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CREACT4MED NEWSLETTER

SPECIAL ISSUE: PROJECT PROGRESS

CReative Entrepreneurs ACTing FOR
the future of the MEDiterranean



CREACT  **MED**

CREATIVE MEDITERRANEAN



This special edition newsletter gives a snapshot of CREAT4MED's activities and achievements from July - December 2021.

The CREAT4MED project aims to boost entrepreneurship and job creation for young people and women through the cultural and creative industries in the Southern Mediterranean, through the 4 main pillars of mapping, training, sub-granting, and communication and advocacy.

MAPPING

1. Stakeholder Engagement Workshops and Key Stakeholder Group meetings

- ▶ Stakeholder Engagement Workshops have been held with stakeholders from Morocco (8 July 2021), Jordan (15 September 2021) and Palestine (3 January 2022). Meetings with Stakeholders from Egypt, Tunisia and Lebanon were held in the previous period. These workshops discuss current government strategies and public initiatives to promote CCI, engagement with private sector actors, and international initiatives dedicated to CCI.
- ▶ Key Stakeholder Group meetings have been held in Egypt (12 July 2021), Tunisia (13 July 2021), Lebanon (29 July 2021), Morocco (4 September 2021) and Jordan (11 October 2021). These meetings facilitate the co-design of CREAT4MED activities and of the national strategy to promote CCI in each country.

2. CCI Country Reports published

- ▶ Country Reports for Egypt (15 October 2021), Lebanon (24 November 2021) and Tunisia (15 October 2021) have been published and are available on the [CREACT4MED project website](#).
- ▶ Country Reports for Algeria, Israel, Jordan, Morocco and Palestine are in progress.

3. Call for nominations of CCI Good Practices to be launched in February 2022

- ▶ The call aims to identify, engage and promote good practices in the CCIs in Mediterranean countries with the potential to boost CCI entrepreneurship and enhance sustainable and inclusive growth in the region, with a focus on 1) Cultural and creative entrepreneurship, 2) Ecosystem enablement and 3) Local and regional cooperation.



TRAINING

1. Call for trainees launched in October 2021 (closes 31 March 2022)

The call is open for entrepreneurs active in the cultural and creative industries in Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia.

2. Call for trainers launched in November 2021 (now closed)

The call was open to trainers, experts, consultants and artists with experience in cultural and creative entrepreneurship in the target countries to contribute to the CCI Entrepreneurship Academy.

3. CREAT4MED Training Academy to be launched in May 2022

Training contents are under development in collaboration with key stakeholders from the target countries (incubators, experts, training institutions, etc.). The course is designed to help entrepreneurs, startups and MSMEs navigate the high-risk early stages of business development and strengthen CCI businesses in the Mediterranean, ultimately contributing to sustainable economic development in the region.





SUBGRANTING

1. Call for proposals to develop incubation services launched in September 2021

- ▶ The call was open to proposals from Business Support Organisations (BSOs) to implement new quality services to help cultural and creative entrepreneurs, in particular women and young people, build competitive businesses and relevant connections through the early, high-risk stages of development and to create jobs.
- ▶ Call for proposals from Palestine is open until 31 March.

2. 5 incubators selected from Egypt, Jordan, Lebanon, Morocco and Tunisia

- ▶ 5 beneficiaries have been selected by a Regional Evaluation Committee:

- Egypt – Nilepreneurs
- Jordan – TTI
- Lebanon – Nucleus Ventures
- Morocco – LaStartupFactory
- Tunisia – MINASSA (INCO Tunisia)





COMMUNICATION

1) Community Building and Engagement platform launched in September 2021

- ▶ This platform will be instrumental in coordinating the MED CCI Hub, facilitating the establishment of regional collaborations and fruitful interactions between key players of the ecosystem and CCI entrepreneurs, as well as disseminating CREAT4MED opportunities. It will facilitate access to knowledge, engagement of stakeholders, matchmaking and networking activities, and monitoring of calls and sub-grants.

2) Annual Conference 2021 held online, 24-25 November 2021

- ▶ The conference aimed to raise awareness of the role of culture and creativity as a vector for employment and value generation in Southern Mediterranean Countries. It showcased the project's progress and provided a space for incubators, entrepreneurs, policy-making bodies, regional initiatives and international organizations to present their projects and achievements.
- ▶ The conference was broadcasted live on Facebook with great success, achieving over 9,500 video views and an event reach of 31,500 people.

3) Africa- EU side event

- ▶ *Rewriting the Narrative: Africa-Europe Dialogue* is an event organised by EMEA under the CREAT4MED Project, which forms part of the Culture Track of the Africa-Europe Week.
- ▶ The event will be held on February 17th from 9-11am CET.
- ▶ The event will give the chance for talented creatives from Africa and Europe to share their experience with a panel of policy-makers, academics, and financial actors, to initiate meaningful debate on how to address the real challenges facing culture and creativity the region.



ABOUT CREAT4MED

CREACT4MED is a project co-funded by the EU, which aims to strengthen businesses within the cultural and creative industries (CCI). 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

Website: creativemediterranean.org

Budget: €2,220,675 – 90% funded by the EU Commission

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.



Partners & Associates



EMEA – Project Coordinator

The Euro-Mediterranean Economists Association, EMEA, is a Barcelona-based regional think-tank that serves as a leading independent and innovative policy research institution; a forum for debate on the political and socio-economic reforms in the Mediterranean and Africa; and a promoter of actions and initiatives that fulfil objectives of sustainability, inclusiveness, regional integration and prosperity.



CREACT4MED builds on the research work conducted by EMEA on the “Think Small First” principle, in all policy areas relevant to the development of MSMEs, including those in the cultural and creative industries (CCI).







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CREACT4MED is coordinated by EMEA

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