



**GJDYC**  
**Global Jamaica Diaspora**  
**Youth Council**

**INAUGURAL GJDYC ONLINE  
YOUTH SUMMIT  
15TH-20TH JUNE 2020**

**RAPPORTEURS REPORT**



# **INAUGURAL GJDYC ONLINE YOUTH SUMMIT**

**15<sup>TH</sup> – 20<sup>TH</sup> JUNE 2020**

## **RAPPORTEURS REPORT**

**10<sup>th</sup> November 2020**

**MONDAY, 15<sup>th</sup> June 2020**

**SESSION 1 - TOURISM**

**THEME: SAFETY, ASSURANCES & RESILIENCE: CREATING A MODEL TO SHAPE SUSTAINABLE  
TOURISM AND TRAVEL**

**Moderator:** Ms. Elecia Bethune, PhD Student, Tourism Resilience

**Session Presenters:**

- Ms. Stacian Virtue, Tourism of Professional
- Ms. Emanuella Owens, Sales and Marketing Manager, Jamaica Inn
- Mr. Stefan Grant, Founder, Noir BNB
- Ms. Chalene Roye-Myrie, Owner, Krafted by Design

**Overview**

The panellists discussed the impact of the COVID-19 pandemic on the Tourism industry and shared innovative solutions for the future of tourism in Jamaica. The moderator provided context and shared insight into the system of tourism and the travel industry, some of the changes ushered in by the COVID-19 pandemic, and the direction of tourism and travel moving forward.

The panel conversations continued with discussions on the challenges faced by the global tourism industry, including the health, safety, employment implications of COVID-19, over-tourism and the impact that this has on biodiversity and climate change, particularly in the Caribbean.

The importance of developing resilience and diverse perspectives on the different areas of tourism that could most benefit the Jamaican economy, including the hotel and hospitality industry, digital experiences and wedding tourism was also discussed by the panel. Several recommendations regarding tapping into Jamaica emerging markets included:

- emphasising the importance of clear and consistent marketing
- investing in regional travel
- monetising digital and cultural experiences
- tapping into virtual reality and contactless technology and
- greater network building within the Jamaican tourism sector.

### **Industry Challenges:**

- Restrictions in movement poses a challenge for domestic and regional travel.
- Untapped opportunities to export and monetise digital experiences such as sound system music clashes
- Limited options for contactless travel and food experiences especially for small or new businesses.

### **Recommendations/Solutions:**

- Marketing messaging must be clear, concise and consistent in order to resonate with its audiences.
- Ticket, monetise and convert different elements of tourism into digital experiences including virtual tours and meetings for clients.
- Domestic experiences and regional travel must be given greater consideration to enhance opportunities to connect with emerging markets.
- Businesses in the Tourism sector should use the down time to update their systems and facilities, complete projects, and update marketing strategies.
- Information and strategies must be driven by data, verifiable and trustworthy.
- Learn best practices from other Caribbean nations for example St Lucia's Travel Safety Protocol Document, Jamaica Inn's "9 wheel of Safety Protocol" and the Jamaica Tourist Board's virtual summit on the detailed steps of safety and assurance in response to COVID-19.
- Keep branding relevant and at the forefront of people's mind in anticipation of reopening.
- Specific to the wedding industry:
  1. Market Jamaica as an elopement destination.
  2. Market Jamaica as a Weekday Wedding destination
  3. Accommodate smaller and more intimate gatherings.
  4. Creative and innovative thinking should be had around bringing traditional wedding elements to outdoor experiences such as the creation of chapel sceneries outdoors).
  5. Increased focus on digital registries rather than gift taking.

**MONDAY, 15<sup>th</sup> June 2020**

**SESSION 2 - RELIGION**

**THEME: THE CHURCH FOR THE TIMES: REFLECTIONS, CHALLENGES, & SHAPING THE WAY FORWARD**

**Session Moderator:** Mr. Antonio Dawson, Minister of Religion & Psychological Therapist

**Session Presenters:**

- Ms. Kacy Garvey, News Host, Mercy & Truth Ministries TV Station
- Dr. Joel Brown, Psalmist, Advocate for Faith & Identity
- Mr. Nicholas Robertson, Minister of Religion
- Mr. Karvan Allen, Youth Pastor, Fellowship Tabernacle

**Overview**

In this session, the panelists examined the role the Church can play in responding innovatively to the COVID-19 pandemic. The panel discussed the importance of the Church utilising the lessons learned from the virus outbreak and the development of a forward-thinking strategy to better prepare to serve the needs of the Jamaican community in the event of another crisis.

