

October 2017

THE CARIBBEAN CARNIVAL CONFERENCE PROPOSAL



Caribbean Carnival Council
"Culture Sustained! Tourism Driven!"

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A. Background

This project proposal is in response to the initial interest expressed by the Government of St. Lucia to host the inaugural Caribbean Carnival Conference following preliminary discussions with Dr. Vijay Ramlal Rai from the Caribbean Carnival Commission. Carnival is a historical cultural product of all 25 countries and its affiliates that comprise the Association of the Caribbean States (ACS). It is a natural regional cluster and thus has the capacity to be a major foreign revenue generating industry.

The Creative Industry, of which Carnival is a component, has emerged as a leading driver of economic growth evidenced by the fact that exports of creative products and services are one of the fastest growing sectors in global trade. In many of the countries throughout the Region, the Creative Industry has been identified as a new growth sector. Research has shown that carnival activities stimulate commercial activity, has the capacity to generate employment and are significant generators of revenue within the key sectors of the economy, particularly cultural industries, tourism and hospitality.

The following is a full proposal which includes: a project description, project assumptions, project outcomes and a project plan with respect to the hosting of a Caribbean Carnival Conference identified as an important step towards securing Regional buy-in towards the development of a regional carnival product which may take the form of a Caribbean Carnival Championship. A concept paper and agenda for the proposed Caribbean Carnival Conference was developed by the **ACS in 2012** and is attached in **Appendix I** for consideration.

B. Project Description

It is proposed that the ACS in collaboration with St. Lucia will have overall oversight of this project from inception to implementation.

The purpose of this conference is to:

1. Discuss the viability of hosting, on an annual basis, a Caribbean Carnival Conference. This conference will engage key stakeholders within the Region involved in the business of Carnival.
2. To produce an Action Plan which speaks to:
 - The establishing of the Caribbean Carnival Commission
 - The hosting of the Caribbean Carnival Championships

The proposed theme for the first Caribbean Carnival Conference is ***“SUSTAINABLE CULTURE TOURISM THROUGH CARNIVAL AS A REGIONAL PRODUCT”*** Some sub-themes for consideration:

- Exploring the potential product offerings
- Responding to global economic pressures on Caribbean Tourism
- Engaging Culture Tourism as a Region
- Identifying the challenges faced by Small and Medium Enterprises (SMEs) operating within the Carnival industry

- Measures to incentivise private sector investment in the Carnival industry
- The role of governments, carnival committees, public-private partnerships
- The Caribbean Carnival Commission

C. Project Assumptions

1. Caribbean Countries enter into a treaty of sorts wherein there is agreement to support the Caribbean Carnival Commission and maintain its regional flagship event the Caribbean Carnival Championships.
2. The country hosting the inaugural conference and championships should have the opportunity to host it for 1-3 years subject to further negotiation, as a reward for taking the lead initiator.
3. Countries must bid to host the championships once a year or for two consecutive years to offset the financial investment it would entail.
4. Each year the Caribbean Carnival Conference will be designed around a specific theme and be the opening event to the Championship.

D. Project Outcomes

Exercise	Outcomes
Caribbean Carnival Conference (CCC)	1. An Action Plan that incorporates: <ul style="list-style-type: none"> • The establishing of the Caribbean Carnival Commission • The hosting of the Caribbean Carnival Championships

E. Project Plan

Below is a build out of the activities, budget, proposed funding and implementation agency for all the activities involved in bringing this Conference to fruition. Where possible, draft budgetary inputs are included. Where they are not, it is for the host country to determine and include.

Activity	Budget (US\$)	Funding Agency	Implementing Agency	Comments
1. CCC Secretariat				
Office Space	To be determined	St Lucia		
<i>Board Members</i>				
Stipends	500	CCC		
Travel Allowance	To be determined			The Travel Allowance will be given to those Members who do not reside in the Host Country.
<i>Staff</i>				
Project Manager	3,000	CCC		
Project Officer	2,000			
Administrative Assistant	1,500			
Office Equipment and Supplies	To be determined	St. Lucia		
2. Conference Organising Committee				
Stipends	200	CCC	CCC	A stipend will be given to members for each meeting of the Committee they attend.
Travel Allowance (airfare)	To be determined	CCC	CCC	This allowance will only apply to those members that do not reside within the Host Country.
3. Hosting of the Caribbean Carnival Conference				
Venue	St. Lucia	St. Lucia	Conference	

