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CREACT4MED NEWSLETTER

SPECIAL ISSUE - PROJECT PROGRESS

CReative Entrepreneurs ACTing FOR
the future of the MEDiterranean



CREACT  **MED**

CREATIVE MEDITERRANEAN



Prof. RYM AYADI

EMEA's Founder and President

Forward

It is vital to recognise the importance of culture and creativity not only as drivers of jobs and economic growth, but also for societal transformation, cohesion and wellbeing. To that end, CREAT4MED continues to make progress in breaking down barriers to value added and resilient entrepreneurship within cultural and creative industries in the Southern Mediterranean, and in supporting women and young people specifically to harness the potential of these sectors.

Most notably, the CREAT4MED Training Academy was launched and welcomed 130 online participants from across the region, who will benefit from training material created specifically for CCI entrepreneurs in these countries, to help them cultivate and strengthen the skills they need to thrive.

As well as education and capacity building, CREAT4MED offers direct financial support to boost CCI entrepreneurship: business incubators in each country have been awarded sub-grants to deliver incubation and acceleration programmes to promising CCI entrepreneurs and start-ups, and in the process, small businesses from each country will be selected to receive funding to launch or expand their business ideas.

In the meantime, we continue to advocate for the importance, value creation and social impact of CCI to be recognised and reflected in public policy. We look forward to valuable discussions and continued dialogue with stakeholders from all sectors in the upcoming months.



About CREAT4MED

Lorem ipsum

CREACT4MED is an EU-funded project which aims to strengthen businesses with the Cultural and Creative Industries (CCI) in the Southern Mediterranean. It seeks to support entrepreneurs and start-ups, create jobs, and foster sustainable economic growth, 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

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

Timeline: 1st March 2020 – 28th February 2024

CREACT4MED 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.

CREACT4MED is led by the Euro-Mediterranean Economists Association (EMEA) and implemented by a consortium of partners from across Europe and North Africa.





NEWS AND UPDATES

CREACT4MED's activities are split into 4 main pillars:

- Mapping the CCI ecosystem in target countries
- Training aspiring CCI entrepreneurs
- Sub-granting business incubators and start-ups
- Engagement and Advocacy on the importance and social impact of CCI

MAPPING

Reports on the CCI ecosystem in Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia have been published (available on the website), including key players, legal and regulatory frameworks, and national and regional initiatives, including those introduced to mitigate the effects of the COVID-19 pandemic. Research will begin soon for Algeria and Israel.

The next stage will be to compile a Data Observatory on the contribution of CCI, based on the findings of this research, including value added, jobs created, and sectoral perspectives from specific CCI sub-sectors such as music and digital media. The Data Observatory will be continually updated as an ongoing process.

A call for nominations of Best Practice in the CCI was launched in February, with the aim of identifying the key figures, actors, initiatives, cultural infrastructures, opportunities and threats in each of the territories, with a view to uncovering and raising awareness of unexploited opportunities for entrepreneurship and employment, and developing relevant support initiatives and policy recommendations.

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**Call for nominations:
cultural and creative
Best Practice in the
Southern Mediterranean**



The call closed on 31st May, and the best nominations received will be published in an online database. The call will be re-opened periodically throughout the lifetime of the project, and the best example nominated will be awarded a prize at the project's Final Conference in 2024.



TRAINING

The CREAT4MED Training Academy aims to equip young, aspiring entrepreneurs with the knowledge, skills and resources they need to make their business idea a success. The Academy was inaugurated in May by Professor Rym Ayadi, Founder and President of EMEA and Director of the CREAT4MED project. More than 130 participants attended the inauguration, and the training programme was delivered over the course of the next 6 weeks.



The training course is specifically tailored to cultural and creative entrepreneurship in Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia, and offers a blended learning approach of both asynchronous online material and synchronous sessions with expert trainers from each country. The course covers topics from business basics and development stages to legal frameworks and Intellectual Property Rights, to business models, financial management and marketing.

Alongside this training content, there are additional webinars with guest speakers to spotlight CCI success stories from across Europe and the Mediterranean.