The importance of the Church keeping its fundamental Christian values at the core of all innovative solutions, creating Church reserve banks and making greater use of technology for accessibility to all in the community in a digital capacity was also highlighted.

The panel agreed that the Church should be self-reflective as it rethinks its identity in the post COVID-19 world, not only considering ways to give the youth a greater voice, but also embedding comprehensive education around the history of the Church and its cultural legacies.

**Challenges:**

- Lack of infrastructure to deal with national crises like COVID-19.
- Opportunities for the church to be more relevant and have greater influence on the lives of people in society.

### **Recommendations/Solution:**

- Change in policy making culture so that Christian values are at the centre
- Educate individuals on church history and apply decolonisation to church theology.
- Increase celebration of African spiritual traditions and values.
- Development of a sustainability plan, which includes use of technology and social media, trainings, collaboration among churches and financial stability, to better handle crises in the future.
- Consider the use of technology and social media as a means of extending its influence.
- Collaboration among churches and sharing of best practices to build resilience.

**TUESDAY, 16<sup>th</sup> June 2020**

### **SESSION 1 - ENTREPRENEURSHIP, BUSINESS AND FINANCE**

#### **THEME: DEVELOPING ADAPTIVE CAPACITY IN BUSINESS AND FINANCE**

**Session Moderator:** Ms. Sophronia McKenzie, Consultant and Project Manager, WhiteOwl

#### **Session Presenters:**

- Ms. Melanie Wynter, Head of Business Development, St. Elizabeth Sloane & Co. LT
- Mr. Julian Morrison, Investment Analyst, Proven Wealth LTD
- Mr. Leighton Smith, CRO, Victoria Mutual in UK and Diaspora
- Ms. Taliah Gray, Sheer Chemistry

#### **General Overview:**

In this session, the panel discussed how the Business and Finance Sector could develop adaptive capacity during and after COVID-19. A number of statistics compiled by the

International Monetary Fund (IMF) and other financial bodies, which forecast the impact of COVID-19 on the Jamaican economy were presented by the panel. It is estimated that Jamaica will experience -5.2% GDP growth compared to -3.0% globally, and that small and medium enterprises (which comprises 70% of Jamaica's private sector) are most at risk.

The panel also offered insightful recommendations on how Small Medium Enterprises in Jamaica and the Diaspora could adapt to the challenges. This includes regularly assessing the performance of systems, teams, leaders, products and business missions, diversifying supply chains, shifting to digital services, developing pandemic response plans, and pushing awareness of incubators and business development opportunities available for start-ups in Jamaica.

### **Challenges:**

- Lack of systems results in serious challenges which impacts business continuity.
- Lack of digitisation in businesses.
- Lack of systems and infrastructure to garner greater support workers.

### **Recommendations/Solutions:**

- Leaders should conduct frequent business forecasts including Strength, Weaknesses, Opportunities, and Threats analyses.
- The use of key performance indicators in business organisations.
- Diversify income streams and assets to be in a better position to manage crises.
- Increase collaboration, partnerships and joint venturing.
- Network to target entrepreneurs looking to expand their businesses.
- Business start-up agendas and plans must now consider the e-commerce and customer experience, improving services through data and artificial intelligence, modernising technological capabilities investment in digital solutions.
- Investment in cybercrime training for staff.

- Explore factories in different geographical regions so that businesses aren't reliant upon one geographical source.
- Increased participation in online trade shows.

## **SESSION 2 - TECHNOLOGY AND INNOVATION**

### **THEME: UNLOCKING THE POTENTIAL OF TECHNOLOGY AND INNOVATION**

**Session Moderator:** Odayne Haughton, Assistant Director of Information Security, Bank of Jamaica

**Session Presenters:**

- Ms. Terri-Ann Grant, Director, Network Design & GIS Operations, Jurassic Fiber LTD
- Mr. Darren Peart, CEO, Blue Dot
- Mr. Nicholas Kee, Director, Next Gen Creations

**Overview:**

In this session, the panellists discussed the impact of the COVID-19 pandemic on the Technology and Innovation Industry. They shared their perspectives on innovative solutions for Jamaica's best use of technology. The panel discussed some of the challenges faced by the Jamaican technological industry, including the limited availability of broadband access and network reliability, lack of technology in rural communities and lack of digital payment utilization.

The panel mentioned the importance of developing resilience, enhancing business data security and the integration of technology into institutional curriculums. They presented several recommendations as to how Jamaica can develop more resilient data solutions, address cultural norms against digitization, and realize the importance of technology rollouts in rural communities.

