



# Cultural & Creative Industries

A CATALYST FOR SOCIAL COHESION

ACTIVITY REPORT

2023

# Cultural and creative industries (CCIs)

According to UNESCO, CCIs are “sectors of organized activity whose principal purpose is the production or reproduction, promotion, distribution and/or commercialization of goods, services and activities of a cultural, artistic or heritage-related nature.”



## Economic activities related to CCIs:



# AFD's action to support CCI

The 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 improves the resilience and capacity of communities to cope with the ecological, social, and moral crises they may encounter. Moreover, according to UNESCO, in 2022 the cultural and creative sectors represented 3.1% of global GDP (€2.28 trillion in 2022) and 6.2% of total jobs. This demonstrates the scale of their economic potential. Yet, despite their positive social and economic impact, mainstreaming cultural and creative industries (CCIs) in the development agenda remains a challenge.

AFD was given a new mandate in 2018 to help structure 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:



1

**Cultural infrastructure**  
and facilities

2

**Vocational training**  
in culture-related activities



3

**Cultural entrepreneurship**

4

**Cultural policies**  
and governance

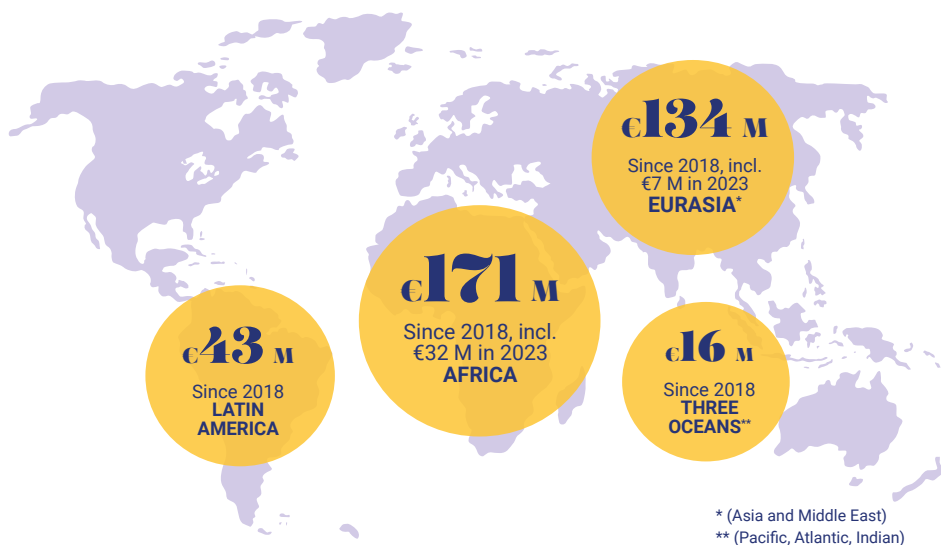


# AFD Group's commitments in the CCI sector

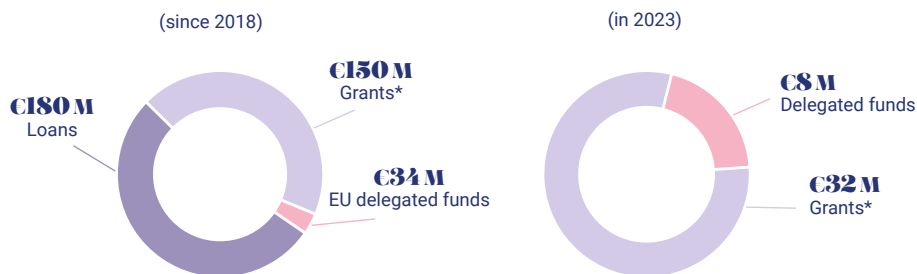
Since 2018, **€364 M** committed through 77 projects

In 2023, **€40 M** committed through 17 projects

## Breakdown by region



## Breakdown by financial tool



\*Including €9 M through the Fexte fund, €2 M through the Ficol facility, and €1 M through Debt Reduction-Development Contracts (C2Ds)

\* Including €2 M through the Fexte fund and €2 M through the Ficol facility

# Culture in support of 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.

## Main contributions to the SDGs of new projects in 2023:



# Examples of new projects financed in 2023

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## Promoting cultural heritage



### Ethiopia – National Palace of Addis Ababa €5 M

Since 2019, AFD has been assisting the Federal Democratic Republic of Ethiopia with the restoration of the National Palace and its collections, and with the transformation of the site into a museum. In 2023, it approved further financing for additional works to create two new “museographical” spaces (referring to the architectural structure, layout and display of collections) on the building’s basement floor: a permanent museum of imperial collections and a temporary exhibition hall.

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## Building the potential of CCI for professional integration



### Senegal – Training in CCI professions €3 M

With funds delegated by the European Union, AFD is financing a project to structure permanent, high-quality and certificated training courses in the audiovisual and performing arts sectors in Senegal. The project will support the development and professionalization of the sector, with a focus on strengthening public-private collaboration. It will also promote access to employment for young people.