Activity	Budget (US\$)	Funding Agency	Implementing Agency	Comments
Security	CCC / St. Lucia	St. Lucia	Organising Committee/CCC Secretariat	
<i>Transport</i>				
Air	To be determined	Individual Organisations/Governments/CCC		Organisations/Governments will be responsible for the airfare of their representatives however, the ACS may grant them assistance where applicable.
Ground	To be determined	St. Lucia/ACS		This will include the pick-up of participants from the airport as well as transportation to and from the Conference venue.
Accommodation	To be determined	Individual Organisations/Governments/ACS		Organisations will be responsible for the accommodation arrangements of their representatives however, the ACS may grant them assistance where applicable.
Refreshments (Lunch & Breaks, cocktail)	To be determined	St. Lucia/ACS		
Photographer	To be determined	St. Lucia/ACS		
Videographer	To be determined	St. Lucia/ACS		
Official Secretary	To be determined	CCC Secretariat		The Secretary would be responsible for generating the official report of the Conference.
Stationary	To be determined	St. Lucia/ACS		
Tour of the Host Country	To be determined	Ministry of Tourism		

ASSOCIATION OF CARIBBEAN STATES (ACS)

Executive Brief CARIBBEAN CARNIVAL CONFERENCE

INTRODUCTION

The Directorate for Sustainable Tourism (DST) of the Association of Caribbean States (ACS) was approached in April 2011 by Dr. Vijay Ramlal Rai, Director of Trinidad and Tobago Entertainment Company Limited (TT Ent), with a proposal for the creation of a Caribbean Carnival Championships festival and a corresponding Caribbean Carnival Conference. Upon an initial review of the proposal, the DST indicated to Dr. Rai that it was interested in further exploring the initiative and took the opportunity to make mention of it at its then up-coming Special Committee Meeting on Sustainable Tourism (SCST-22) which was held in Managua, Nicaragua on June 17th – 18th, 2011.

While Carnival is celebrated in various styles and with slightly different names throughout the Greater Caribbean, there is one common interest: the manifestation of a cultural pluralism amongst its participants. Being a festival that is on the cultural calendar of all ACS Member and Associate Member States, the DST sees the potential to align the proposed initiative to its work programme by being incorporated as part of the Programme for the Promotion of Language and Cultures of the Greater Caribbean (CPLC). Noted primary benefits of this project are its potential to contribute to the promotion and development of the diverse, rich culture of the Greater Caribbean in addition to supporting the Regional integration movement. At this preliminary stage of exploration, the DST sees it as opportune if a Member State were to champion the initiative, as endorsement in this respect will aid in the advancement of the realisation of the project.

JUSTIFICATION

According to the Trinidad and Tobago Coalition of Services Industries, within the past decades, the Trinidad and Tobago Masquerade industry has become one of the flagships of the Carnival industry landscape of Trinidad and Tobago. Carnival visitor arrivals have grown by 60 per cent since the late 1990s and in 2007 there were over 40,000 visitors who spent approximately US\$28 million, over 10 per cent of the annual visitor expenditures. Most recent data from the Central Statistics office (CSO), coupled with University of West Indies (UWI) research show that three weeks of revenue from Trinidad and Tobago's carnival exceeds US\$100 million. The mas industry also generates significant economic activity in a range of sectors in the local economy such as entertainment, media, hospitality and retail sectors. Additionally, overseas Diaspora carnivals generate hundreds of millions of dollars in revenues. In 2009, Caribana in Toronto grossed a total of 438 million in festivities.

Project Concept – Caribbean Carnival Conference

Carnival therefore, has grown over the years into a viable and sustainable global economic industry supported by talent, expertise, skills and knowledge that is almost exclusively Caribbean. For many of the countries of the Greater Caribbean, particularly Trinidad and Tobago, which boasts the Region's largest Carnival celebration, Carnival is intertwined into the very fabric of the society however much needs to be done to recognize Carnival not just as a social event but as an important economic development activity.

One of the primary benefits of this initiative is that in principle hosting of an Annual Caribbean Carnival Conference will contribute to the promotion and development of culture and support the Regional integration movement. Carnival is a unifying, internationally celebrated, renowned and popular festival that has its origins in the region, therefore hosting of a Caribbean Carnival Conference would provide an opportunity for networking, dialogue and the exchange of knowledge and best practices among the national carnival committees and related stakeholders which would be both an educational and enriching encounter.

