



EU - SOUTHERN NEIGHTBORHOOD DIALOGUES

EVENT REPORT

JULY 2024

CREACT  **MED**

CREATIVE MEDITERRANEAN

ABOUT CREAT4MED

CREACT4MED is a project funded by the European Union (EU) through the EuropeAid Programme, which aims to strengthen businesses and entrepreneurship in the cultural and creative industries (CCIs) in the Southern Neighbourhood of the EU, with a particular focus on young people and women. CREAT4MED is led by the Euro-Mediterranean Economists Association (EMEA), and project partners and associates include: the European Institute of the Mediterranean (IEMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), the Institute of Entrepreneurship Development (IED), RedStart Tunisia, the Med Confederation, Beyond Group, LUMSA University, the Association of Organisations of Mediterranean Businesswomen (AFAEMME), Positive Agenda Advisory, Womenpreneur Initiative, Neapolis University Pafos, FEPS Business Incubator, and MedWaves.

Cultural and creative industries (CCI) are increasingly being recognised as an important source of economic independence, job creation, social cohesion, and wellbeing. The Mediterranean's rich cultural background and dynamic young population means there is great potential for the CCI to be real drivers of growth and prosperity, but industries and infrastructures are often fragmented and poorly supported. CREAT4MED seeks to strengthen CCI ecosystems in the region and unleash the full potential of the CCI to create empowered and flourishing societies.

ABOUT CREAT4MED Closing Event

Over the past 4 years, CREAT4MED has provided financial support to cultural and creative entities, launched a training programme to upskill budding entrepreneurs, and has built a community of over 1200 creative minds across the Mediterranean region.

On the 10th and 11th of July 2024, over 100 participants, including project partners and beneficiaries, financial agents, business development experts and start-ups, gathered to celebrate the project's final event in Barcelona as the CREAT4MED team presented the project's impact and achievements. The event aimed to bring together key stakeholders from across the Mediterranean to solidify the CREAT4MED community and spark further action for stronger and brighter cultural and creative industries in the region. The event was co-organised by the lead partner, the Euro-Mediterranean Economists Association (EMEA) and project partner, the European Institute of the Mediterranean (IEMED) and took place both at EMEA HQs in the UNESCO World Heritage Site, Sant Pau Recinte Modernista, Barcelona, and online.

 creact4med@euromed-economists.org

 <https://creativemediterranean.org/>

 <https://www.facebook.com/CreativeMediterranean>

 <https://twitter.com/creact4med>



Coordinated by the Euro-Mediterranean Economists Association (EMEA)



Funded by the European Union (90%, 2020-2024)

ABOUT THE EU-SOUTHERN NEIGHBOURHOOD REGIONAL DIALOGUES

Held in the framework of the Closing Event, the **EU-Southern Neighbourhood Regional Dialogues** are debates and workshops held in person that gather CREAT4MED-supported projects and key counterparts from the Euro-Med area with the aim to promote and contribute to the creation of regional links and cross-border collaborations between CCI initiatives and projects. The objective is to facilitate knowledge exchange on best practices for replication and adaptation at a regional level.

ABOUT THE 2024 SESSIONS

The Fourth EU-Southern Neighbourhood Regional Dialogue took the form of a collaborative workshop held in Barcelona on **Wednesday July 10th** within the framework of the CREAT4MED Closing Event. After an icebreaking exercise that helped the participants to learn more about each other, the participants were divided into 2 workshops running in parallel. The Workshop I for Entrepreneurs and Best Practice Winners, led by EMEA and co-organized with **IEMed** brought together **over 35** participants of up to **10** different nationalities.

IV EU-Southern Neighbourhood Regional Dialogue Workshop:

"Catalysing the CCI: Building Bridges for CCI Entrepreneurs"

Designed for **CREACT4MED beneficiaries** and **local actors from the Spanish and European cultural & creative industries sector**, the workshop sessions fostered collaboration and innovative problem-solving among all participants, highlighting the power of collaboration and co-creation. *The "Creative Synergies: Building a Cultural and Creative Business"* workshop had the objective of **collaboratively creating a new cultural and creative business** by harnessing the unique strengths and elements of each participant's existing project or initiative. The session was structured to engage participants in a creative cycle of brainstorming, planning, and presentation, all within a supportive and interactive environment.



The workshop began with an introduction, where **Kirsty Fairhurst**, Project Officer at **EMEA**, outlined the goals and emphasized the importance of collaboration. Participants were encouraged to think beyond their individual projects and consider how their **combined talents** could lead

to the creation of something new and impactful.

