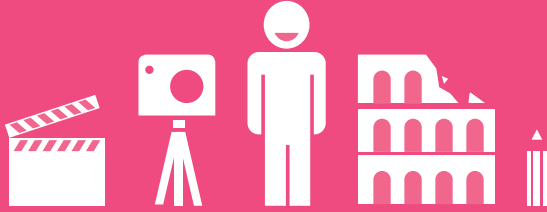


2018
2019



ACTIVITY REPORT

Cultural and creative industries

A CATALYST FOR SOCIAL LINK

#WorldInCommon



Culture and the Sustainable Development Goals (SDGs)

In 2005, the General Conference of UNESCO adopted the Convention on the Protection and Promotion of the Diversity of Cultural Expressions. In November 2016, the French Interministerial Committee for International Cooperation and Development (CICID) recognized that “transferable aspects of culture could play a role in achieving the SDGs.” One year later, French President Emmanuel Macron gave a speech in Ouagadougou, in which he stressed that culture contributes to rebuilding a shared vision with Africa.

Cultural and creative industries (CCIs) are a powerful catalyst for fostering inclusive local development. They are also a useful tool for promoting the French language and for strengthening freedom of expression and the diversity of cultural expressions. Support for arts and culture helps provide economic opportunities for people working in the sector, and it broadens access to cultural events, goods and services.

This is why AFD was given a new mandate in 2018 to develop a financing offer to support CCIs.

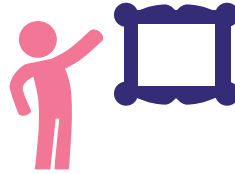
AFD's Cultural and creative industries strategy

AFD has been tasked to support CCIs by concentrating on four areas:

Infrastructure and cultural facilities



Professional training in culture-related occupations



Cultural entrepreneurship



Cultural policies and governance as a cross-cutting theme



The cultural domains eligible for AFD action under its mandate are in line with UNESCO's definition, i.e. cultural heritage, audiovisual and interactive media, performances and festivals, visual arts and crafts, books, design, and creative services.

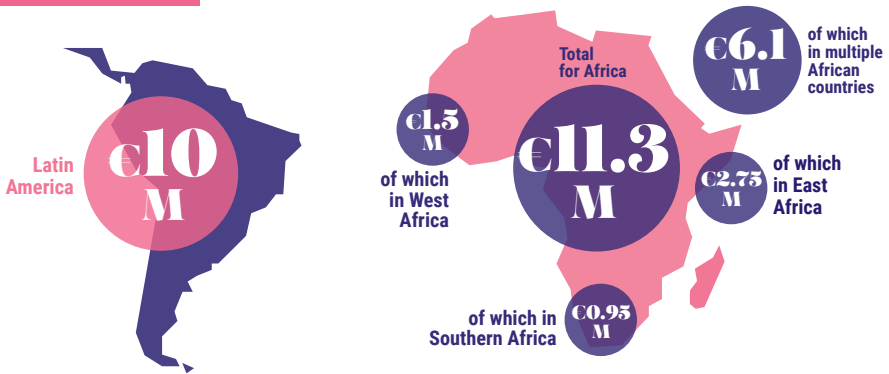
Our commitments in Cultural and creative industries

2018-2019

In addition to a €10 M sovereign loan in Latin America (Argentina), AFD has financed 16 projects in the sector since 2018, mainly in the form of grants focused on priority countries in Africa. AFD is using this financing to generate economic impact by developing domains in the CCI sector. We are also encouraging public authorities, donors and lenders in general to invest in it.

Supported projects all touch on our priority themes: education, governance, gender, and the fight against poverty, thereby helping AFD Group make its ambition of “100% social link” a reality.