**Challenges:**

- Need for more agility in businesses (online presence for transactions) - ecommerce
- Lack of digital payment utilization amongst businesses (Cashless payments)
- Poor Network Infrastructure (broadband connection)
- Low Digital Literacy Rates



### **Recommendations/Solutions:**

- Enhance effort to safeguarding business data, filters and security
- Increase network reliability, resilience and investment
- Investment and expansion of rural communities' access to technology
- Utilisation of 3D printers to meet needs/crises
- Integration of tech in education and broadband expansion in schools
- Greater use of telemedicine
- Development of resilient software solutions
- Implementation of shift-systems - Rotation of attendees to limit the number of persons in any space

**WEDNESDAY, 17<sup>th</sup> June 2020**

### **SESSION 1 - AGRICULTURE & MANUFACTURING**

#### **THEME: THE VALUE PROPOSITION OF AGRICULTURE & MANUFACTURING: BOLSTERING ECONOMIES AND ENHANCING FOOD SECURITY AND SUSTAINABILITY**

**Session Moderator:** Alexander Harris, Owner, BYour Fruit Farm

#### **Session Presenters:**

- Mr. Randy McLaren, Managing Director & Chief Dream Maker, Bresheh
- Dr. Lisa Soares, Blue Economy Specialist, Cermes - UWI
- Mr. Varun Baker, CEO, Farm Credibility
- Mr. Akeem Gardner, Co-Founder & CEO, Atlas 360 Incorporated

#### **Overview:**

In this session, the panellists discussed how the agricultural and manufacturing industries have been impacted by COVID-19 and what new opportunities have presented themselves to Jamaicans at home and in the Diaspora. The panel discussed a wide range of topics including:

1. The rich health benefits of traditional Jamaican foods and how these can be brought to overseas markets
2. The current imbalance between agricultural imports and exports in Jamaica and how this impacts the economy
3. The opportunity for Jamaica to brand aspects of its own culture and tap into the fashion and apparel industry
4. The impact of overfishing to Jamaica's blue economy and how technology can be utilised to bridge some of the infrastructural gaps in the agricultural sector
5. The opportunities that the growing cannabis industry presents to Jamaica and Jamaicans.

### **Challenges:**

- Unmet market for crop production in Jamaica
- Gender equity in farming
- Lack of options for cashless transactions and alternative credit solutions to rural farmers

### **Recommendations/Solutions:**

- Increase and strengthen collaboration between businesses in the fashion and textile industry
- Continued focus on the quality of Jamaican products offered
- Increase awareness of the fishing industry and create campaigns around the protection of the blue economy
- Increase advocacy with government and policy officials on the impacts of overfishing on Jamaica's blue economy
- Relaunch backyard farmers programmes
- Include mandatory basic farming practices in schools to promote a culture of sustainability and self-reliance
- Inclusion of agri-business/agri-tech as an option in higher education
- Increase regional collaboration between Caribbean nations

- Provide greater support and emphasis on tech startups in the Agricultural industry
- Re-examine the value and supply chain for hemp and understand the law around hemp production as well as the provisions for getting into the industry.

## **SESSION 2 - ENVIRONMENT**

### **THEME: CLIMATE ACTION: NEW ERA, NEW MANDATE**

**Session Moderator:** Dainalyn Swaby, Climate Change Advocate

**Session Presenters:**

- Ms. Danni Washington, Environmental Science Communicator, Big Blue and You
- Ms. Eleanor Terrelonge, Founder, Our Footpring JA
- Mr. Stephen Snider, MSc Student in Development Practices, Harvard University
- Mr. Tarik Dixon, Spatial Planner, Head of GIS Network & Design OP, Digicel Group

**Overview:**

In this session, the panel discussed the impact and opportunities presented by the COVID-19 pandemic on the environmental industry. Particular emphasis was placed on the role of the Jamaican Diaspora in catalysing international partnerships and knowledge transfer to encourage coordination and connection amongst local resources for climate sustainability needs.

The panel spoke to the challenges faced by the global environmental industry, including Jamaica's poor performance in meeting UN sustainable development goals, detrimental economic reliance on tourism, overconsumption of resources, and the lack of understanding the complexity of human and environmental interaction.

The panel discussed the importance of advocacy and impact through storytelling and gave diverse perspectives on different solutions for enhanced environmental advocacy that most benefit the Jamaican economy, including focus on biomimicry, industry radical transformation, and economic investment responsibility.

