



RÉPUBLIQUE
FRANÇAISE

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AFD AND Cultural and Creative Industries

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€241 M

committed to cultural and
creative industries since 2017

€10 M

committed in 2021
in 5 new projects

59 countries

where AFD is working in a
variety of activities

Cultural and Creative Industries (CCI) and the cultural sector as a whole are a powerful lever for socio-economic development. The sector has significant economic potential in AFD's areas of operation and helps foster social cohesion and links among diverse populations.

Culture: At the heart of the Sustainable Development Goals (SDGs)

In 2005, the UNESCO General Conference adopted the Convention on the Protection and Promotion of the Diversity of Cultural Expressions. While the 2016 Interministerial Committee for International Cooperation and Development (CICID) recognized “the multifaceted role of culture in achieving the Sustainable Development Goals,” French President Emmanuel Macron emphasized in his 2017 Ouagadougou speech the role culture plays in rebuilding a shared vision with Africa.

Just as Cultural and Creative Industries are a powerful catalyst for fostering inclusive local development, they are a useful tool for promoting the French language and for strengthening freedom of expression. Structuring these sectors helps provide economic opportunities, while increasing access to cultural goods and services for the people concerned.

This is why AFD was given a new mandate in 2018 to support cultural and creative industries. **The support for cultural and creative industries (CCIs) is based on four areas of operation:**

The Group approach

The “AFD Group” approach is particularly developed in the CCI sector, with Proparco providing private sector support and Expertise France implementing technical assistance missions. This has led to the building of a more comprehensive CCI offer that combines financing, project engineering and project management support. AFD has provided support to the Crea Fund financed by Proparco with European Union delegated funds, dedicated to providing access to financing for companies active in the CCI sector in Africa and the Caribbean.

AFD has also financed three projects technically supported by Expertise France:

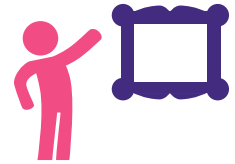
- “Abomey Museum” in Benin (€35 million): construction of the Museum of the Amazons and the Kings of Dahomey and the development of the site of the royal palaces of Abomey
- “National Palace” in Ethiopia (€20.4 million): opening of the National Palace in Addis Ababa to the public
- “Churches of Lalibela” in Ethiopia (€4.9 million): emergency work and security measures for the historic site, organization of a digital exhibition supported by the CNRS

Four areas of operation

Infrastructure
and cultural facilities



Vocational training
in culture-related activities



Cultural entrepreneurship



Cultural policies
and governance



Inclusion of CCIs within the AFD group

CCI activity was marked in 2021 by a new positioning of the sector. With the adoption of the 100% Social Link strategy in March 2021 and the operationalization of the Solidarity component, CCIs are no longer just initiatives or pilot projects, but now aim to integrate all operations carried out by the Group’s technical divisions or agencies. The CCIs have thus been incorporated in three projects worth a total of €100 million carried out by the Education and Urban Development Technical Divisions with a view to strengthening their social impact. In this way, they help to reinforce the projects’ impacts by building an inclusive development model, focused on youth and culture.

Our activity supporting CCI in 2021

New projects launched

ZIMBABWE

PROMOTING THE HISTORIC SITE OF GREAT ZIMBABWE

€3 M 209 Grants Program

The project includes infrastructure upgrades with new visitor facilities, capacity building programs, site-marketing development and a community support plan to launch a cultural program.

AFRICA

A TRAINING PROGRAM FOR CCI STAKEHOLDERS

€650,000 209 Grants Program

In collaboration with Senghor University and the Trace Academia platform, AFD Campus is deploying a new training program for CCI stakeholders in Africa in a hybrid format, combining a distance-learning component, via Trace Academia, and an in-person component in the form of seminars at Senghor campuses in Africa and at the AFD Campus in Marseilles.

AFRICA

A DIGITAL CONTENT HUB FOR THE CONTINENT

€450,000 through the Technical Expertise and Experience Transfers fund (FEXTE)

With AFD's support and thanks to its expertise in digital innovation, the Digital Content Hub (DCH), an incubator dedicated to digital creation within the Tshimologong digital cluster, is developing programs for learning, immersion courses and enterprise incubation.

A partnership-based approach

The CCI mandate is fully in line with AFD's partnership-based approach. France has expertise that is already exported to most branches of the sector. The signing of a strategic and financial partnership agreement with the Institut français in 2018, renewed in 2022, makes it a key partner. AFD also works with the Ministry of Culture (in particular the International Cultural Expertise Mission - MECI), the Quai Branly Museum, the National Audiovisual Institute and other French stakeholders, as well as with the European Union.

€10 M

committed to the sector in 2021

in **5 new projects**

AFRICA

DEVELOP AFRICAN CULTURAL ENTREPRENEURSHIP WITH AFRIQUE CRÉATIVE

€750,000 209 Grants Program

Afrique Créative is an incubation program supporting creative entrepreneurs in Africa. The second edition 2021-2022 resulted in the selection of eight entrepreneurs in seven countries where AFD is working (Burkina Faso, Ghana, Senegal, DRC, Uganda, Morocco and Tunisia) while also maximizing the socio-economic impacts of the first edition.

INDIAN OCEAN

DEVELOPING THE CULTURAL AND CREATIVE INDUSTRIES

€5.1 M 209 Grants Program

AFD is supporting the Indian Ocean Commission's (IOC) regional CCI development strategy, by strengthening the skills of cultural stakeholders and ensuring better governance of the sector. It is also a 100% gender project, with initiatives promoting women's empowerment in order to accelerate individual and collective transformation towards gender equality.

Partnership initiatives

As part of its work bolstering the CCI sector, AFD promotes partnerships between public institutions, the private sector and civil society, which are necessary for achieving the Sustainable Development Goals. These partnerships help reinforce the CCI ecosystem and are powerful vectors of innovation and socio-economic inclusion.

- **Afrique Créative program**
(2 editions, one of which is ongoing, see box above)
- **Accès Culture program, edition #1** (€3 M for 2020-2022), in partnership with the Institut français:
A program aimed at financing cultural micro-projects to strengthen social cohesion and collaborations between African and French cultural stakeholders. In 2021, 27 annual winners in 18 African countries received €285,000 in direct funding.
- **Africa2020 Season (€1.5 M for 2020-2021)** in partnership with the Institut français:
Program which aims to develop and strengthen a range of high-quality cultural events on Africa. In 2021, 20 cultural and/or scientific mediation projects and one volunteer program were launched for 11 young Africans in cultural structures during the Africa2020 Season.

Agence Française de Développement contributes to the implementation of the French government's international development and solidarity policy. AFD funds, supports and accelerates the transition to a fairer and more resilient world through its public sector and NGO financing activities, its research and publications (Éditions AFD), its sustainable development training programs (AFD Campus) and its awareness raising initiatives in France.

With our partners, we are building shared solutions with and for populations in developing and emerging countries. Our teams are at work on more than 4,000 projects in the field, in the French Overseas Departments and Territories, in 115 countries and in regions in crisis.

We strive to protect global public goods – promoting a stable climate, biodiversity and peace, as well as gender equality, education and healthcare. In this way, we contribute to the commitment of France and the French people to achieve the Sustainable Development Goals (SDGs). Towards a world in common.

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AGENCE FRANÇAISE
DE DÉVELOPPEMENT

5, rue Roland Barthes
75012 Paris – France

 afd.fr/en
 facebook.com/AFDOfficiel
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