



United Nations  
Educational, Scientific and  
Cultural Organization



Global Alliance for Cultural Diversity  
**Project Fact Sheet**

UNESCO - Jamaica  
Status: Completed

Start date: 11/2003  
Completed: 12/2004

# Jamaican Music Industry

Phase I: Identification of Target Areas and Formulation of a National Strategic Policy

## Background

Jamaica is fertile in musical creativity and many of the genres and the artists it has produced are known worldwide. The music industry is indeed a highly significant part of the national economy. In 2000 it was estimated that it accounted for 10% of GDP and originated USD 60-100 million in exports. But the industry in its current state fails to bring home the rewards earned by Jamaican artists and producers because it is not served by a sufficiently professional production and distribution sector. Product quality is low, the domestic market is weakened by piracy, overseas royalties are not collected, and there is too little knowledge of foreign markets.

## Objectives

- Rise the organization and cooperation of Jamaican professionals, to improve the quality of music products, and to capture a larger share of the economic rewards generated by the exposure of Jamaican artists in the domestic and international markets
- Create the conditions for a music industry more aware of the importance of production, distribution, copyright and piracy to rise its revenues, so cultural enterprises can flourish.

## Results to date

An independent expert conducted an assessment mission to open a dialogue process among different stakeholders. The document National Strategy and Action Plan to Further Develop the Jamaican Music Industry was elaborated as a result of these discussions.

## Next steps

The Global Alliance and the Jamaican Government are holding consultations to launch Phase II: Project Implementation, that will execute the overall National Strategy and Action Plan in order to achieve the agreed objectives.

## Strategy

In collaboration with the UNESCO Office for the Caribbean and other partners, the Global Alliance organized a series of meeting where participants could share their concerns and frustrations, engaging in a process of constructive dialogue to identify what each partner in the development project requires from the other.

Participants included the Ministry of Education and Culture, the Entertainment Division of the Ministry of Tourism and Sport, the Jamaican Export and Investment Promotions Agency (JAMPRO), the Jamaican Intellectual Property Office (JIPO), the Intellectual Property Service Centre (IPC) the Jamaican Performers Administration Service, industry associations and third sector organisations such as the Jamaican Federation of Musicians, Caribbeat and the Caribbean Music Expo, and a selection of artists and producers.

The Global Alliance and its partners then guided public agencies to extend and adapt findings of these discussions, notably in the creation of a national strategy for the music industry.

## Project Brief

**Title :**  
Development of a National Strategy for the Jamaican Music Industry.  
Phase I: Identification of Target Areas and Formulation of a National Strategic Policy

**Outcome :**  
Drafting Strategy and Action Plan to Further Develop the Jamaican Music Industry, and opening a dialogue process between different stakeholders for its implementation

**Budget:**  
14,000 USD

**Duration :**  
12 months

**Execution :**  
Global Alliance

**Partners :**  
UNESCO Office for the Caribbean in Kingston  
Ministry of Education and Culture of Jamaica  
Entertainment Board of the Ministry of Tourism and Sports,  
Jamaican Intellectual Property Office  
Cooperation Agency (AECI)

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