

Cultural and Creative Industries

A CATALYST FOR SOCIAL COHESION

ACTIVITY REPORT

2022

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he United Nations 2030 Agenda recognizes culture as a transversal theme and tool of the Sustainable Development Goals (SDGs). Improved access to culture and greater participation in cultural life promote social cohesion and integration, especially for young people. Because culture fosters social ties, especially through intergenerational and intercultural dialog, it facilitates living together more harmoniously. In this way, culture improves our resilience and capacity to cope with the ecological, social, and moral crises that communities may encounter.

Moreover, the cultural and creative sectors have considerable economic potential: according to the UNESCO Mondiacult 2022 report, they represent 3.1% of global GDP and 6.2% of total jobs. Yet, despite their positive social and economic impact, mainstreaming cultural and creative industries (CCIs) into the development agenda remains a challenge.

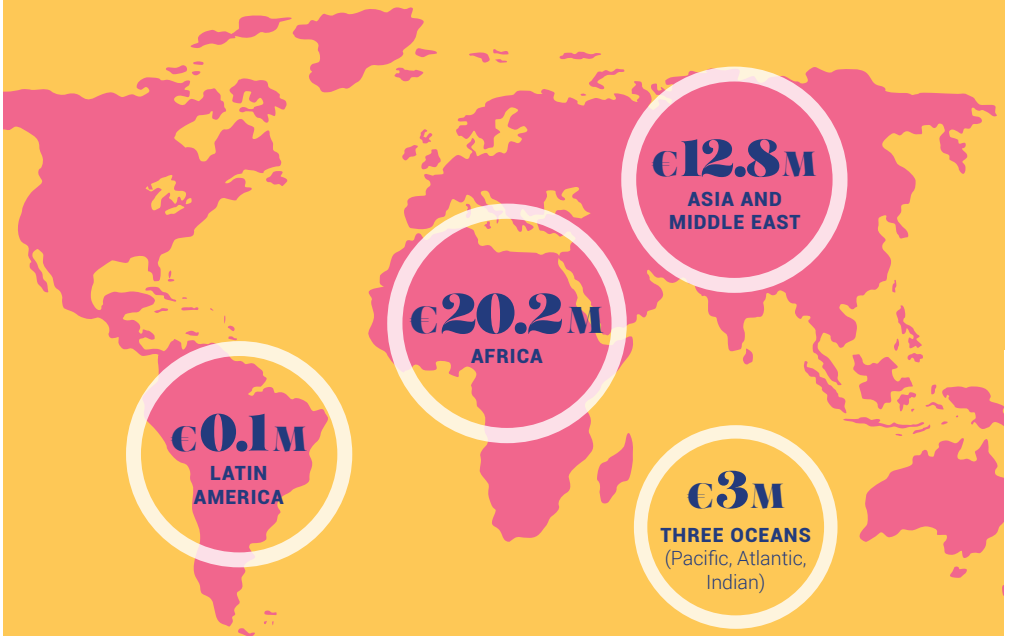
AFD was given a new mandate in 2018 to support the CCI sector. It comes within AFD's "100% Social Link" strategy aimed at reducing inequalities and promoting living together harmoniously. We work on CCIs from four angles:



Our commitments in the cultural and creative industries sector in 2022

€36.1M in grants committed to
the development of CCIs in 2022

Breakdown by region



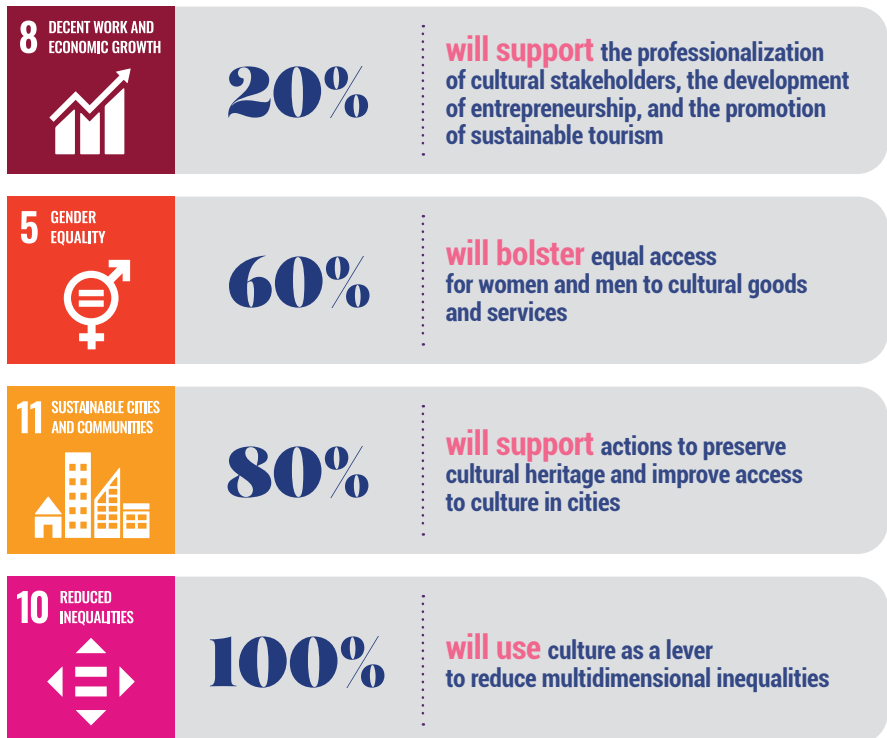
➔ Most AFD funding in the CCI sector targets Africa:
it was the destination of 56% of funds committed in 2022.