The panel also presented several recommendations as to how Jamaica can enhance achievement of the UN Sustainable Development Goals through diversifying modes of

and accessibility in transportation, leveraging tax incentives as a means for business compliance and reimagining traditional environmental policy models.

### **Challenges:**

- Large investment gap and overconsumption of available resources
- Communities of colour are disproportionately affected by climate change as a manifestation of environmental racism
- Pillars of sustainable development are often in conflict/unaligned
- Lack of awareness of the complexity of human and environmental interaction

### **Recommendations/Solutions:**

- Leaders should focus on biomimicry as a potential solution for climate crisis
- Leverage the Jamaican brand to promote climate change in a relatable way
- Renewable energy, sustainable agriculture, "clean" transportation are industries that offer pathways for enhanced sustainability
- Implementation of tax incentives to encourage business compliance with environmental policy
- Institutionalize climate advocacy in school curriculum and trainings to reinforce focus of climate change for sustainability
- Opportunities for youth leaders to get involved with protesting and organizing for climate change policy reform.
- Observe personal and family consumption patterns and consider the environment as an integral part of these habits.
- Implementation of measures to mitigate detrimental effects of Jamaica's digital footprint as it impacts global temperature rise
- Implement digital and spatial strategy in policy
- Leaders are called to explore "city smart" solutions (connect and leverage physical, IT, social, and business infrastructures)
- Explore sustainable transport modes

- Explore implementation of low carbon buildings
- Explore energy efficiency such as onsite recycling and waste to energy conversion
- Create a built environment that allows persons to live within limits.
- Engage with the Diaspora as a brand extension by creating a structure to use their expertise

**THURSDAY, 18<sup>th</sup> June 2020**

**SESSION 1 - EDUCATION**

**THEME: DEVELOPING A FLEXIBLE EDUCATION SYSTEM: RESPONDING TO THE NEEDS OF STUDENTS IN THE COVID-19 ERA**

**Session Moderator:** Everton Rattray, President, Jamaica Union of Tertiary Students

**Session Presenters:**

- Ms. Simone Russell, Educator, City of Pembroke Pines Charter School
- Mr. Donnalee Donaldson, Country Director, Educate Rwanda
- Mr. Gordon Swaby, CEO, Edufocal
- Mr. David Kennedy, Educator

**Overview:**

In this session, the panel discussed how the education sector can adaptively respond to the challenges posed by COVID-19 and what long term reforms can be made to the provision of education at all levels.

The panellists discussed the inequities that have been revealed within the education sector as a result of COVID-19, how Jamaica can adopt a hybrid approach to the return of young children to school, the need for reform educational spaces so that young people can enhance their learning through creativity and cultural/linguistic authenticity, the various components of a successful education system and how the future of education in Jamaica lies in technology and online learning as a stable resource for young people.

### **Challenges:**

- Legal barriers to cross-border employment
- Barriers to education in Jamaica includes lack of access to the internet and technological devices.

### **Recommendations/Solutions:**

- Creation of virtual meeting opportunities for school councillors, students and teachers
- Personalise experiences for students with learning needs
- Standardise guidelines for e-learning
- Encourage multilingualism amongst children
- Establish and strengthen partnerships with mobile phone providers
- Advocacy around increase in teachers' salary and equity in education
- Engage the community regarding school improvement projects
- Consider a more comprehensive system of assessment to include less exams, more apprenticeships
- Leverage the internet as a source of remote employment globally; for example, a person resides in Jamaica but is employed to an organisation in Switzerland)
- Implement VSAT technology and mobile trucks to enable virtual learning in areas with poor connections.
- Encourage the continuity of cultural and linguistic authenticity in education
- Standardisation of the Music and Entertainment industry as well as the cultural influences in policy development and education in Jamaica.

## SESSION 2 - OUTREACH AND ADVOCACY

### THEME: NAVIGATING CHALLENGING TIMES THROUGH PARTNERSHIP DEVELOPMENT AND COMMUNITY INITIATIVES

**Session Moderator:** Tanesha Westcarr, Chairperson, Global Jamaica Diaspora Youth Council

**Session Presenters:**

- Ms. Sujae Boswell, Advocate, Youth Advisory Council Jamaica
- Mr. Lyndsay Archer, Founder, Roots Strong Non-Profit
- Mr. Abraham Simmonds, Founder, JAYECAN
- Mr. Tijani Christian, Chairperson, Commonwealth Youth Council

**Overview:**

In this session, the panel discussed the impact of the COVID-19 pandemic on outreach and advocacy. The panel provided information on the challenges faced, including lack of coordinated efforts among local organisations, lack of funding, challenges in proper documentation/licensing, and overlooked issues for persons with disabilities.

