

CREACT  **MED**

CREATIVE MEDITERRANEAN

CALL FOR NOMINATIONS CULTURAL AND CREATIVE BEST PRACTICE IN THE SOUTHERN MEDITERRANEAN

CREACT4MED – Creative Entrepreneurs ACTing FOR the future MEDiterranean (ENI/2019/412-505)

WP1 – MAPPING THE CCI ECOSYSTEM

Prepared by: EMEA

Date: February 2022



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

Co-Funded by the European Union
بتمويل مشترك من الاتحاد الأوروبي



Coordinated by the
Euro-Mediterranean
Economics Association

EURO-MEDITERRANEAN
ECONOMISTS ASSOCIATION

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About CREAT4MED

CREACT4MED is a project co-funded by the EU, which aims to strengthen businesses within the Cultural and Creative Industries (CCIs). 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
- **Project website:** creativemediterranean.org
- **Budget:** 2,220,675 EUR – funded by the EU Commission (90%)
- **Timeline of implementation:** 1st March 2020 – 28th February 2024

CREACT4MED 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). Project Partners are the European Institute of the Mediterranean (IEMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), the Institute of Entrepreneurship Development (IED), the Faculty of Economics and Political Science Business Incubator (FEPS BI), AFAEMME, Beyond Group, LUMSA, MED Confederation, Neapolis University Pafos, Positive Agenda and Womenpreneur.

Call for nominations of CCI Best Practice examples

The first pillar of the CREAT4MED project is a comprehensive mapping exercise of the CCI ecosystem in the Southern Mediterranean countries. The aim of this exercise is to identify the key figures, actors, initiatives, cultural infrastructures, opportunities and obstacles in each of the target countries, with a view to uncovering and raising awareness of unexploited entrepreneurship and employment opportunities and developing appropriate support initiatives and policy recommendations.

As part of this activity, CREAT4MED is launching a call for nominations of Best Practice (BP) examples in cultural and creative entrepreneurship, ecosystem enablement and local and regional cooperation in the southern Mediterranean.

1. Objectives of the call

The overall objective of this call is to identify, engage with and promote examples of Best Practice (BP) that have the potential to boost CCI entrepreneurship and enhance sustainable and inclusive growth in the Mediterranean region.

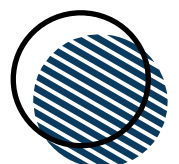
The specific objectives of the call are:

1. To identify examples of BP in terms of cultural and creative entrepreneurship, ecosystem enablement and local and regional cooperation in the Southern Mediterranean.
2. To acknowledge and celebrate the examples of BP identified; engage with their promoters; and award a prize to the best examples from each country during the final project event.
3. To facilitate access to knowledge and promote the use and replication of successful practices with applicability and transferability potential by creating a public repository of data.

2. Definition and categories of Best Practice

We understand Best Practice as methods or processes that have been proven by experience or research to work reliably and effectively to reach a desired objective. The results of these practices should be tangible, and their impact measurable. Moreover, according to EMEA research¹, an example of BP should be inclusive, economically and environmentally sustainable, innovative and efficient.

¹ Euro-Mediterranean Economists Association TRIS model for socio-economic development in the Mediterranean: <https://euromed-economists.org/activities/socio-economic-development/>



Given the diversity of processes in the cultural and creative industries, this call is open for examples of Best Practice (BP) on a broad range of **categories**²:

a) Cultural and creative entrepreneurship

- Entrepreneurship in the CCI (viable business models, lasting operations, growing market)
- Inclusion of women and young people in creative and cultural projects
- Financial sustainability in the CCI
- Innovation in cultural and creative value chains
- Event organization (lasting operation, growing attendance)
- Social impact of a cultural or creative project in terms of social cohesion and wellbeing of individuals
- Stable job creation in the CCI

b) Ecosystem enablement

- Facilitation and support of the CCI from local and regional authorities
- Facilitation and support of the CCI from NGOs and civil society organizations
- Advocacy for and mainstreaming of the importance of culture and creativity to public policy
- Awareness-raising of CCI as a viable career path among young people
- Effective adaptation of regional, national, or international CCI programs to local requirements
- Incubation, acceleration and entrepreneurial support in the CCI
- Education programmes and methods for professionalization in CCI
- Sustainable and effective funding schemes to support the CCI

c) Local and regional cooperation

- Productive multi-disciplinary partnerships for strengthening the CCI
- Effective engagement of stakeholders in CCI initiatives at at local or regional scale
- Networks, projects and platforms to support cross-border collaboration in CCI

Nominators are encouraged to submit nominations for other practices with potential to enhance the achievability of CREAT4MED goals.