To foster a relaxed atmosphere, participants engaged in a brief but effective **ice-breaking** activity. This exercise allowed them to introduce themselves, while trying to find things in common with the rest of participants. The activity was instrumental in creating an open and collaborative environment.



The core of the workshop focused on building a cultural and creative industry (CCI) business specifically tailored to the **Mediterranean** context. Participants were divided into **7 small groups of 4-6**, where they began by discussing and listing the strengths, skills, and distinctive aspects of their individual projects. This initial brainstorming session helped each group identify their assets while also assigning specific roles within the team. A scribe, spokesperson, and timekeeper were designated in each group.

With a clear understanding of their combined strengths, the groups moved on to **concept development**. They brainstormed ideas for a new cultural and creative business, focusing on how their diverse skills could complement one another. Each group worked to define the core **mission, vision, and values** of their proposed business, ensuring that these reflected the ethos of all the participants' projects. Roles within the business were then assigned based on each participant's expertise, further solidifying the collaborative nature of the venture.



The next phase of the workshop involved the **development of a basic business plan**. Groups chose a **name** for their new venture, one that symbolized the collaborative spirit and creative energy of their collective efforts. They then identified their **target audience**, discussing who their business would serve and why. The groups outlined the **key products or services** their business would offer, carefully incorporating elements from each participant's project. Attention was also given to the **marketing strategy**, with discussions on how to leverage existing networks and channels to promote the business. Finally, the groups detailed an **operational plan**, specifying how the business would run on a day-to-day basis and clarifying each participant's role and responsibilities.

After this planning session, the groups prepared **brief presentations** to introduce their new businesses to the rest of the workshop participants. Each group focused on summarizing their business concept, plan, and the collaborative process that led to its creation. These presentations were **followed by a question-and-answer** session, allowing other participants and groups to offer **feedback** and ask questions, which helped refine the ideas further and provided valuable insights regarding the viability of the proposed businesses.



These workshop sessions provided a platform for startups in the Mediterranean creative industries to collaborate, share insights, and develop innovative business models. By the end of the workshop, participants had successfully created novel business concepts that integrated the diverse cultural and creative projects represented in the room. The session fostered new connections and potential partnerships among the participants. The diverse range of business ideas presented during the presentations demonstrated the creativity and adaptability of these startups and the importance of collaboration strategies in the dynamic landscape of the cultural and creative sectors.

List of participants

Name	Company	Country
Marcela Manrique	DEMANO PRODUCCIONES SOSTENIBLES S.L	Spain
Camila Cela	Creative Business Network	Spain
Olga Plets	CloudGuide	Spain
David Richards	Creative Business Network	Spain
Ramzi Madanat	ViaVii	Bahrain
Keroles Saber	Teatro Al Saeed	Egypt
Lucie Strack	Help Mariage	Morocco
Karen Tadrous	Almah	Egypt
Bilal Zahalan	Yayy - Tourific	Lebanon
Rola Abuqerayyan	ViaVii	Jordan
Farah Ajlouni	Gioia Footwear	Jordan
Rami Bader	Puppets World for the Development of Children	Jordan
Wafae Zaoui	Cré Artisanat	Morocco
Hiba Ghiati	H kids	Morocco
Abeer Mahmoud	Cezar's Projects s.a.l	Lebanon
Soukaina Bessouda	Digital Cultural eXperience	Tunisia
Sherazade Amous	Klink	Tunisia
Naim Shakshir	Askadar for Culture & Arts	Palestine
Jad Issa	Climber Space Sarl	Lebanon
Maryam Hazem	Reform Studio	Egypt
Beshoy Saber	Teatro Al Saeed	Egypt
Meriem Aouadi	Maft Studios	Tunisia
Simon Souaid	Mlouk Productions	Lebanon
Abo Alazem	Duma Toys	Egypt
Rachid Ennassiri	Meteor Airlines	Morocco
Bilel Bellili	Digiart Living Lab by Netinfo	Tunisia
Nader Akoum	Studio Madane	Lebanon
Mohamed Hassan	Alqalam	Egypt
Loiy Bader	Puppets World for the Development of Children	Jordan
Fatma Zahran	Awareness Sensei	Egypt
Marta Coca Ortiga	080 Barcelona Fashion	Spain
Kolya-Alvaro dam de Nogales	Barking Film Studios	Spain
Javier Beltran Lezaun	RockFit	Spain
Lluc Marti Pe	Fundació Catalunya Voluntària	Spain