



CREACT4MED NEWSLETTER

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CReative Entrepreneurs ACTing FOR the
future of the MEDiterranean

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Forward

The cultural and creative industries, or CCI, boost creativity and innovation, contribute to economic growth and job creation, and can increase the wellbeing of societies, particularly for women and young people. These sectors have been badly hit by the COVID-19 pandemic and the restrictions put in place to manage it, but at the same time, the digital transformation has provided new opportunities to adapt and rebound. In March 2020, the Euro-Mediterranean Economists Association (EMEA) launched a new project, "Creative entrepreneurs acting for the future of the Mediterranean" (CREACT4MED), co-funded by the European Union and coordinated by EMEA. The objectives of the initiative are:

- To promote the cultural and creative economy in the Mediterranean from a public policy standpoint, via proactive engagement of the key institutional players;
- To create jobs for women and young people by supporting entrepreneurs, in order to create value, connect actors and generate decent jobs;
- To strengthen the cultural and creative entrepreneurial ecosystems in the Mediterranean by creating a CCI MED Hub.

Our intention is to create collaborative local hubs in eight countries of the EU's Southern Neighbourhood, bringing together existing incubators, accelerators and other civil society organisations that are already active in these sectors, whilst seeking support from the public sector when available and from international organisations, such as the European Union and others.

Together with CREAT4MED partners, the interventions will be anchored in three interconnecting dimensions:

- 1. access to open access knowledge and skills**
- 2. access to grants and financing**
- 3. access to markets and networks**

Our ambition is to strengthen the CCI ecosystem in the Mediterranean and to build on regional and global connections.



About CREAT4MED

CREACT4MED is a project funded by the EU through the EuropeAid Programme, which aims to strengthen businesses with the Cultural and Creative Industries (CCI). It seeks to support entrepreneurs, start-ups and SMEs, create jobs, and foster sustainable economic growth in the Southern Mediterranean, with a particular focus on young people and women.

Project full name: CReative Entrepreneurs ACTing FOR the future MEDiterranean

Grant agreement number: ENI/2019/412-505

Budget: €2,220,675 (90% funded by the EU Commission)

Timeline: 1st March 2020 – 28th February 2024

Mission and Goals:

- Boost CCI businesses and entrepreneurship in the Southern Mediterranean, increasing the capacity of CCI to attract investment, create jobs and foster inclusive economic growth.
- Empower current and potential entrepreneurs, in particular young people and women, to start or grow CCI businesses through tailored training and financing opportunities.
- Establish a regional CCI hub to bring together actors from North Africa, the Middle East and Europe, strengthening networking, exchanges and cooperation in the sector across the Mediterranean.

CREACT4MED is led by the Euro-Mediterranean Economists Association (EMEA) and implemented by a consortium of partners from across Europe and North Africa.





News and updates

Mapping the CCI Ecosystem

The first pillar of the CREAT4MED project is identifying the current landscape of CCI in each of the target countries, including key players, legal and regulatory frameworks, and national and regional initiatives, particularly in the wake of a pandemic that has hit creative industries very hard.

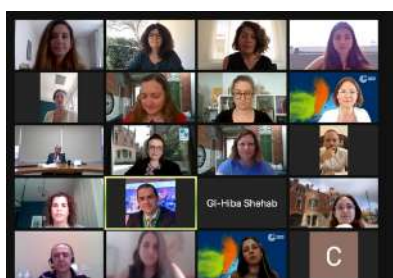
An important element of this pillar is the formation of the Technical Expert Group (TEG), a group of renowned regional and local experts who bring a multi-disciplinary approach to the mapping process. The group comprises 11 external experts, 9 observers and 5 project beneficiaries, covering 11 countries. 70% of these experts are women.

The first year of implementation has been focused on mapping, including the following highlights:



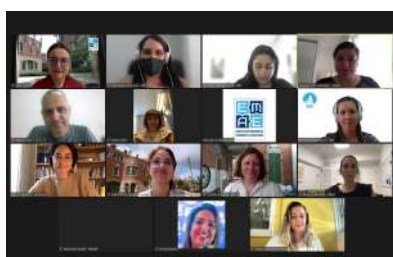
European Creative Industries Summer: "Future Unlocked!" 12 – 15 September 2021

Professor Rym Ayadi, co-founder and president of EMEA, participated in the panel discussion "Cultural and creative sectors as generators of economic growth".