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## Building a collective imaginary



### Multi-country – Djowamon African Museums and Heritage

€ 110,000

In 2023, AFD Campus and its partners (School of African Heritage – EPA, University of Paris 1, Zinsou Foundation, Centre Pompidou, African World Heritage Foundation, Revacs network) launched the Djowamon dialog and training platform for professionals and future professionals in the museum and heritage sectors in Africa and France. This platform offers a free mobile e-learning application and coordinates a professional community.

## Strengthening social cohesion and taking action for youth

### AFD's "100% Social Link" strategy recognizes CCIs and sport for their capacity for bringing people together and promoting living together harmoniously.

In 2023, AFD approved financing for two projects in Mauritania and the Democratic Republic of the Congo to improve access to community cultural and sports facilities. They also aim to strengthen social cohesion and the inclusion of youth, especially girls and women.

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#### Mauritania – Youth, Culture and Sport €18 M

This project is based on a participatory approach and will improve access to culture and sport in urban areas for more than 300,000 people. Led by the Islamic Republic of Mauritania, it aims to rehabilitate 15 public cultural and sports facilities in the poor neighborhoods of Nouakchott and Nouadhibou, and strengthen their governance. Sports and cultural community leaders will be trained for the cultural and sports programming of these spaces for youth. The project will also be involved in setting up a national system for the promotion of arts and culture which will support the creation, production and dissemination of Mauritanian arts.

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#### DRC – “Pour Elles”: Culture and Sport €10 M

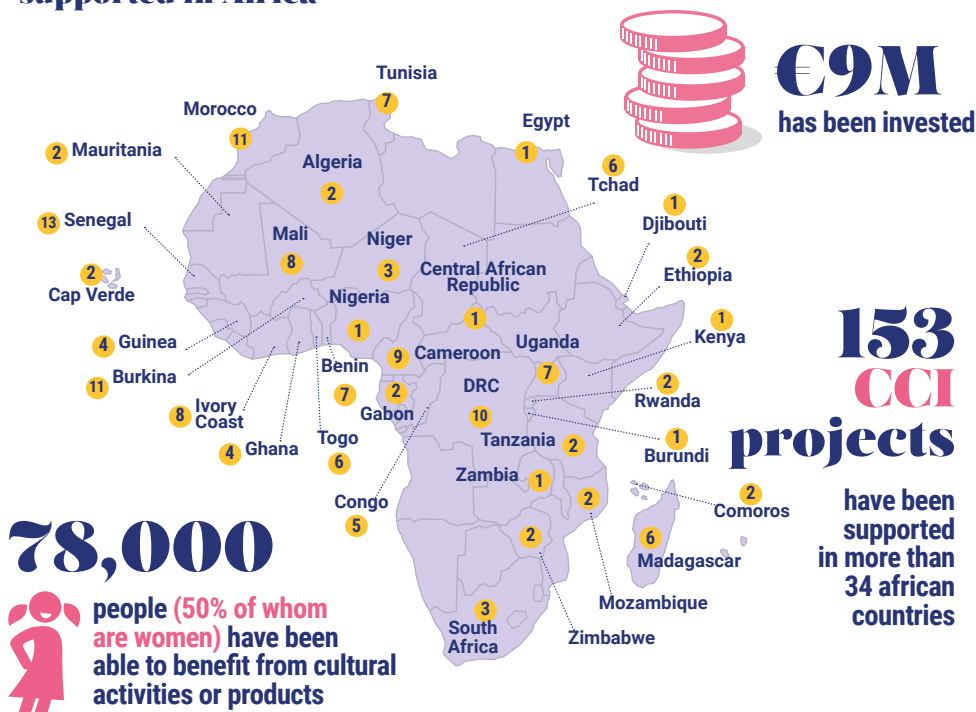
Implemented by Expertise France, this project has been defined working closely with the Congolese authorities. It will contribute to improving the quality of life and well-being of more than 3,000 girls through sports and cultural activities. The project will rehabilitate five multi-sports fields and develop spaces for cultural activities in four deprived areas of Kinshasa. It will also support the Academy of Fine Arts (ABA) and the Liyolo Foundation. The project will provide capacity building for more than 200 people who will organize cultural and sports activities in these rehabilitated facilities. It will specifically focus on the involvement of girls in the activities, their empowerment, and their socio-economic integration.

# Support for civil society and cultural entrepreneurship (micro-projects)

AFD has been directly supporting civil society and cultural entrepreneurs since 2018. The objective is to support the cultural and creative ecosystem, and thus promote innovative activities that have a strong social impact, while driving growth and employment.

For example, AFD has launched several programs that provide technical and financial support to cultural micro-projects (between €2,000 and €90,000 for each beneficiary). They are mainly aimed at local communities and youth: *Accès Culture*, *Afrique Créative*, "Culture and Creativity" Digital Challenge, and the Regional Micro-Project Platform.

