



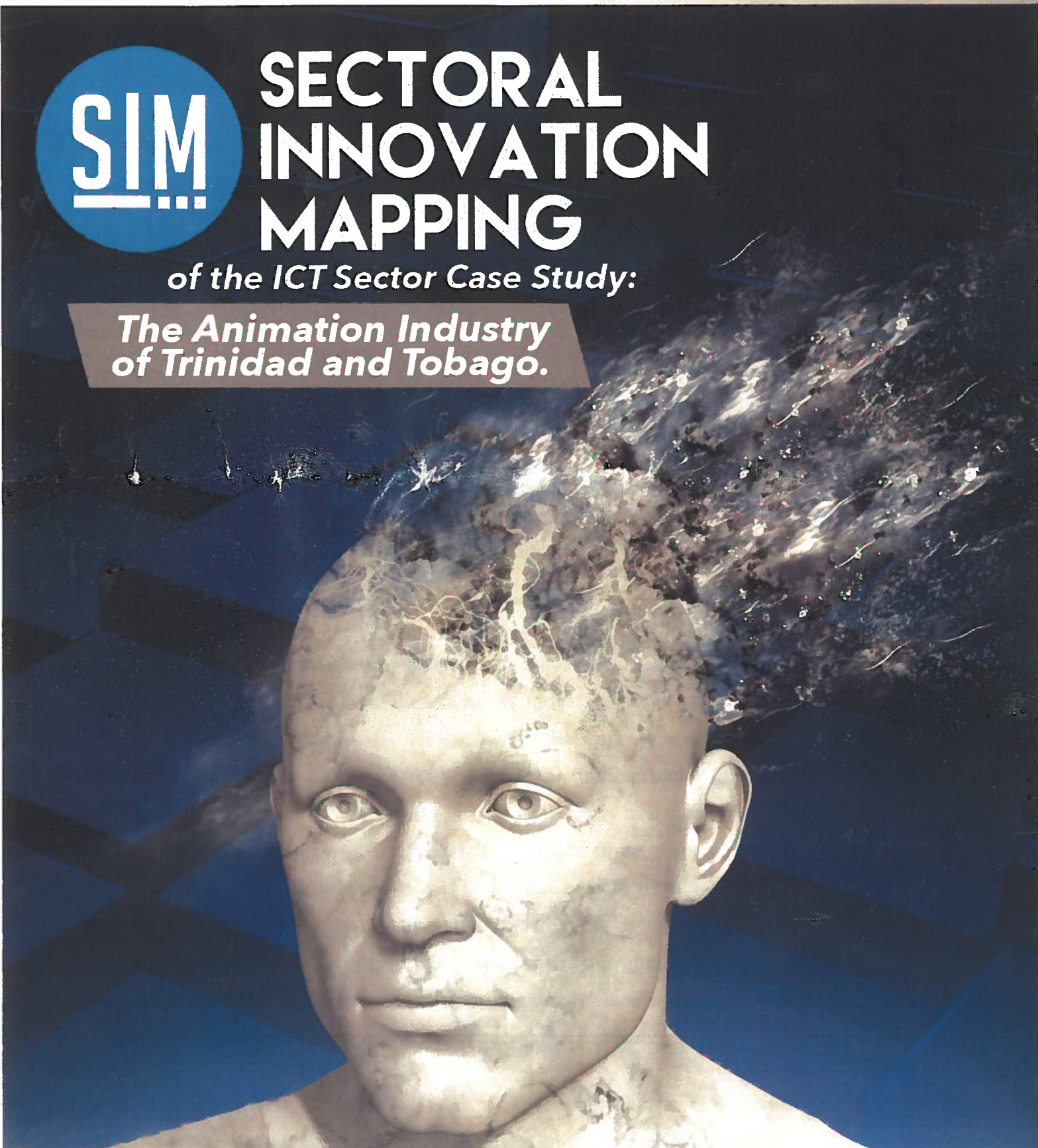
Government of the Republic of Trinidad and Tobago
Ministry of Education



SECTORAL INNOVATION MAPPING

of the ICT Sector Case Study:

*The Animation Industry
of Trinidad and Tobago.*



As one advances into the 21st Century, one of the fastest growing industries globally is the Animation Industry. The impetus that propels this industry forward and simultaneously transforms it at a rapid pace is the introduction of new technologies. These realities support a common understanding that Animation straddles both the ICT and Creative Industries sector.

The Sectoral Innovation Mapping (SIM) of the Animation industry in Trinidad and Tobago identifies the actors of the sector, both the internal and external: the Producers, Education and Training Institutes and the Supporting Agencies. It provides a snapshot of the linkages between the actors, whether the interactions are strong, moderate or weak, as well as, the enabling environment components such as export and investment promotions, legislation and protection of Intellectual Property (IP) and the availability of funding sources. Equally important, the SIM features the framework conditions that exist. These include trust, the propensity to create and others that lend to a smoother performance of the industry. Although these intangible conditions are often perceived as minuscule, the research seeks to capture its significance and its influence on the behaviours of the actors and by extension its impact on the industry.

The methodology for the study is inclusive. It encompasses a bottom-up approach and is built on the views of practitioners in the industry, as well as, supporting agencies. In keeping with the size of the sector the appropriate primary and secondary data collection methods were deployed. The findings unveil key realities resulting in opportunities to position the Animation industry as a viable, sustaining contributor to economic growth. The research focuses on three (3) business model options that can progress the sector. It is important to note that these three (3) business models can co-exist but solely on the basis that the right actors pursue the right models. There is the opportunity for each player to profitably benefit in the sector as it grows and expands nationally and regionally (bearing in mind that no Caribbean country has the scale nor scope to be a global competitor).

The study unveils the gaps in building capacity in this industry. Critical in this arena is the need for students to acquire proficiencies in both technical and non-technical skills. The modern day work force recruits workers that possess interdisciplinary skill sets and in this industry working as part of a team is integral. The SIM identifies the factors that drive innovation. It relates the experiences of the practitioners in both the domestic and regional markets and seeks to understand the requirements of penetrating foreign markets. The research also uncovers several challenges. Challenges that may require a cultural change for consumers and others that necessitate the introduction of new systems.

All told, the documented findings of this micro-level study adds to the national research resource pool. The results help to inform and support evidence based decision-making. In light of the current state of the economy, it is anticipated that the SIM of the Animation industry will support the government's move to aggressively diversify the economy of Trinidad and Tobago.