How we help achieve the Sustainable Development Goals (SDGs)

Given the cross-functional role of culture in achieving the SDGs, AFD-funded projects in the CCI sector contribute to achieving several objectives:



Focus on 2022 commitments



Support for civil society and cultural entrepreneurship

AFD supports civil society and cultural entrepreneurs through programs based on calls for projects. Their aim is to support the structuring of the cultural and creative ecosystem and help create actions with strong social impact. We've implemented two flagship programs in Africa since 2019: Accès Culture and Afrique Créative.

In 2022, AFD continued its commitment to these two programs, with funding for a 2nd edition of Accès Culture and a 3rd edition of Afrique Créative.



■ **Accès Culture #2** (€3M): implemented in partnership with the Institut Français, this program funds cultural projects with a strong social impact, carried out jointly by African and French associations.



■ **Afrique Créative #3** (€2M): this incubation program supports creative entrepreneurship through technical and financial support.

The number of beneficiaries of these two new grants will come in addition to those of previous editions. **Since 2019, thanks to Accès Culture and Afrique Créative:**

55,000

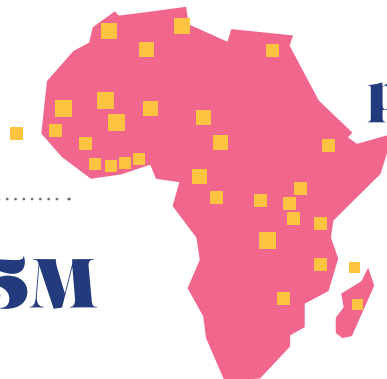


people (50% of whom are women) have been able to benefit from cultural activities or products

100+

CCI projects

have been supported in more than 30 African countries



€5.25M

was invested

New CCI projects

Audiovisual



Multi-country, Africa – Canal+ University €750,000

In collaboration with Canal+, the leading audiovisual player in Francophone Africa, C+U seeks to train a number of audiovisual professionals. At the same time, they aim to promote professional integration in local organizations and French companies, which develop production activities in the program's target countries.

Cultural heritage



Palestine – Saint-Hilarion €11.8M

To preserve and promote Byzantine cultural heritage in Palestine, this project will help establish an awareness-raising program to promote the Saint Hilarion site. Key actions: creation of an interpretation center (30,000 visitors per year) and development of a training plan in the field of cultural heritage restoration for 70 professionals.

Haïti – Tanbou €3M

The project will create an autonomous cultural space on the grounds of the former Port-au-Prince Art Center. This common creative space will help showcase Haitian cultural heritage. The project will benefit 2,500 people, 200 of whom will receive training or job assistance. The Institut Français will implement mobility programs, and the Centre Pompidou will provide cultural heritage technical assistance.

Music industry



Ghana and Palestine €1M

This technical cooperation program between France, Palestine and Ghana is dedicated to the music-publishing professions, the development of performance infrastructure and “third places” for creation, and the organization of festivals. It seeks to provide a structure for a fragmented but job-creating sector with strong export potential at the regional and international levels.

The Group approach



With its subsidiaries Proparco and Expertise France, AFD Group enjoys a comprehensive range of tools to support the development and structuring of the CCI sector, including financing, project engineering, and project management support.

- **Expertise France** is implementing several projects in preservation and promotion of cultural heritage. These include the **Lalibela** cultural heritage promotion project in Ethiopia financed by AFD (€5 million) and the **Innov'i Tunisia** cultural entrepreneurship support project via the Minassa and **Meet Africa** incubator, an initiative co-funded by the European Union and AFD that has helped provide €500,000 in support for cultural entrepreneurs.
- **Proparco** is financing the **CREA Fund** program with European Union funding (€ 6.47 M). The CREA Fund facilitates access to financing for enterprises in the CCI sector in Africa and the Caribbean via technical assistance and a guarantee for funds investing in the cultural sector.

Mobilization of French expertise



France possesses recognized know-how and expertise in the field of culture. AFD deploys French expertise when implementing projects to respond to local partners' needs. This expertise can come from:

- **French public institutions** such as the Ministry of Culture, the Institut Français, and the cooperation and cultural action departments of embassies.
- **France's top cultural institutions**, which for cultural heritage preservation and promotion projects include the Louvre and Quai Branly museums, the Palace of Versailles, La Villette, and more.
- **Organizations and companies internationally recognized in their field of activity** (SACEM, Canal+, Archeovision, the Rubika school of 3D-2D animation and video games, etc.), in particular those that implement professional training programs.

Towards a world in common

Agence Française de Développement (AFD) implements France's policy on international development and solidarity. Through its financing of NGOs and the public sector, as well as its research and publications, AFD supports and accelerates transitions towards a fairer, more resilient world. It also provides training in sustainable development (at AFD Campus) and other awareness-raising activities in France.

With our partners, we are building shared solutions with and for the people of the Global South. Our teams are at work on more than 3,250 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.



www.afd.fr/en - Twitter : @AFD_en - Facebook : AFDOfficiel

5, rue Roland-Barthes - 75598 Paris Cedex 12 - France

Tél : +33 1 53 44 31 31