## Breakdown of micro-projects supported in Africa





In 2023, AFD continued to implement the **Accès Culture** and **Afrique Créative** programs. It also dedicated the 6th edition of the AFD Digital Challenge to CCIs.

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### ● **Accès Culture**

Implemented in partnership with the Institut Français since 2019, this program funds cultural mediation projects in Africa carried out jointly by African and French associations. These projects have a strong social impact and focus on sustainable development issues. A call for projects was launched in 2023 for the 2nd edition of Accès Culture (€3 million) and 30 winners were selected. They benefit from three years of technical assistance and financial support (€66,000 on average per project).

for an initial 3-month pre-incubation phase, 15 will be selected in 2024 to benefit from an incubation and acceleration phase lasting almost a year and financial support (€53,000 on average).



### ● **Afrique Créative**

This ambitious capacity building program has been implemented since 2019 by a consortium of operators led by Africalia, with support from local incubators. It aims to assist African cultural and creative enterprises with their development. A call for projects was launched in 2023 for the 3rd edition of Afrique Créative (€2 million). Among the 30 enterprises selected



### ● **"Culture and Creativity" Digital Challenge**

The AFD Digital Challenge (€1.5 million) has been promoting and accelerating the development of African digital start-ups since 2016. The 2023 call for projects was devoted to digital technologies and CCIs. This "Culture and Creativity" edition (€600,000) of the AFD Digital Challenge selected ten winners in 2023. They benefit from one year of technical assistance and financial support (€30,000 on average).

# AFD Group approach



With its subsidiaries Expertise France and Proparco, 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.

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- **The French public agency for international technical cooperation, Expertise France** contributed to the implementation of more than ten cultural projects in 2023. Most have been financed by AFD, including the National Museum of Yaoundé in Cameroon, the National Palace of Addis Ababa and the Lalibela churches in Ethiopia, the Museum of the Epic of the Amazons and Kings of Dahomey in Benin, the support for the development of the music industry in Ghana and Palestine, and the "Pour Elles", Culture and Sport project in the DRC.

Other projects under implementation are financed by the European Union, including Cultiv'arte in Mozambique and Patrimoine 3000 in Tunisia.



- **AFD Group's private sector arm, Proparco** mainly operates in the CCI sector through its **CREA Fund**, which is financed with funds delegated by the European Union (€6.5 million).

CREA Fund aims to facilitate access to financing for enterprises in the CCI sector in Sub-Saharan Africa and the Caribbean through a guarantee mechanism to cover the risk of investment funds investing in CCIs. It also provides technical assistance to financial institutions for their strategies to finance CCIs, as well as to enterprises that benefit from financing.

Its objective is to stimulate willingness to invest in CCIs, and change the perception about this sector, which is considered as risky, through action targeting the network of financial intermediaries.

# Mobilization of French and international partners



## ● Mobilization of French expertise

France possesses recognized expertise in the field of culture. AFD deploys French cultural expertise to respond to local partners' needs. This expertise can come from:

- France's main **public institutions**: the Louvre and Quai Branly Jacques Chirac museums, the Palace of Versailles, La Villette, the National Audiovisual Institute, Gobelins Paris, and more
- Recognized **private entities**: La Sacem, Canal+, the LAFAAAC digital platform, Rubika, and more



## ● Team France approach

AFD finances CCI in tandem with the other Team France operators. **FEF-Création**, a Team France Fund dedicated to cultural entrepreneurship, was launched in 2023. The **Création Africa Forum** was also organized, with support from the **Ministry for Europe and Foreign Affairs** and the **Ministry of Culture**, along with AFD, Business France, Bpifrance and

the Institut Français. Création Africa has organized meetings, exchanges of expertise, and the promotion of talent in rapidly growing African sectors (including series, animated movies, immersive media, and comic strips).



## ● Mobilization of other donors and Public Development Banks

In 2023, during the 4th **Finance in Common Summit (FiCS)**, AFD and several Public Development Banks signed a joint declaration of interest on "Culture, Arts and Development", with a view to working together in 2024.

AFD is also continuing to finance new CCI projects with the **European Union** and other European countries through Team Europe Initiatives (TEIs).

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## Towards a World in Common

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AFD Group contributes to the implementation of France's policies for sustainable development and international solidarity. The Group includes Agence Française de Développement (AFD), which finances the public sector, NGOs, research and training; its subsidiary Proparco, which is dedicated to the private sector; and Expertise France, a technical cooperation agency. The Group finances, supports and accelerates the transitions needed for a fairer, more resilient world.

With our partners, we are building shared solutions with and for the people in more than 160 countries, as well as in 11 French Overseas Departments and Territories. As part of the commitment of France and the French people to achieving the Sustainable Development Goals, our teams are at work on more than 3,600 projects in the field. Our objective is to reconcile economic development with the preservation of common goods, from peace, the climate and biodiversity to health, education and gender equality. Towards a world in common.



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