all national standards bodies

Continental winners will be announced during the Africa Standards Day Celebration held yearly during the 26th ARSO General Assembly (in Nigeria — June 2021)



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FOR MORE INFORMATION VISIT THE FOLLOWING WEBSITES TO
DOWNLOAD RELEVANT DOCUMENTS:

- African Organization for Standardisation..... www.arso-oran.org
- AMC Group Africa..... www.amegroupafrica.com
- Websites of various National Standards Bodies in Africa



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