Breakdown by region



Total for the 16 projects in 2018-2019 / €21.3 M

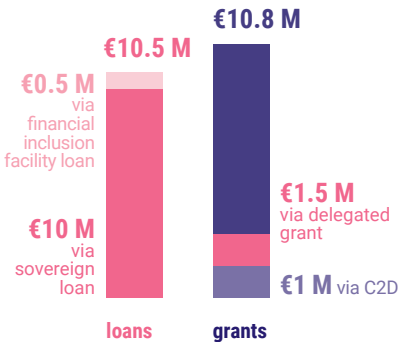
A partnership approach

AFD’s mandate to support CCIs is fully in line with its partnership approach. In fact, in most CCI domains, France has know-how and expertise that is already being exported, shared and used. In July 2018, AFD signed a strategic and financial partnership agreement with the Institut Français, the long-established French operator of cultural cooperation, making the organization its privileged partner in CCI actions. Other partners include the French Ministry of Culture, Musée du Quai Branly-Jacques Chirac, Institut National de l’Audiovisuel (INA), Institut National du Patrimoine, France Volontaires, Expertise France, and UniFrance.

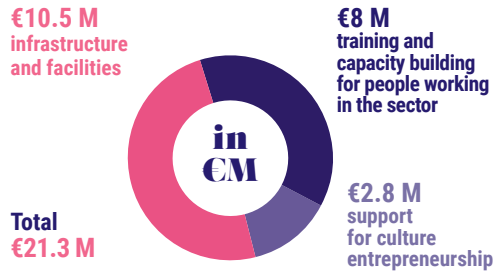
AFD's overall activity in the sector in 2018-2019

The CCI sector is still under-developed and rests on a fragile economic model, so it requires support, mainly in the form of grants. Financing via sovereign or non-sovereign loans remains a challenge, but opportunities do exist in regions where the sector is more mature, particularly in emerging countries (in Latin America, in Asia, and in some African countries such as Nigeria and Kenya).

Breakdown by financial instrument

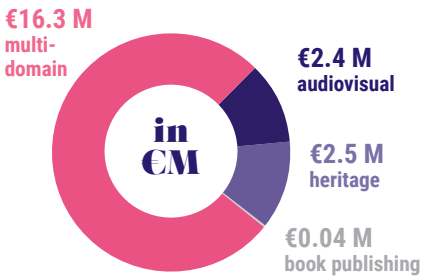


Breakdown of commitments by area of action

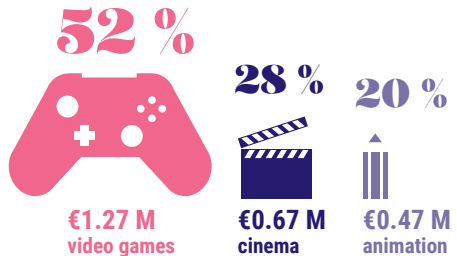


NB: totals of the commitments devoted to each area for all projects

Breakdown by domain



Our commitments in the audiovisual domain



Culture as a lever for Social Link

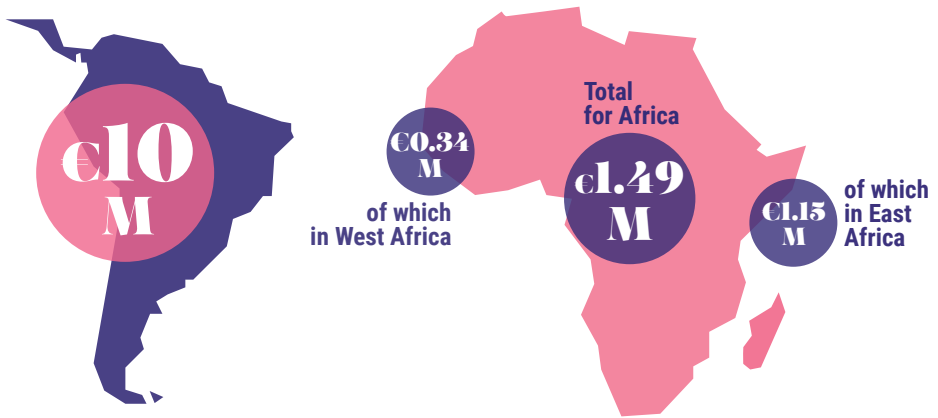
Among bilateral donors, AFD has positioned itself as a pioneer in culture, which it views as a lever and catalyst for social links and development. When cultural policies focus on the needs of the most vulnerable people – especially the youth of Africa – they promote access to cultural goods. These are important because they help define and nurture identities, values, and meaning. Culture, like sport, is driven by the desire to create an environment in which solidarity, cohesion, and equal opportunities can flourish.

