

**CREACT**  **MED**

CREATIVE MEDITERRANEAN

# Cultural & Creative Industries in Algeria

## Salient Features

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December 2023





Creact4med



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This report is produced by the Euro-Mediterranean Economists Association (EMEA), as part of the mapping of the Cultural and Creative Industries (CCI) carried out under the CREAT4MED project, funded by the European Union and coordinated by EMEA.

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CREACT4MED engages CCI players to enhance networking, collaboration, visibility, financial opportunities and market access. Join the CREAT4MED community at: <https://platform.creativemediterranean.org/>

# A GENERAL OVERVIEW

**Population size:** 44.903225 million in 2022

**GDP per capita:** \$4273.92 (current USD) in 2022

**GDP:** \$191.91 billion (current USD) in 2022

**GDP growth rate:** 3.10% in 2022

**Inflation rate:** 9.27% in 2022 (consumer prices)

**Unemployment rate:** 11.5% of the total labour force in 2022 (modelled ILO estimate)

**Youth unemployment rate:** 29.03% of the total labour force aged 15-24 in 2022 (modeled ILO estimate)

**Female unemployment rate:** 20.3% of female labour force in 2022 (modeled ILO estimate)

**Female labor force participation rate:** 16.36% of the female population aged 15+ in 2022 (modeled ILO estimate)



## General Context

In 2023, Algeria's economy has shown signs of recovery but with inherent challenges. The IMF's 2023 report on Algeria projects real GDP growth of 3.8% and an inflation rate of 9.0%. The country's main exports are petroleum gas, crude petroleum, nitrogenous fertilizers, and ammonia. Algeria reached pre-pandemic GDP levels in 2022 due to high oil and gas revenues, which led to an improvement in its external and fiscal situation. Nevertheless, the country is very vulnerable to the fluctuations of the oil and gas markets, and growth in early 2023 decelerated amid falling international hydrocarbon prices.

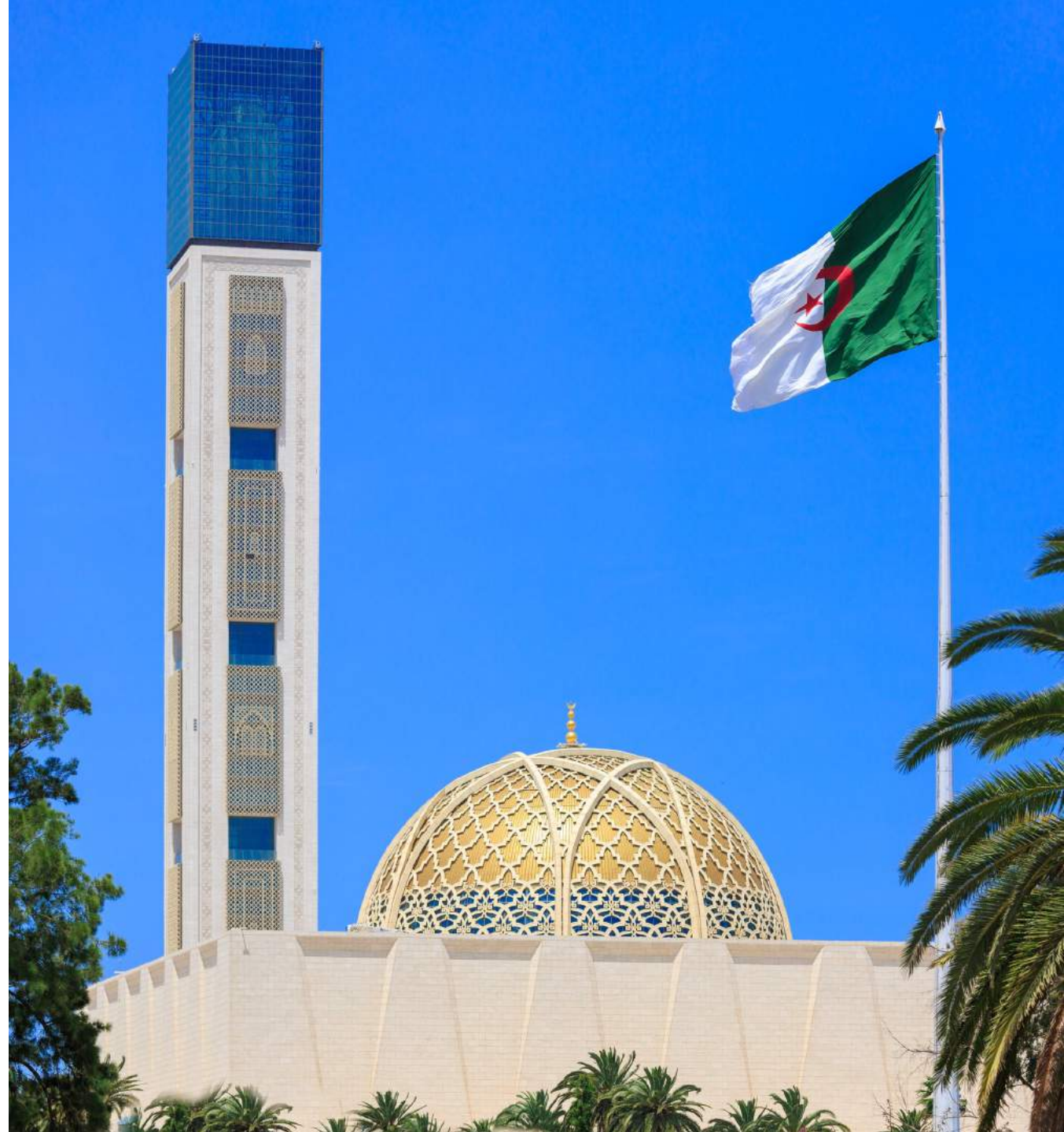
Meanwhile, inflation remained high, mainly due to rising food costs. Politically, Algeria's stability is maintained under President Tebboune's administration, backed by the military forces. However, the political landscape is complicated by issues of corruption and limited judicial independence, and regional instability.