² This classification is builds on the model for CCI good practice collection developed under the INTERREG Central Europe project STIMULART. The process is publicly available at the project's website <https://www.interreg-central.eu/Content.Node/STIMULART.html>

3. Eligible subsectors

The eligible subsectors under this call for nominations are:

- **Arts and culture:** cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation (including cultural tourism), crafts
- **Design:** software, advertising, architecture, interior design, graphic design, industrial design, fashion
- **Media:** publishing, TV & radio, digital media, film and video, music

4. The role of the nominator

The role of the nominator is to submit recommendations of Best Practice by completing the BP collection form. Nominators must ensure the quality, reliability, and objectivity of all the information provided.

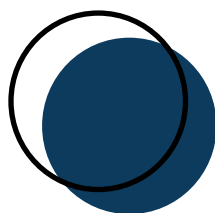
Nominators may come from a variety of backgrounds, including:

- Local and regional authorities involved in CCI
- International organisations and initiatives working on CCI
- Incubators, accelerators, BSOs, NGOs, CSOs
- Education providers
- CREAT4MED project partners and associates
- Other experts and CCI professionals

5. Nomination process

In order to submit a recommendation, nominators are invited to complete the BP Collection form (available on <https://creativemediterranean.org>) and submit it to it to creact4med@euromed-economists.org including “[Call for BP nomination]” in the title of the email. The first call for nominations of examples of Best Practice is open until **May 31st, 2022**.

Only complete nominations will be accepted. Sections *1. Basic info*, *2. Main characteristics* and *5. Conclusions* of the GP Collection form must be completed. Nominators are requested to complete at least 3 subsections of section *3. Impact*. Nominators are encouraged to submit multiple nominations and to complete all the applicable sections.



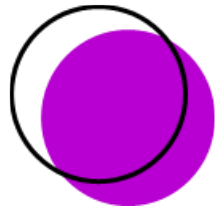
6. BP eligibility and selection criteria

In order to be eligible, BPs must be:

- Based in the Southern Mediterranean countries³
- Linked to the cultural and creative industries
- Proven by experience or research to work reliably and effectively

Building on the model for CCI good practice collection developed under the project STIMULART⁴, the following selection criteria have been defined:

- Economic significance (business sustainability, contribution to exports, economic impact, spillover effects on the economy)
- Replicability and upscaling potential
- Capacity to promote sustained, inclusive and sustainable economic growth, productive employment and decent work
- Contribution to inclusiveness (efforts to achieve gender equality and empower women and girls, efforts to ensure inclusive and equitable access to opportunities)
- Social impact and contribution to community development
- Innovativeness and level of digitalization
- Contribution to environmental sustainability



7. Outcomes

CREACT4MED aims to collect at least 150 examples of Best Practice. An online repository will be published and updated with at least 80 selected examples of Best Practice by the end of the project. Selected cases will be engaged and promoted in project activities and events.

During the CREAT4MED's project final event in 2024, one example of best practice from each country will be awarded a prize in acknowledgement of its contribution to boosting CCI entrepreneurship and enhancing sustainable and inclusive growth in the region.

³ Details available at https://ec.europa.eu/home-affairs/policies/international-affairs/collaboration-countries/southern-mediterranean_en

⁴ From the program Interreg Central Europe - <https://www.interreg-central.eu/Content.Node/STIMULART.html>

Data protection

Personal data of the participants to this call shall be collected and processed, pursuant to the law in force. Personal data collected through the nomination documents and will be processed by CREAT4MED only for the purpose of participation to the call for nominations.

CREACT4MED may use a data processor, fully compliant with the principles of the GDPR and ensuring the safety and confidentiality of data. Personal data shall be kept, under the scope of the program, for a period of 7 years, after which they will be erased.

Nominators and nominees have the right to access to their personal data, right to rectification, right to erasure, right to restrict processing, right to data portability and the right to object. Any queries concerning the processing of their personal data shall be addressed to the Euro-Mediterranean Economists Association at info@euromed-economists.org

Annex 1 – Best Practice Collection Form

BEST PRACTICE (BP) COLLECTION FORM

Details about the nomination process are provided at creativemediterranean.org.