Infrastructure and facilities

Culture has a crucial role to play in achieving Sustainable Development Goal number 11. This goal aims to “make cities and human settlements inclusive, safe, resilient and sustainable,” in particular by strengthening “efforts to protect and safeguard the world’s cultural and natural heritage.”

Making quality cultural facilities available to the public generates a process that leads to better access to culture and stimulates creation. Such facilities reinforce the appeal of their host locations, especially by enhancing cultural heritage – a longstanding field of action for AFD with positive repercussions on tourism and the local economic fabric.

Breakdown by region



Total of the 5 projects in 2018-2019 / €11.5 M

NB: all commitments are devoted to projects with this as their main focus

Breakdown by financial tool

Sovereign loan

€10M

Grant

€1.49 M

Not only does AFD's action tend to lead to new opportunities, but it also helps guide our African partners in dealing with their heritage issues. Our deepened commitment also helps fulfill the pledge by the President of France to promote the circulation and/or restitution of works of art to African countries that request it.

FOCUS ON HERITAGE 2020

Cameroon, Benin, Ethiopia



Route des Chefferies (The Chieftancy Road) - Cameroon

Development, conservation, and promotion of the cultural, natural and creative heritage of West Cameroon to stimulate tourism and economic development, with particular support for preserving traditional know-how and craft activity.

Grant: €2 M

Partnership with Musée du Quai Branly-Jacques Chirac.



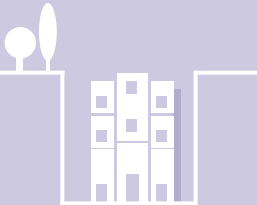
Abomey Museum - Benin

Creation of the "Museum of the Epic of the Amazons and Kings of Danhomè," together with development of the site of the royal palaces of Abomey.

FAPS (preparatory studies) - €300 K

Sovereign loan - €25 M / Grant - €8 M

Partnership for public expertise (French Ministry of Culture) and private French expertise, coordinated by Expertise France.



Cultural heritage - Ethiopia

Support for the Ethiopian Ministry of Culture for the refurbishment and development of national heritage: opening the National Palace to the public and renovating the churches of Lalibela.