# A GENERAL OVERVIEW

## General Context Continued

High-profile anti-corruption measures have been implemented. but the effectiveness of such measures is debatable.

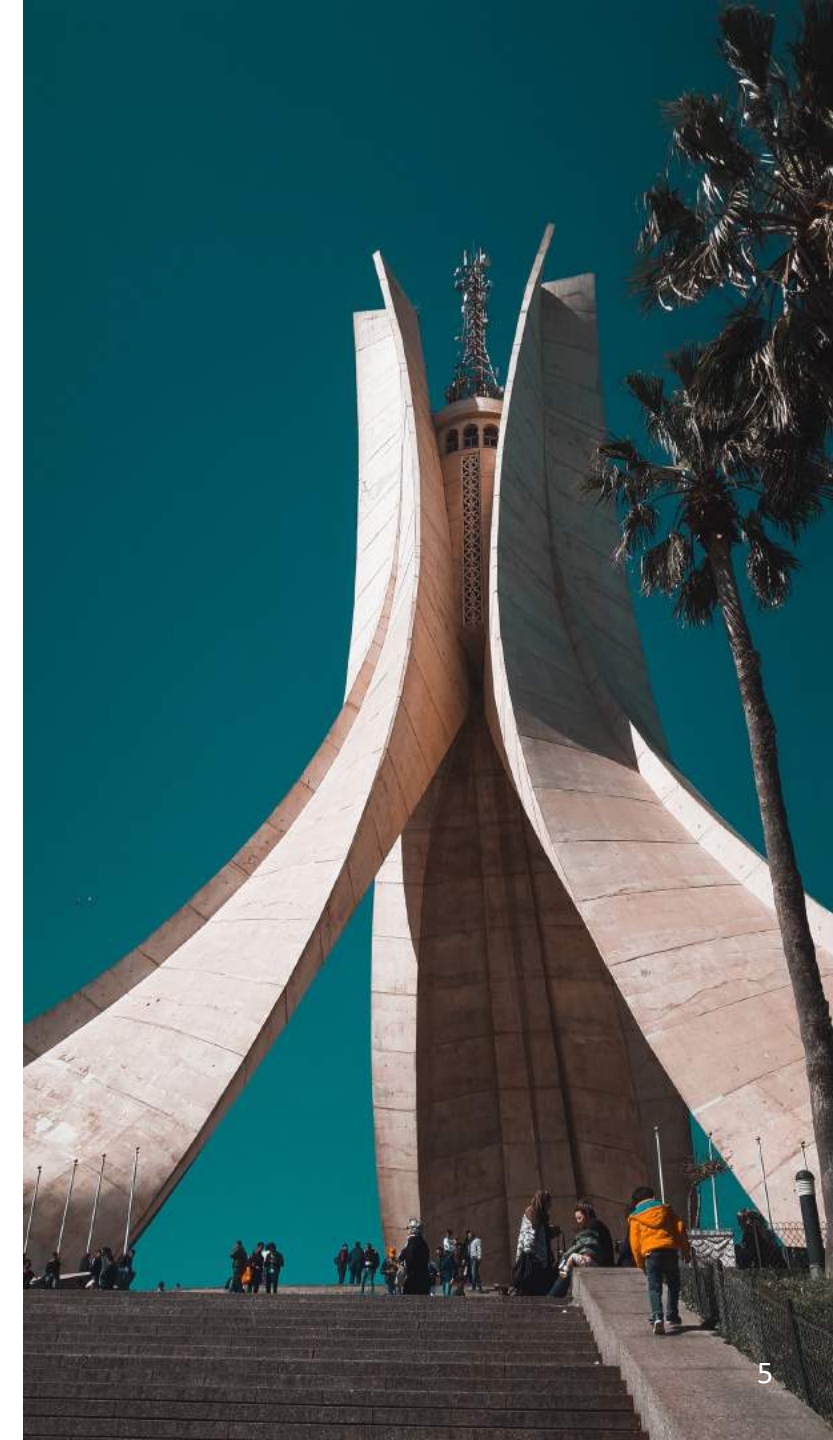
The 2023 budget reflects a focus on military spending and social welfare, including wage increases and subsidies, aimed at maintaining social stability. In terms of demographics, Algeria is one of the most populated countries in the Middle East, characterised by a significant youth demographic, constituting approximately 45% of the total population. However, one pressing issue is the high youth unemployment rate, which poses a challenge to harnessing the full potential of this energetic and dynamic population.