Some of our webinar guest speakers include:

Barna Petrányi,

founder and leader of Pro Progressione, a cultural production agency that focuses on intercultural projects involving a wide range of disciplines including contemporary dance, theatre and visual art, fostering exchange between different cultures and artistic disciplines, and supporting the professional development of young artists.



Dr Petyo Budakov,

a professor in digital marketing, digital communication design, 3D digital media, sustainability and brand identity development, as well as founder of Budakov Films Ltd, a digital studio passionate about creativity and the design of learning experiences.



Nadeem Emeel Issaid,

an entrepreneur with four successful small businesses in design, print, technology and content that harness innovative methods and business models, such as crowdfunding and online advertising to turn market changes into profitable businesses.



Mohamad Nassar,

film director and cultural activist with experience in theatre and cultural events.



Dragana Lucija Ratković Aydemir,

founder of a company that connects culture and tourism, working mainly in the areas of heritage interpretation and management, museology, and the development of sustainable cultural tourism.

After completing the Academy, trainees will be invited to put their learning into practice by applying for a CREAT4MED sub-grant to kick-start their business idea.





SUBGRANTING

Business support organisations in each country were selected to receive funding to develop incubation services for CCI entrepreneurs, and have been working closely with CREAT4MED Project Partners in the design and preparation of sub-granting and incubation programmes to be offered to entrepreneurs and start-ups.

- i.** Egypt – Nilepreneurs
- ii.** Jordan – TTi
- iii.** Lebanon – Nucleus Ventures
- iv.** Morocco – LaStartupFactory
- v.** Palestine - Palestinian Businesswomen's Association (ASALA)
- vi.** Tunisia – MINASSA (INCO Tunisia)

As part of the project CREAT4MED offers direct financial support to entrepreneurs and start-ups active in the CCI in each target country. The aim of the subgrants is to support businesses to launch or expand products or services, implement internationalization, innovation, or digitalization strategies, and/or increase social inclusion and job creation. This call was launched in July 2022 and over 150 applications were received.

The best applicants from each country will be invited to pitch their ideas, and the best 4 pitches will receive €15,000 funding and incubation services to help them develop new products or services, expand their business, or enter new markets





ENGAGEMENT AND ADVOCACY

The final pillar of the CREAT4MED project is raising awareness of the importance, value creation and social impact of CCI, and advocate for this to be reflected in public policy. The project seeks to create a CCI MED Hub, bringing together key players such as BSOs, entrepreneurs, financial actors and NGOs to strengthen the sector and unleash its economic potential.

In the past year, the CREAT4MED Annual Conference (November 2021) and the event Rewriting the Narrative: Africa-EU Dialogue (February 2022) brought together CCI entrepreneurs, artists, policymakers and financial actors to discuss issues and showcase successes; policy recommendations were drawn out of these discussions and shared with key bodies and individuals.

Final preparations are being made for the CREAT4MED Annual Conference on the 28th and 29th November. The conference aims to build on the progress achieved so far, strengthen links between identified stakeholders, and fortify the foundations of a solid CCI Med Hub to create a productive and sustainable enabling environment for budding cultural and creative industries. The conference will showcase the project's achievements to date, set forth goals for the coming year, and provide a space to discuss innovative ideas for programmes, policies, and financial models to support CCI entrepreneurs and businesses in the Southern Mediterranean. See our earlier post for more details.

In the framework of the Annual Conference, the project will hold its first EU-Southern Neighborhood dialogue, which will bring together the 6 selected Business Support Organizations acting as CREAT4MED local Partners and European counterparts. The session aims to support the development of creative entrepreneurship, foster community building and management, facilitate collaboration opportunities between hubs, and explore possibilities for synergies.

Work is currently underway on the organization of an online Med CCI Hub networking event to take place in February 2023. Furthermore, preparations are ongoing for the CREAT4MED Social Dialogue events, which bring together private and public sector representatives to exchange information and negotiate on issues of common interest relating to economic and social policy, and regional alumni network events, which will offer graduates of the CREAT4MED Training Academy opportunities for networking, peer-to-peer learning, and professional development.

Finally, we are pleased to announce that the CREAT4MED community is growing with more than 500 members on the CREAT4MED platform.



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.

Our Partners



Our Associates



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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