FAPS (2019-2020) - €2 M

Grant 209: €12 M National Palace Phase 1

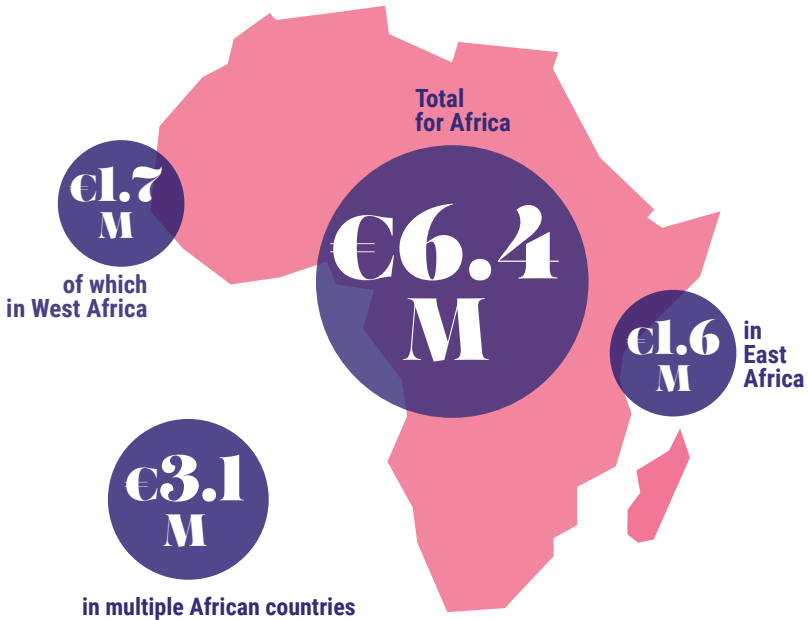
Grant 209: €3 M churches of Lalibela

Partnership with Expertise France and the French Ministry of Culture.

Training and capacity building for people working in the CCIs

To develop creative industries, people working in these sectors must be trained as professionals for jobs in executive management, in management of cultural facilities and heritage sites, and in the technical aspects of culture. AFD strives to provide capacity building in the countries where it works, by developing long-term training possibilities and at the same time calling on French expertise.

Breakdown by region Projects in 2018-2019



NB: all commitments devoted to projects with training and capacity building as their main focus



CCI projects supported by AFD in 2018-2019 have capacity building for people working in the sector as their **top focus**.

Technical support and capacity building are key levers for further developing the CCI sector. They are a component in three-quarters of the projects and the top focus in half. Support for the creation or structuring of audiovisual schools as well as training in the museum and heritage sector are a key part of AFD's mandate.

Breakdown by financial tool

Grant



of which is
a delegated grant

Crea Tech



Animation and Game Lab

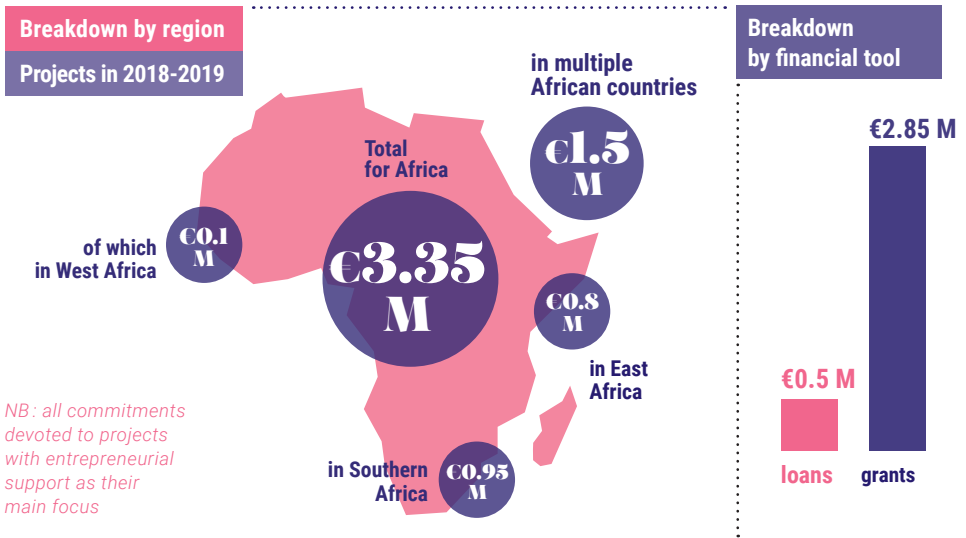
This project involves providing training in animation film and video game professions in Kenya, via a partnership between the Africa Digital Media Institute (ADMI) in Nairobi and the Rubika School in Valenciennes, France. The objective is to train professionals and entrepreneurs in digital creation (animated films and video games) to meet the growing needs of the African and international market. The project also aids in promoting French expertise in the sector and in encouraging exchanges in this field between Kenyan and French professionals.