# Key CCI Figures + In Algeria

Algeria has been steadily nurturing its cultural and creative industries since independence. Despite facing challenges, such as periods of violence against intellectuals and artists, the nation has seen a resurgence in cultural expression. This revival is evident in literature, music, and visual arts, reflecting Algeria's diverse identity and history. In Algeria, cultural and artistic entrepreneurship is an emerging investment area that has not yet reached maturity. However, current political indicators highlight a certain willingness on the part of the government to develop this investment domain. This is particularly evident following the establishment of a dedicated ministry for emerging businesses and the appointment of a Secretary of State for the film industry and another for cultural production. Moreover, signs of social change on the horizon are encouraging investment in the field of culture and the arts. Increasingly, Algerians are becoming interested in consuming Cultural and Creative products. This shift reflects a growing appreciation of culture and art in various aspects of daily life, such as interior design, fashion, and other products. Meanwhile, there is still room for improvement. According to the most recent data from the Algerian National Office of Statistics (ONS), only 3.2% of Algerian household consumption is allocated to 'Education, Culture, & Leisure.' In 2010, this figure was lower compared with the year 2000, when it reached 3.9%.<sup>1</sup>

<sup>1</sup> <https://www.ons.dz/spip.php?rubrique200>



# Key CCI Figures + In Algeria Continued

Algerian literature has gained global recognition, with contemporary authors exploring various genres and languages, including Arabic, Berber, and French. These writers often address social issues and challenge taboos, representing a shift from earlier literature that focused on national identity. In visual arts, Algerian painters draw inspiration from the nation's landscapes, contributing to a unique Algerian artistic style. This includes developments in miniature art and calligraphy, with artists such as Mohamed Racim playing a key role in preserving Algerian values.

The music scene in Algeria, rich in heritage and diversity, showcases genres like Andalusian classical music, Chaâbi, and folk music. Modern genres, such as Raï and Rap, blending traditional and contemporary influences, speak to the aspirations of Algerian youth.

The government has shown increasing interest in nurturing the CCI sector, evident in the establishment of a ministry for emerging enterprises and the appointment of officials responsible for cinema and cultural production. However, challenges like the low societal status of artists and restrictive laws, impede the growth of cultural entrepreneurship.<sup>2</sup>

<sup>2</sup> For more information, visit:

<https://amb-algerie.fr/activites-de-la-delegation/>

<https://www.algerie.cz/index.php/art-et-culture/78-l-expression-culturelle-algerienne>

<https://univ-constantine3.dz/wp-content/uploads/2022/07/Lentrepreneuriat-Cul-et-Arti-FR-1.pdf>

<https://www.aps.dz/culture/162421-appel-a-la-mise-en-place-de-mecanismes-pour-le-developpement-de-l-economie-culturelle>