The Conference would also provide an opportunity to showcase the potential of 'Carnival' as a viable activity that generates real social, cultural and economic benefits, particularly as it pertains to the growth and development of micro, small and medium enterprises. Moreover, the event would facilitate discussion on the impact that Carnival has on the tourism product of a country, defining of its role as a Niche within Tourism, and analysis of the various cluster components that comprise the Carnival Experience. Also discussed will be the possibility of developing a Carnival Championship Competition as an added Tourist attraction, hosted as an annual regional event.

In addition to the socio-cultural benefits, there are significant economic benefits to be gained by this event. For that purpose, a complete economic impact study would aid in the justification to host and/ or sponsor the proposed activities. Initial estimations however suggest that some of the main sectors and businesses that stand to benefit economically from the activities proposed are as follows:-

- Food and Beverage Industry
- Transportation Industry (Land, Sea and Air)
- Hospitality and Tourism Industry
- The Craft Industry and Souvenirs
- Textile Industry
- Media and Telecommunications
- Cosmetology
- Printing and Packaging
- The Music and Recording Industry
- The Human Resource Industry

Project Concept – Caribbean Carnival Conference

OBJECTIVES

The Caribbean Carnival Conference has been designed to fulfil the following objectives:

- **Strengthening capabilities:** This conference will allow ACS member states as well as tourism executives to network with other professionals and vendors in the industry. This would allow participants to keep abreast of current trends and discuss new ideas.
- **Promotion of Regional Identity:** The Conference is expected to raise the international profile and public knowledge of the Greater Caribbean Region and showcase the region as a premier cultural tourism destination.
- **Educate and Inform:** The Conference is intended to inform participants of the broad benefits of Carnival in the region and present options to strengthen and promote Carnival events so as to increase tourism in the region.

EVENT

The Caribbean Carnival Conference seeks to develop a platform for dialogue and to share best practices among the national Carnival and festival stakeholders. This would provide an opportunity for the various actors to learn from each other and for more experienced and developed countries to share/transfer knowledge and skills.

Additionally, in the current environment where many of the traditional art forms associated with Carnivals are threatened with extinction, hosting of a Caribbean Carnival Conference would facilitate the showcasing of regional talents, service providers and related enterprises as a way of providing market access to generate business opportunities and potentially lead to the establishment of a Regional Network of Practitioners associated with Carnival.

Event Format

Duration: 2 days of events

Location: Hosted in an ACS Member or Associate Member State

Date: TBD

The Conference will comprise as follows:

- Five (5) thematic sessions featuring Regional and International experts, which will be held simultaneously over the course of the three days, in plenary/panel format.
- Two (2) workshops held on the sidelines pursuant to the plenary/ panel sessions which will include an activity to encourage participant's engagement and interaction.

Project Concept – Caribbean Carnival Conference

The event will culminate in a meeting of an Ad Hoc Working Group developed to advance the establishment of the Regional Network of Practitioners associated with Carnival, envisioned as a public-private partnership forum. To support establishment of the Network, a database will be compiled of artists, dance and drama instructors, history and culture aficionados, professionals and semi-skilled personnel in areas of dress and costume making and design, singers, musicians, instrument craftsmen, production engineers, stage manager, choreographers etc.

Specific outputs from this activity will be the commissioning of a research activity and study that quantifies the contribution of Festivals particularly, Carnivals to national economies with recommendations for policy guidelines and indicators for strengthening income-generating activities. In addition, the establishment of common adjudication practices and training via the School of Continuing Studies of the University of the West Indies (UWI) in collaboration with the Carnival Cultural Judges Association, which has already successfully established a Judges course at the St. Augustine Campus of UWI, will be explored. Subsequently national and/or regional capacity-building interventions can follow. A draft Agenda for the event with detailed information on the activities and presenters is attached as **Annex 1**.