Financing tools: Grant
Financing amount: €800,000
Financing period: 3 years
Project start: 2019

Beneficiary: Africa Digital Media Institute (ADMI)

Support for cultural entrepreneurship

Development of the CCI sector facilitates the social and professional inclusion of the most vulnerable social groups and categories of individuals, especially youth and women. Creative entrepreneurship has been boosted by the potential of digital technology, which has profoundly changed the way culture is produced, disseminated, and consumed. However, it is still often hampered by problems of access to financing. AFD helps fund systems that provide direct support for entrepreneurs in the sector. At the same time, we encourage banks and funding bodies to invest in this still largely neglected domain.



FOCUS ON AFRIQUE CRÉATIVE

“Afrique Créative” is an incubation program designed to help undergird the cultural and creative ecosystem in Africa. To do so, it supports development, capacity building, and networking of cultural entrepreneurs. In 2019, there were nine successful candidates from Burkina Faso, Morocco, Senegal, and Uganda. They benefited from tailor-made technical and financial support to help them scale up their businesses.

There are plans to repeat and expand this innovative program at the end of the pilot phase.

Amount of financing: €1.5 M

Financing period: 2 years

Project start: January 2019

Partners: Africalia, I&P Investments, Bayimba, Zhu Culture

FOCUS ON HEVA FUND



AFD finances the Kenyan Heva Fund, which supports the creative sector in Kenya via a system combining loans and capacity building. Through this project, AFD helps strengthen SMEs supported by the Heva Fund. AFD enables the fund to offer larger loans to finance the growth of the most mature cultural enterprises and to extend it to other creative sectors and other East African countries.

Financing tools: Financial Inclusion Facility
Financing amount: €300,000 grant; €500,000 loan
Financing period: 8 years (loan) / 3 years (grant)
Project start: June 2019

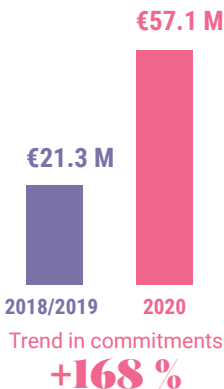
Beneficiary: Heva Fund

Heva Fund also benefits from a European Union delegated grant of €850,000 to develop its activities in East Africa.

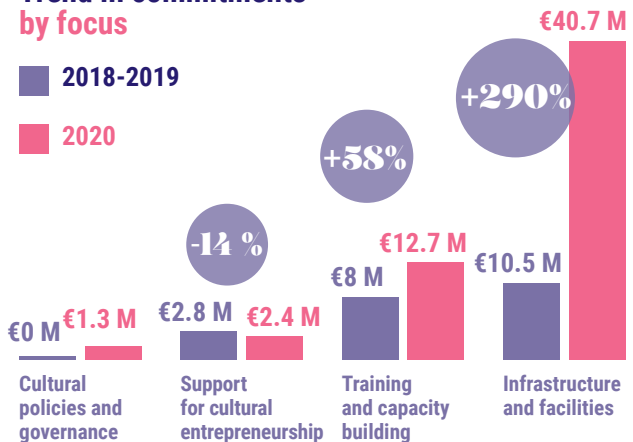
Prospects for 2020

In 2020, AFD is planning a sharp increase in its commitments in the CCI sector (+168%), to be distributed among 10 projects in Africa. The commitments are earmarked mainly in the areas of infrastructure and heritage. The training and capacity-building focus has also become more significant. It is now included in most of the projects, with commitments more than doubled between 2019 and 2020.

Trend in commitments from 2018/2019 to 2020



Trend in commitments by focus



For a world in common

Agence Française de Développement (AFD) Group is a public financial institution that finances, supports and accelerates transitions towards a more just and sustainable world. As a French overseas aid platform for sustainable development and investment, we and our partners create shared solutions, with and for the people of the global South.

Our teams are active in more than 4,000 projects in the field – in the French overseas departments and some 115 countries. They strive to promote health, education and gender equality, and are working to protect our common resources – peace, biodiversity and a stable climate.

It's our way of contributing to the commitment that France and the French people have made to achieve the Sustainable Development Goals. Towards a world in common.



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