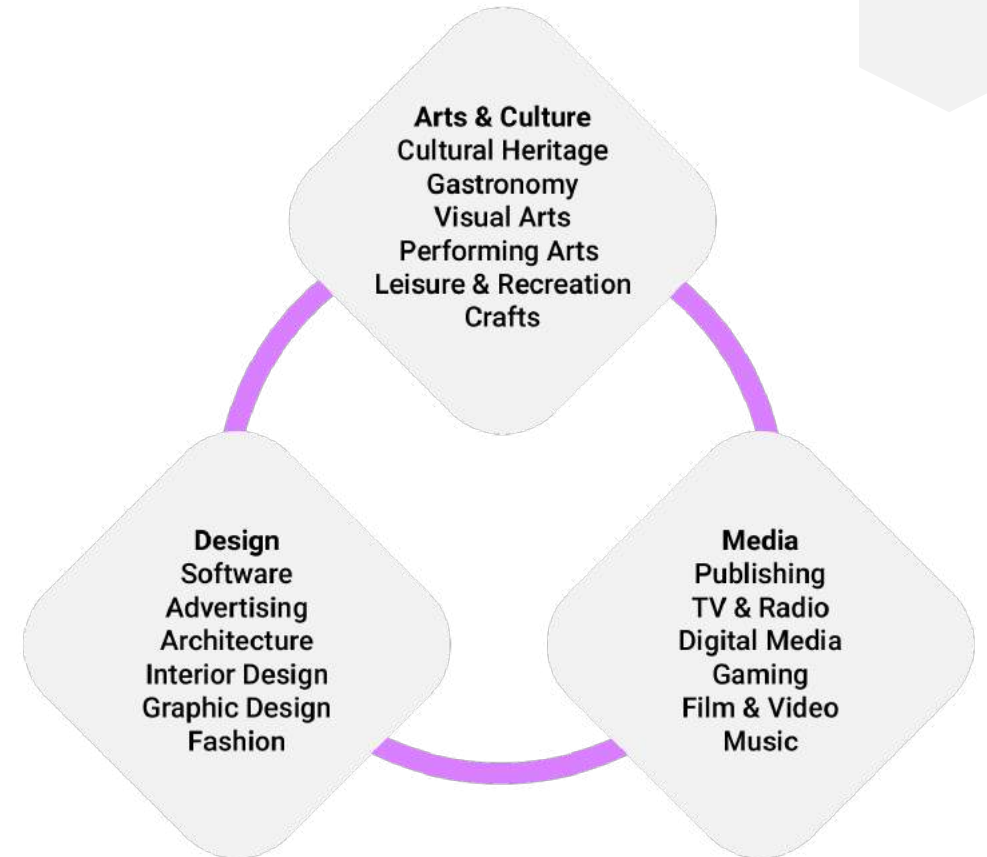


# Key CCI Figures <sup>+</sup> In Algeria Continued

Currently, there is no national recognition of CCI in Algeria. In this report, we adopt a broad definition inspired by different sources<sup>3</sup>, which classifies the CCI into 3 main groups: Arts and Culture, Media and Design.

Amongst numerous CCI classifications available in the literature, we are mainly inspired by the ones of the UN (EY, 2015), the UK (DCMS, 2019), Singapore (ERC-CI, 2002), and the European Commission (EC, 2010).

The media market in Algeria has shown an average annual growth rate of 0.7% between 2015 and 2018, reaching \$525 million in 2018 (Arab Media Outlook, 2018).



Source: Own elaboration

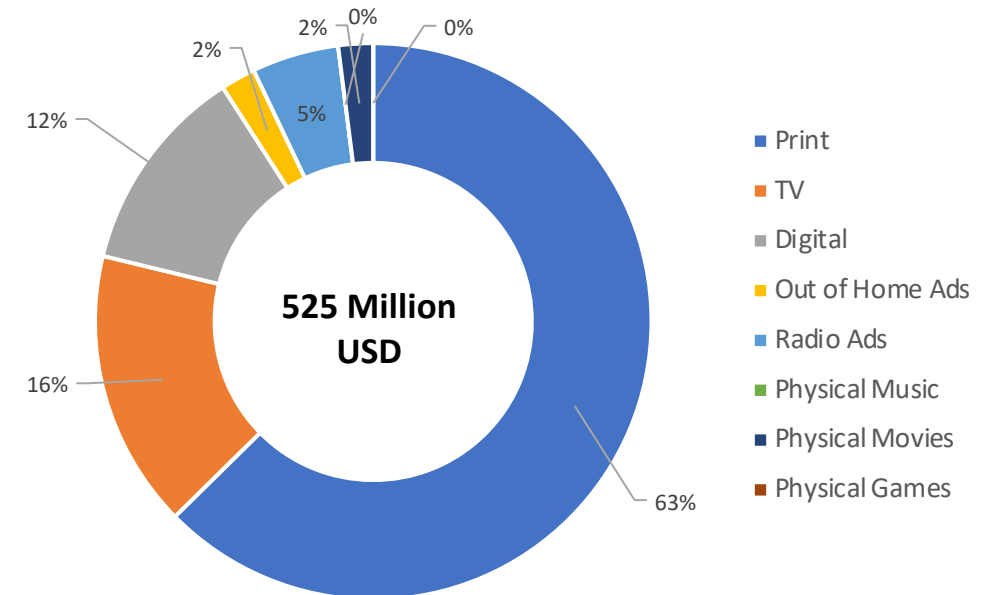
<sup>3</sup> Amongst numerous CCI classifications available in the literature, we are mainly inspired by the ones of the UN (EY, 2015), the UK (DCMS, 2019), Singapore (ERC-CI, 2002), and the European Commission (EC, 2010).