Stakeholder Workshops: Egypt, Tunisia, Lebanon, Morocco and Jordan 22 March 2021 – 15 September 2021

Stakeholder workshops in each country discussed current government strategies and public programmes and initiatives to promote CCI, engagement with private sector actors including incubators and financing bodies, and finally international initiatives dedicated to CCI.



Incubator Group Meetings: Egypt, Tunisia, Lebanon and Morocco 26 April 2021 – 2 September 2021

Following the Stakeholders Workshops, Incubator Group meetings were held as a focus group to allow their participation in the design of CREAT4MED's activities and of the national strategy to promote CCI in each country.



Technical Experts Group Meetings 19 November 2020 – 25 February 2021

5 meetings of the TEG provided invaluable input on the identification of key CCI data in each country including actors, strategies, institutions, financial programmes, and educational systems, as well as identifying main obstacles and opportunities and playing a crucial role in the organization of the engagement workshop.



The impacts of COVID-19 on Mediterranean CCI: what role for digitalisation? EMEA Webinar 19 November 2020

Experts from EMEA, Sant Joseph University (Lebanon), the EU Delegation in Egypt, So Cult (Belgium), BUSINESSMED (Tunisia), the European Crowd - funding Network and the Union for the Mediterranean came together to discuss these critical issues.



Consultations with EU delegations September 2020

A total of 14 representatives from EU delegations in the target country were interviewed by EMEA to gather data on EU and local initiatives on entrepreneurship and CCI.



Exploratory Meeting on CCI Ecosystems in the Southern Mediterranean 27 July 2020

Experts, researchers and other key stakeholders in business development and CCI in the region came together to share views, experience and good practice.





Training

CREACT4MED's second pillar is the creation of a training programme for entrepreneurs active in CCI, with a focus on young people and women. The aim is to strengthen CCI businesses and entrepreneurship and contribute to their sustainable development in the Southern Mediterranean.

The programme has been designed in consultation with CCI incubators, capacity-building players and other major education and CCI stakeholders, taking into account skills and needs assessments of entrepreneurs in each country. It is hosted on the Institute of Entrepreneurship Development (iED) online platform, and applications are now open for participants.

For more information and to apply, visit creativemediterranean.org/training

Sub-granting

The third pillar of CREAT4MED is providing direct financial support for entrepreneurs and business incubators in CCI in the Southern Mediterranean. An initial total of €500,000 is allocated to be sub-granted to 8 Business Support Organisations (BSOs), to help them develop incubation services, and 24 entrepreneurs, to allow them to launch their business venture.



Call for proposals to develop incubation services launched September 2021

BSOs, incubators and accelerators from Egypt, Tunisia, Lebanon and Jordan were invited to apply for a sub-grant to develop new, quality services to help CCI entrepreneurs build competitive businesses and relevant connections through the early, high-risk stages of development and create jobs.

For more details on applications and grant awards, visit creativemediterranean.org/activities/sub-granting

Engagement and Advocacy

The final pillar of the CREAT4MED project is raising awareness of the importance, value creation and social impact of CCI, which should be reflected in public policy. The aim is to create a CCI MED Hub, bringing together key players such as BSOs, entrepreneurs, financial actors and NGOs to strengthen the sector and unleash its economic potential.



Impact

During the first year of implementation, focused on the mapping of CCI actors and initiatives, CREAT4MED has engaged with:

- 36 stakeholders from the private sector (including MSMEs, start-ups, creative entrepreneurs, NGOs and BSOs)
- 39 capacity-building stakeholders from the Euro-Mediterranean region
- 29 policy-making bodies and international projects working on CCI
- 12 financial institutions

Women represent 52% of external stakeholders engaged in the project so far.





Partners & Associates



EMEA – Project Coordinator

The Euro-Mediterranean Economists Association, EMEA, is a Barcelona-based regional think-tank that serves as a leading independent and innovative policy research institution; a forum for debate on the political and socio-economic reforms in the Mediterranean and Africa; and a promoter of actions and initiatives that fulfil objectives of sustainability, inclusiveness, regional integration and prosperity.

Our Partners







CREACT4MED builds on the research work conducted by EMEA on the “Think Small First” principle, in all policy areas relevant to the development of MSMEs, including those in the cultural and creative industries (CCI).



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CREACT4MED is coordinated by EMEA

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