Mandatory sections are marked with an asterisk (*). Nominators are asked to provide detailed answers to at least 3 of the 7 sub-sections under “3. Impact”. **We encourage you to provide answers to all applicable sections.**

1. Basic info*	
Name of the nominator	<i>Name, position, entity</i>
Title of the BP	<i>Name/short sentence that best describes the best practice (maximum 25 words)</i>
Implementer of the BP	<i>Name, organization and e-mail address of the BP's contact person</i>
Website of the BP	<i>Website address to visit for more information</i>
Country of the BP	<i>Country where the BP is implemented</i>
Subsector of the BP	<i>Subsector where the BP is implemented⁵</i>
Category of the BP	<i>Category where the BP should be classified⁶. If none are applicable, please create a new category relevant to CREAT4MED objectives</i>
Year of establishment and duration	<i>Year when the BP was used for the first time and duration/number of times it has been used</i>
Target group of the BP	<i>Describe the beneficiaries, target or users of the BP</i>
2. Main characteristics*	
Objectives	<i>Describe the overall and specific objectives of the BP</i>
Description	<i>Provide a description of the BP's main characteristics (implementing team, need/problem addressed, distinctive features/unique distinguishing element of the solution proposed, relevance of the best practice) (min 100 words)</i>
Approach	<i>Describe the approach used to tackle the initial issue, leading to a successful outcome and to the BP. Provide a step-by-step description of the activities carried out, the timeframe of implementation and the stakeholders involved and their specific roles (min 100 words)</i>
Results	<i>Describe the concrete, tangible results obtained when implementing the BP. Describe the end products or services resulting from the BP. If available, provide details of KPIs. Include a description of any grants, investments, prizes or public aid received. Describe the social, cultural and economic long-term development improvements to which the BP contributes (min 100 words)</i>
Long-term sustainability	<i>Describe the strategy to ensure long-term financial sustainability of the best practice, including sources of funding. Describe the elements that need to be implemented for the BP to be institutionally, socially, economically and politically sustainable.</i>

⁵ List of eligible subsectors is available in the Call for Best Practice nominations (Section 3)

⁶ List of categories is available in the Call for Best Practice nominations (Section 2)

3. Impact (please complete at least 3 of the 7 sub-sections)	
Economic significance	<p><i>Provide details on the economic significance of the BP, including, if applicable:</i></p> <ul style="list-style-type: none"> - Annual turnover of the BP's operations/selling - Number of exports - Economic impact of the activity - Spillover effects on the economy
Replicability and upscaling	<p><i>What is the replicability potential of the BP? What are the possibilities to adapt it to other settings and sectors? Which conditions should be met for that, and what adaptations are likely to have to be made? Can the BP be tried out on a small pilot scale prior to large-scale adoption?</i></p>
Employment generation	<p><i>Provide details on the BP's capacity to promote sustained, inclusive and sustainable economic growth, productive employment and decent work, including:</i></p> <ul style="list-style-type: none"> - Number of jobs created - Number of professional opportunities for young people and women generated
Inclusiveness	<p><i>Contribution to societal inclusiveness, including details on:</i></p> <ul style="list-style-type: none"> - Proportion of women involved in the implementation of the best practice - Efforts to achieve gender equality and empower women and girls - Proportion of young people involved in the implementation of the best practice - Presence of migrant workers involved in the implementation of the best practice - Efforts to ensure inclusive and equitable quality education for all - Location where the best practice is implemented: rural or urban - Participatory processes taking place under the BP
Social impact	<p><i>Describe the BP's social impact, including details on its contribution to:</i></p> <ul style="list-style-type: none"> - Community development - Valorization of cultural heritage - Reduction of inequality - Promotion of peaceful and inclusive societies
Innovation	<p><i>Describe how the BP has made use of an innovation to come up with new solutions to address the challenges, for example:</i></p> <ul style="list-style-type: none"> - Innovative business models - Use of state-of-the-art technology - Successful launch of innovative digital tools - Promotion of an enabling environment to encourage innovation - Establishment of innovative partnership structures
Environmental sustainability	<p><i>Describe the BP's contribution to environmental sustainability, including details of any actions taken to:</i></p> <ul style="list-style-type: none"> - Combat climate change and its impacts - Ensure sustainable consumption and production patterns - Ensure sustainable use of the oceans, seas and marine resources
4. Challenges and lessons learned	
Challenges	<p><i>Describe the challenges encountered by the different stakeholders involved in the implementation of the BP and how they were addressed</i></p>
Lessons learned	<p><i>Detail the main takeaways and lessons learnt for future implementation of the BP</i></p>
5. Conclusions*	
Conclusions	<p><i>Provide an overall summary of the usefulness and impact of the BP. Describe why it is considered a "best practice" and which are the key takeaways.</i></p>