# Key CCI Figures + In Algeria Continued

The print market in Algeria has the highest share of the country's media industry, although it faces limitations due to the restricted audience outreach. Furthermore, the market is declining, due to digitalisation.

The majority of publications are available in Arabic, French, and Amazigh. Notable Arabic-language newspapers include Echorouq, El Khabar, and El Massa, whilst French newspapers consist of El Watan and El Moudjahid. For English dailies, the North Africa Journal is a prominent one. Echorouq holds the top position in terms of readership, with a 6.5% reach. Following closely behind are Liberte, El Khabar, El Watan, and El Heddaf, each boasting respective reaches of 3.9%, 3.7%, 3.5%, and 3.2%. (Arab Media Outlook, 2018). In books and other publications, Crowley (2022) outlines the content of film and cultural productions over the past 60 years, studying the content of Algerian print productions.

Media Market in 2018



Source: Arab Media Outlook (2018)

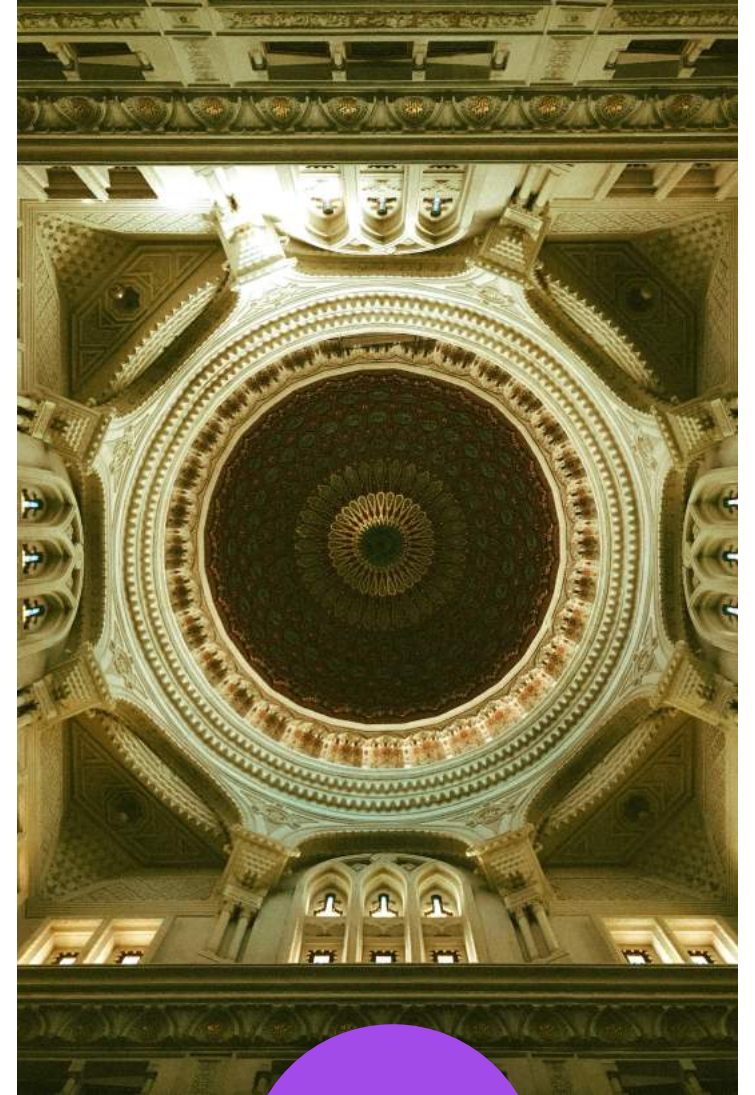


# Key CCI Figures <sup>+</sup> In Algeria Continued

The TV market has grown by a 2% annual growth rate between 2014 to 2018, mainly fuelled by advertising initiatives. Despite Pay TV constituting 30% of the revenues and being a smaller segment, it has experienced a faster annual growth rate of 12% during the same period, compared to free-to-air TV. The most popular channels in Algeria are Echorrouk, a satellite news channel with a 24% reach, and TV A3, a state-owned commercial channel with a 20% reach. (Arab Media Outlook, 2018).

Digital media is becoming the country's main media sector, with an annual growth rate of 12% between 2014 to 2018 (this figure is expected to be higher after the COVID-19 pandemic and the acceleration of digitalization worldwide). Facebook is the top social media platform with 81% outreach, followed by WhatsApp with 80% and YouTube with 55%. The industry is massively investing in small, local digital players (Arab Media Outlook, 2018).

