



“ICCN is an example of emerging new civil society and research organizations. Being endorsed as a knowledge partner for the U20 in 2020 helped us to support the successful introduction of a ‘creative economy bill’ by Bandung municipal government (West Java, Indonesia) in December 2020.”

– Tita LARASATI, Indonesia Creative Cities Network, Bandung

Image Source: The U20 brings together 42 cities in collaborative process, Urban20 Riyadh, October 2020, <https://www.urban20riyadh.org/riyadh-led-urban-20-u20-brings-together-42-cities-collaborative-process>



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Enacting creative economy

Since its establishment in 2008, Bandung Creative City Forum (BCCF), an independent community hub in Bandung, West Java, has played a significant role in directing the dynamics of the creative economy sector in Bandung and beyond. BCCF's efforts to improve the city through public space interventions and urban-scale prototypes to find solutions for local issues have led to innovations in bureaucracy. BCCF has implemented the design thinking method and the urban acupuncture concept as tools in all its programs to connect government, policy, and citizens. Thanks

to this approach and its track record, the city of Bandung joined the UNESCO Creative Cities Network (UCCN) as a City of Design in 2015. BCCF also contributed to the preparations for the World Conference on Creative Economy (WCCE), held by the Indonesian Agency for Creative Economy (BEKRAF), whose proposal on the International Year of Creative Economy for Sustainable Development was approved and declared by the United Nations General Assembly for 2021. In 2018, BCCF chairperson joined the International Advisory Council of Creative Industries Policy and Evidence Centre (PEC) UK.

In 2015, BCCF initiated the establishment of Indonesia Creative Cities Network (ICCN), which currently connects 220 cities from all over Indonesia through their respective leading independent communities, who are all committed to implement the 10 Principles of ICCN, highlighting keywords such as 'compassionate', 'inclusive', 'solidarity', and 'human rights'. When the Covid-19 pandemic hit, ICCN launched the Solidarity Act program, featuring five task forces that work through the phases of survival & mitigation, recovery, re-establishment, and grow & sustain, aiming to assist ICCN's impacted members and local communities. The activities of the task forces include fundraising, data collection, distribution of PPE and fresh-food packages, online classes for capacity building, re-/up-skilling for creative industries workforces, shifting parts of production lines for traditional liquor to produce hand sanitizer, and so on; all are conducted independently and on a voluntarily basis, us-

ing the strength of the ICCN network that is spread all over the archipelago.

ICCN published “White Paper on the Creative City: The Ecosystem That Creates”, containing an adaptation of ICCN’s 10 Principles to the Indonesian Government’s Key Performance Index as a strategy for mainstreaming culture and the creative economy in a development plan. Part of this strategy is the building of a digital dashboard as a tool for local governments to make decisions and policies based on real-time data of creative economy potentials in their respective areas. In 2020, ICCN became a knowledge partner for U20 (Urban 20/the group of mayors of the G20) in formulating policy recommendations for “The Inclusive Creative Economy and the Future of Work”, including human-centred development and increasing the resilience of the creative economy sector through the creation of inclusive future jobs.

Based on all these experiences, since 2018 BCCF has been working on officiating a creative economy bill for Bandung City. Starting with the bill’s academic script, continued with the legal drafting, followed by a series of hearing sessions with the legislative body, BCCF has been deeply involved throughout the whole process. The bill, which was initiated by an independent community and academic institutions and is supported by the Research & Development Agency of Bandung Municipality, was passed in January 2021. Once effective, the bill guarantees that whoever takes office as

Mayor of Bandung will have to include the creative economy in the city’s development agenda, next to being committed to eight other related main issues, such as creators and IP rights holders, creative hubs, data collection, creative city development, and incentives and financing for the creative economy sector.

Zoom:

Banyuwangi, the biggest regency in Indonesia, is located at most eastern part of Java Island, earning its “The Sunrise of Java” nickname. This rural-dominated regency used to have the stigma of being only a ‘rest area’ for people who are on their way to Bali Island, which is one strait-cross away. However, this and many other stigmas of Banyuwangi, along with its poverty, have become a thing in the past, due to the innovative leadership of Banyuwangi Regent Abdullah Azwar Anas (2010-2020).

His first strategy was to open a convenient access to Banyuwangi by building an airport, which was designed by a renown architect, who applied the vernacular architecture of Banyuwangi that is not only iconic, but also ecologically sound. Expecting the flow of visitors, the regent imposed a regulation that allows only the operations of star hotels and homestay. He also regulated the improvement of local stores and traditional markets, while strictly limiting the development of chain convenience stores and modern shopping malls, in order to promote local brands and prod-

ucts. Regent Anas also built a “public service mall” that provides all residents’ administrative needs in a much more practical way that reduces bureaucracy complexities, time and budget consumption; from basic documents such as ID cards and marriage certificates, to confirmation of social grants and other government programs.

Within the office periods of Regent Anas, Banyuwangi has gone through huge improvements. Between 2010-2019, income per capita increased up to 148%; GDP went up to 157%; domestic tourists multiplied up to 979% and foreign tourists up to 712%. Banyuwangi poverty rate was reduced from 20.9% (2010) to 7.52% (2019); taking Banyuwangi as the best performing place among all Indonesian cities/regencies (2018), and reaching the highest marks for local government performance for four years in a row (2016-2019). Other awards include The Best Indonesian Festival City, The Cleanest ASEAN City in ASEAN Tourism Standard 2018, and UNWTO Award for Public Policy Innovation and Government Management in Tourism Category (2016).

During the pandemic, Banyuwangi equipped its citizens with a digital application that enable anyone to apply for the social fund and to check all beneficiaries, from the central government to the regency level; increased the onboarding of Micro and Small & Medium Enterprises (MSMEs) to digital platform by collaborating with delivery services and e-commerce platforms; assisted all tourist facilities (kiosks, restaurants, hotels, attraction spots, etc.) and

workers (guides, service personnels, etc.) to comply to the health protocol standards, in order to receive “Destination Certificate” from the National Covid-19 Task Force; provided a system for controlling visitors crowd in both tourist destination areas and public service offices. Due to these efforts, Banyuwangi is declared as the safest place in Indonesia for both work and leisure purposes.