The panel spoke about the importance of focusing on community stories in advocacy efforts, identifying and involving key stakeholders, and creating an environment for effective collaboration. The panel presented several recommendations on how Jamaica can bolster advocacy efforts, emphasizing the importance of localized advocacy campaigns, enhancing digital outreach efforts, implementing strategic planning, establishing clear organisational aims and developing partnerships with like-minded organisations.

**Challenges:**

- Challenges in coordination among organisations
- Challenges in proper documentation and licensing

**Recommendations/Solutions:**

- Increase cross-sector collaboration and partnerships between organisations and individuals, including Diaspora entities

- Greater cross-communication and collaboration between different youth organisations and Diaspora forums
- Senior representatives from youth organisations can maximise collaboration and success by being part of a centralised network.
- Create online platforms for education and wellbeing in response to COVID-19
- Develop outreach programmes and campaigns targeting resources and capacity building intentionally for sustainability.
- Document advocacy process and establish clear aims
- Develop repositories and databases for knowledge and preservation of culture.
- Address economic injustice
- Establish small scale funding programmes to boost food security, employment and sustainability.
- 

**FRIDAY, 19<sup>th</sup> June 2020**

### **SESSION 1 - HEALTH**

#### **THEME: IMPROVING OUR HEALTH AND WELLBEING IN THE MIDST OF THE COVID-19 PANDEMIC**

**Session Moderator:** Dr. Jay-Sheree Allen, Board-Certified Family Medicine Physician & Regional Youth Leader, GJDYC

**Session Presenters:**

- Dr. David Walcott, Medical Doctor and Founder of NOVAMED
- Ms. Tiffany Walters, Medical Student, COVID-19 Call Center
- Dr. Che Owen, CEO, MD Link
- Dr. Stephen Henry, Sports Medicine Physician, University of Miami Athletics



## **Overview:**

In the session, the panel discussed how Jamaican doctors and medical students have adaptively responded to COVID-19 in the provision of health care services. They discussed the future of tele-medicine in Jamaica, the importance of bringing remote health care services to rural communities, the need for greater mental health advocacy and leveraging financial opportunities overseas for health care programmes.

## **Challenges:**

- Public health inequalities linked to lack of infrastructure in rural communities
- Inter-agency approach to health care
- Opportunities for regulation around healthcare for Jamaica
- Opportunities for partnership for the Ministry of Health and private health companies
- Provide wireless connectivity in rural areas for telehealth platforms
- Gaps in public health education (exercise, diet, vitamins)
- Remote patient monitoring to provide continuous care for patients
- Develop strategies for at-risk patients to remain active

## **Recommendations/Solutions:**

- Importance of entrepreneurs understanding the funding of the ecosystem in health innovation
- Opportunities in podcasting for public health
- Broaden the scope of the incorporation of medical students in the health care system to alleviate the burden on professionals.
- Public health education and marketing around telehealth and sensitisation of telemedicine
- Collaboration between telecommunication services and health care to drive telemedicine access in rural areas.

- Private and public sector involvement in the development of a digital health clinic infrastructure
- Develop and impart mental health workshops and facilitate advocacy by bodies/entities such as the GJDYC
- Accessing grants from other countries/universities to work on health initiatives

## **SESSION 2 - SOCIAL SERVICES AND SOCIAL ENTREPRENEURSHIP**

### **THEME: ADVANCING SOLUTIONS, CREATING OPPORTUNITIES THROUGH SOCIAL SERVICES & SOCIAL ENTREPRENEURSHIP**

**Session Moderator:** Tishauna Mullings, Founder and Manager, Nexxstepp Educational Services

#### **Session Presenters:**

- Ms. Makeeba Foster, Case Manager, Social Services - Calgary & Regional Youth Leader, GJDYC
- Mr. Caleb Jackson, Founder, Operation Help the People
- Ms. Shanea Kerry Oldham, Founder, Your Life More Life
- Ms. Kashane Denton, Program Supervisor, Salvation Army & Regional Youth Leader, GJDYC

#### **Overview:**

In this session, the panel discussed the impact of the COVID-19 pandemic on the social services and social entrepreneurship operations. The panel drew attention to the challenges faced by vulnerable populations in the Jamaican Diaspora. Additionally it was highlighted that an organisation operational structure may also be challenged by its inability to serve in-person projects.