Crowley (2022) outlines the content of film and cultural productions over the past 60 years, studying the content of Algerian media production.

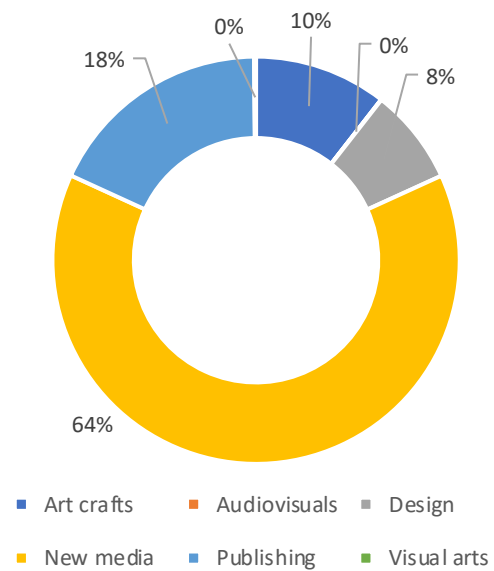


# CCI + Exports

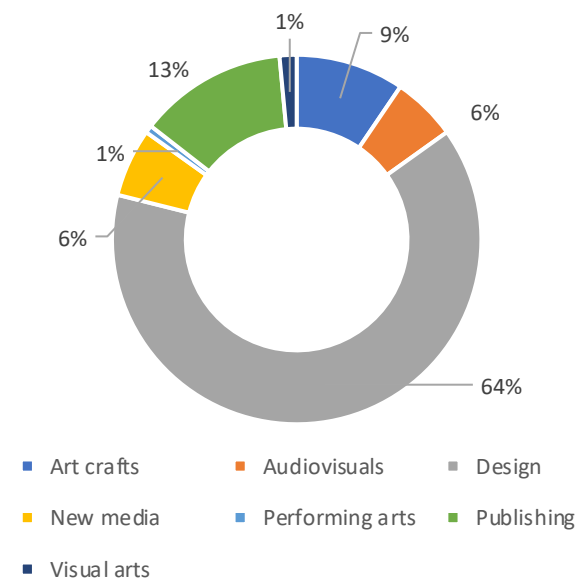
According to the latest available data published by UNCTAD on the creative economy, Algeria exported 1.4 million USD of creative goods in 2017.

This figure represents less than a third of the country's 2002 creative exports, which shows a loss in international market share for Algerian creative goods.

All creative goods Exports in 2017



All creative goods Imports in 2017

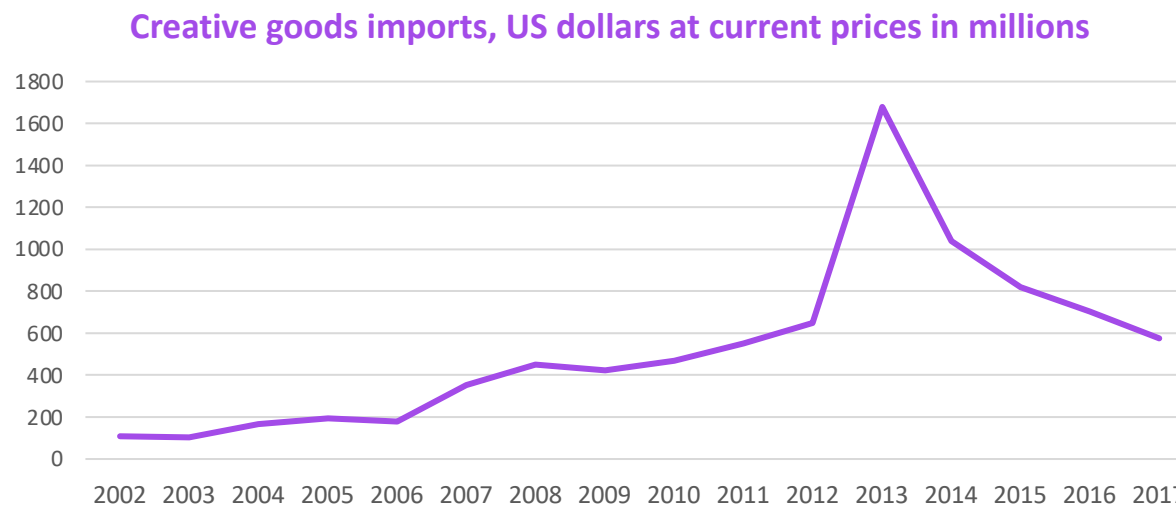
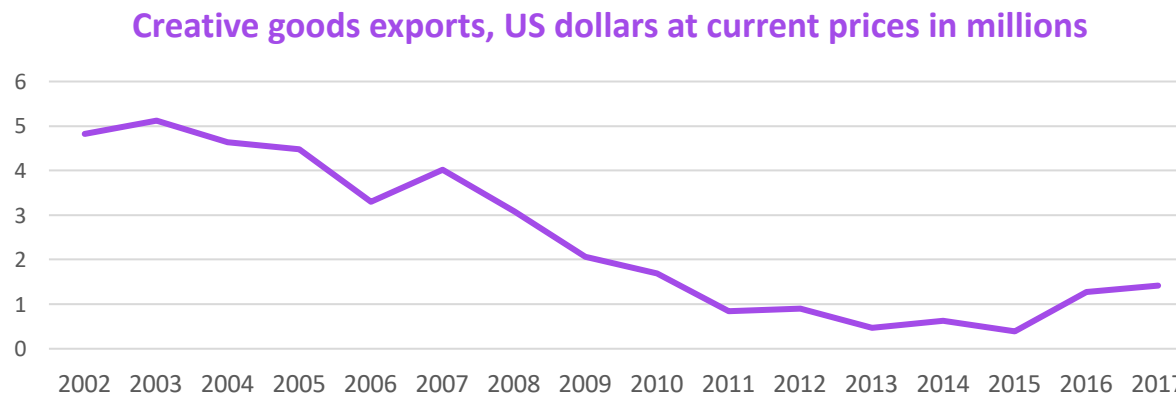