4.3 Target Audience

- **ACS Member and Associate Member States:** High level officials of Ministers of Tourism; Senior officials from Ministries of Trade and Trade Agencies and National and Regional Trade and Industry Associations.
- **Tourism Industry and Carnival Sector:** Destination Managers and/or Senior Tourism officials; Pan Trinbago, The Steelband Association of Trinidad and Tobago; Artists Coalition of Trinidad and Tobago; National Carnival Band Associations; National Carnival Committees and Carnival Development Authorities; National Drama Associations; Costume Builders; Clothes and Costume Designers; Mas Band Leaders, Mas Managers and Mas Producers.
- **Regional and International Organisations:** Caribbean Community (CARICOM); Caribbean Alliance for Sustainable Tourism (CAST); Caribbean Tourism Organization (CTO); Inter-American Development Bank (IDB); International Finance Corporation (IFC); Caribbean Association of Industry and Commerce (CAIC); Organisation of American States (OAS); Organisation of Eastern Caribbean States (OECS); OECD Tourism Programme, Centre for Entrepreneurship (CFE) and Local Economic and Employment Development (LEED) Programme; Secretariat for Central American Integration (SICA/CCT), The World Bank; United Nations Development Programme (UNDP), Economic Commission for Latin American and the Caribbean (UN-ECLAC).
- **Academics:** Professors and Representatives of Regional Universities.

4.4 Benefits and Expected Outcomes

Expected outcomes of the successful execution of this initiative include:

- Supporting member states in their efforts to develop a strong and viable tourism industry, particularly as it relates to the design and implementation of strategies beneficial to local communities, which emphasize among others the creation of an enabling environment for the growth and sustainability of the Carnival Sector.
- Promoting initiatives that support the development and productivity enhancement of the tourism sector, as a strategy for employment generation and poverty reduction.
- Enhancing countries marketing efforts of Carnivals and other major regional Festivals to the international travel market by generating interest and awareness amongst the various intermediaries and facilitating linkage between target groups and the destinations.
- Promoting the concept of 'the Greater Caribbean Brand' and support regional cooperation and integration in this regard.

The principal benefits of this initiative are as follows:

- (i) To increase the awareness of the carnival product of the various countries including the events and activities that would appeal to the tourism industry and visitors in particular.
- (ii) To foster socio-economic growth through supporting small and medium- enterprise development, and the creation of alternative livelihoods
- (iii) To support the creation of employment and business opportunities for the region.
- (iv) To enhance destination competitiveness and strengthening of the regional tourism industry through promotion of the Greater Caribbean brand and the adoption of pro-poor and sustainable tourism practices.

CONCLUSION

The DST recognizes the potential in the proposal for an exceptional Caribbean Event if planned and managed effectively and as such strongly recommends that a holistic approach to its realisation be adopted. This would include a clearly defined process map that would be defined from the above-mentioned study. Once this is produced, it is believed that buy-in from Member States to host and/or participate and private sponsors would be more likely.

DAY 1

Project Concept – Caribbean Carnival Conference

ANNEX 1 – DRAFT AGENDA

1ST Annual Caribbean Carnival Conference

**THEME: SUSTAINABLE CULTURE TOURISM THROUGH
CARNIVAL AS A REGIONAL PRODUCT**

REGISTRATION OPENING

CEREMONY:

- Host Country Representative
- ACS Secretariat Representative
- Keynote Speaker – Carnival as a Product of Culture Tourism.

COFFEE BREAK

PLENARY SESSION 1:

Carnival: The Regional Genesis and Contemporary Status

Focus: A historical perspective of the evolution of Carnival and its significance to regionalism and the Caribbean Diaspora

PLENARY SESSION 2:

Carnival: A Creative Industry

Focus: Economic impact on the national economy and capitalizing on the potential extra-regional earning capacity

LUNCH

PLENARY SESSION 3:

Carnival: A Product within Culture Tourism

Focus: Exploring the Relationship between Carnival and the Tourism Industry and defining its role in Sustainable Tourism Development

WORKSHOPS:

- 1) Welcome in the Destination: Exchange of experiences, views and best practices.
- 2) Defining the role and positioning of Carnival as a Sustainable Tourism Product
- 3) Defining the role of governments, private and public organizations in the sustaining of Culture Tourism through the product of Carnival

PLENARY SESSION 4:

- Reporting on outcomes of Workshops

DAY 2

PLENARY SESSION: 5 INTRODUCTION OF THE CARIBBEAN CARNIVAL COMMISSION

COFFEE BREAK

PLENARY SESSION: 6 INTRODUCTION OF THE CARIBBEAN CARNIVAL CHAMPIONSHIPS

PLENARY PANEL DISCUSSION:

Carnival: From the Region to the World

Focus: Promotion of the Greater Caribbean Identity and Brand and showcasing the region as a premier Cultural Tourism destination and the Caribbean Carnival Commission as a conduit.

LUNCH

PLENARY SESSION 7:

Reporting on outcomes of Workshops

Summary

Closing Ceremony