The panel spoke about the importance of increasing access and funding for mental health support services, shifting focus from involvement to ownership, shifting from project reliant to program focused organisational structure, and increasing access to grants and funds that support social start-ups and young innovators.

The panel presented several recommendations as to how Jamaicans can bolster community impact through intergenerational collaboration to provide relief, learning social enterprises to stabilize and increase community wealth, develop innovation hub infrastructure for youth and increase advocacy efforts for community healing social services.

### **Challenges:**

- Operational structure challenged by the inability to do in person projects
- Strained financial pipelines
- Lack of technology, financial and business literacy
- Lack of resources and adequate housing
- Increased abuse of power among police
- Closing of food banks, soup kitchens and other support services that usually provide refuge for persons in need.

### **Recommendations/Solutions:**

- Shift focus to coalition farm ownership in effort to empower farmers and foster generational wealth and financial stability
- Leverage social enterprises to stabilize and increase community wealth
- Build wealth by investing in social initiatives in Canada such as agriculture
- Educate individuals about the role and value of migrant workers and increase awareness of rights for migrant workers through coalitions
- Shift from project reliant organisations to prioritise the sustainability of interventions through program focused organisations
- Create sustainable programs that operate with a revenue surplus
- Support and invest in Jamaica becoming the “Silicon Valley” of the Caribbean

- Development of an innovation hub
- Increased focus on evaluation measures
- Increase advocacy for community healing (transformative justice, restorative justice, healing justice, community accountability)
- Increase engagement, support and empowerment of young people to lead change and speak truth to power
- The involvement of the under 18 Youth group policy development
- Increased mental health support in black and brown communities
- Develop sustainable strategies and processes to support and transform community behaviours
- Increased understanding and promotion of Social Entrepreneurship and Social Enterprises

**SATURDAY, 20<sup>th</sup> June 2020**

### **SESSION 1 - CREATIVE INDUSTRY**

**THEME: NEW STRATEGIES FOR EMPOWERING AND BROADCASTING THE JAMAICAN CULTURE**

**Session Moderator:** Amaya Lewis, Professional Dancer & Regional Youth Leader, GJDYC

**Session Presenters:**

- Mr. Akeem Mignott, Actor & Associate Director, Jamaica Youth Theatre
- Ms. Diane Allen, Development and Communications Associate, Lacer Afterschool Programs
- Mr. Carniggia Palmert, Artist Management
- Mr. Ibrahim "IB" Konteh, Communications & Marketing Specialist, Strictly 2K & Soca Forever

## Overview:

In this session, the panel spoke about how COVID-19 has brought to light the importance of being flexible and creating new opportunities in the areas of the arts and entertainment. The panel mentioned that in light of the current pandemic, it is even more critical to explore how the Jamaican culture can be sustained both at home and in the Diaspora. This specifically relates to the creative industries such as the visual and culinary arts, music, dance, drama and film. Specific focus included how technology is used for networking and establishing initiatives to engage and stimulate audiences. The panel spoke on promoting, preserving and the engagement of our cultural practices in the Diaspora.

## Challenges:

- Limited preservation and owning of our Jamaican culture and cultural identity
- Lack of promotion of the historical background of Jamaica's music
- The current under-promotion of Jamaican popular music

## Recommendations/Solutions:

- Utilize dramatic productions to shed light on issues affecting the Jamaican landscape, including the unpopular ones.
- Develop programs to encourage involvement of Jamaican youths and the Diaspora in the creative industry e.g. a documentary made in Jamaica shared in the Diaspora.
- Develop policies to start initiatives that protect the Jamaican culture.
- Re-imagine the idea of the creative industry as a career path to drive cultural innovation and preservation.
- Maximise the social media era to increase listenership of Jamaican music.
- Embrace ambassadorship to promote the Jamaican culture and educate persons globally.
- Creation of a road map for a cohesive engagement and participation through the Ministries of Foreign Affairs and Foreign Trade, Tourism and Culture, Gender, Entertainment and Sport.

→ Utilise Digital storage Data for the preservation value-added capabilities of the Jamaican culture.

## **Annex 1**

### **The Team of Rapporteurs**

- Nadia Anderson (USA)
- Aisha Asher-Morgan (UK)

### **Post-Summit Special Projects Team**

- Sarrah-Ann Allen (JA)
- Mona-Lee Belizaire (USA)
- Renford Douglas (USA)
- Rain Jarrett (USA)
- Amaya Lewis (USA)
- Tanesha Westcarr (UK) – Chairperson