Source: UNCTAD global database on the creative economy

# CCI + Exports Continued

Meanwhile, creative goods imports are more than 400 times higher than exports, reaching 576.2 million USD, increasing overall during the same period.

This reflects the country's need to further develop creative goods, in order to be able to respond to the national growing demand for such products and to enhance the Balance of Payments.



Source: UNCTAD global database on the creative economy

# CULTURAL INFRASTRUCTURE

Museum of Modern Arts



**46 Museums**

Théâtre National Algérien  
Mahieddine Bachtarzi



**17 Theaters**

Cinema



**12 Cinemas**

National Library of Algeria



**400 Libraries**

Palace of Culture Tlemcen



**38 Cultural centers**

Numbers up to the end of 2023, non-exhaustive list-based EMEA team researchers.

## Sources of data:

**Museum:** <https://www.nhb.gov.sg/-/media/nhb/files/resources/museum-roundtable/resources-page-media-items/covid19-research-report-unesco.pdf>

**Theatre:** <https://tna.dz/fr/theatres-regionaux/>

**Cinema:** [https://www.cairn.info/revue-agencements-2018-2-page-124.htm#:~:text=Seulement%20une%20dizaine%20de%20salles,wilayates%20\(d%C3%A9partements\)%20du%20pays](https://www.cairn.info/revue-agencements-2018-2-page-124.htm#:~:text=Seulement%20une%20dizaine%20de%20salles,wilayates%20(d%C3%A9partements)%20du%20pays)

[https://www.lemonde.fr/afrique/article/2021/07/20/en-algerie-l-impossible-rehabilitation-des-salles-de-cinema\\_6088942\\_3212.html](https://www.lemonde.fr/afrique/article/2021/07/20/en-algerie-l-impossible-rehabilitation-des-salles-de-cinema_6088942_3212.html)

**Libraries and Cultural Centres:** <http://www.medculture.eu/fr/country/algeria/structure/389.html#:~:text=%2D%2047%20salles%20de%20cin%C3%A9ma%20%3B,du%20minist%C3%A8re%20de%20la%20Culture>

# KEY CCI ACTORS

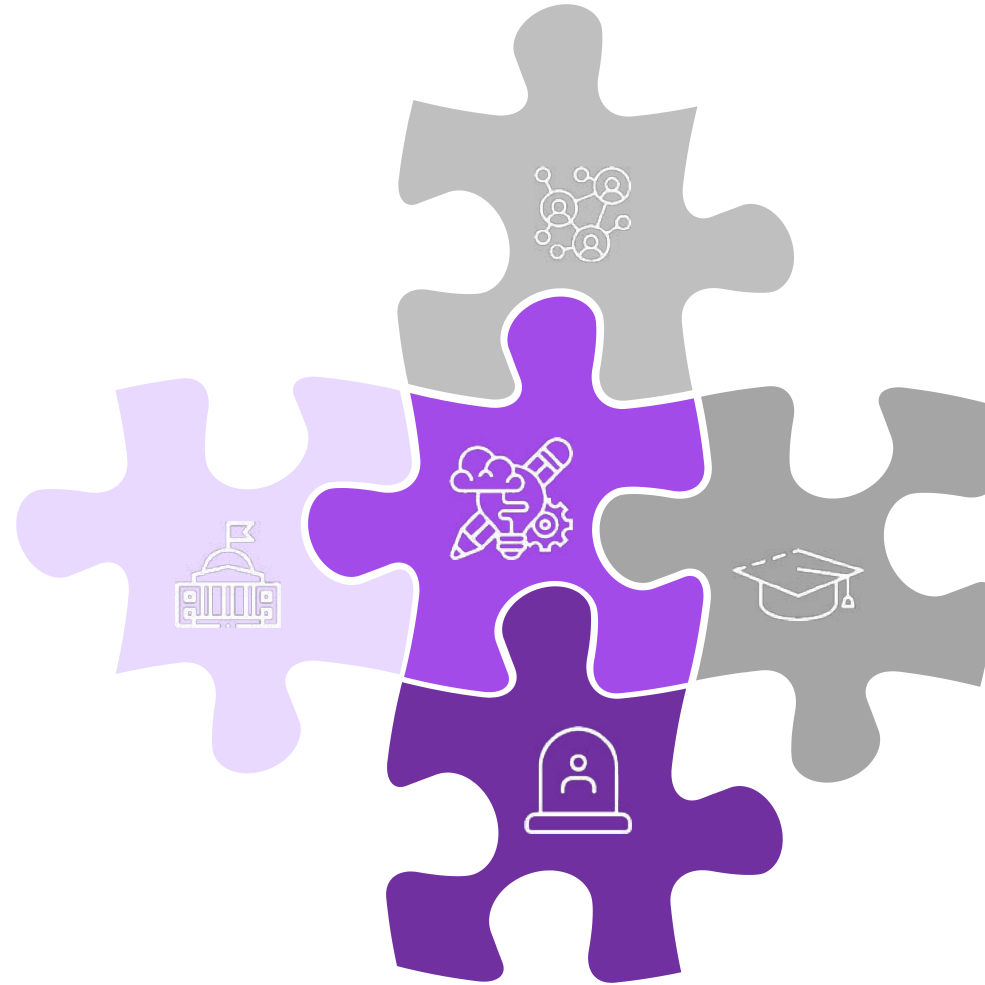
CCI Ecosystem

01

Governmental

02

Private Sector



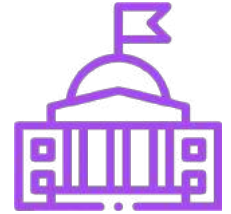
03

Associations & NGOs

04

Academia

# Governmental Actors +



The main governmental entities promoting CCI include but are not limited to<sup>4</sup>:

- Ministry of Culture (MOC) - Ministère de la Culture Algérien: <https://www.m-culture.gov.dz/index.php/fr/>
- Ministry of Youth and Sports: <https://www.mjs.gov.dz/index.php/fr/>
- Ministry of Knowledge Economy, Startups and Micro Enterprises: <https://mdme.gov.dz/>
- Directorates of Culture in each of the 48 Wilayas, financed by MOC. Directorates oversee arts, literature, and heritage services. Wilayas are public communities with elected councils and governors; they form permanent commissions to study cultural affairs.
- Ministry of Youth: <https://www.mjs.gov.dz/index.php/fr/>
- Ministry of Communication: <https://www.ministerecommunication.gov.dz/>
- Communal Popular Assemblies
- National Office of Copyright and Neighbouring Rights (ONDA): <https://onda.dz/>
- National Centre for the Film Industry (CAC): <https://www.m-culture.gov.dz/index.php/fr/arts-vivants-et-spectacles/etablissements-sous-tutelletablissements-sous-tutelle/centre-national-de-la-cin%C3%A9matographie-et-de-l%E2%80%99audio-visuel>
- Public Establishment of Television (EPTV): <https://www.entv.dz/category/info-eptv/>
- Agence Nationale d'Archéologie et de Protection du Patrimoine Culturel: <https://www.idref.fr/073255467>
- Bibliothèque Nationale d'Algérie (BNA): <https://www.m-culture.gov.dz/index.php/fr/biblioth%C3%A8que-nationale>
- Fonds de Soutien pour la Promotion des Activités Culturelles et Créatives: <https://www.m-culture.gov.dz/index.php/fr/avis>
- Foreign cultural centres and embassies
- Algerian Cultural Heritage Portal - Portail du Patrimoine Culturel Algerien: <https://www.patrimoineculturel.algerien.com/>
- Dar Abdellatif: [https://www.facebook.com/DarAbdellatif/?locale=fr\\_FR](https://www.facebook.com/DarAbdellatif/?locale=fr_FR)
- The Algerian Agency for Cultural Enlightenment - Agence Algérienne pour le Rayonnement Culturel: <https://www.aarcalgerie.org/fr/>

<sup>4</sup> A detailed list of governmental establishments involved with culture can be found on the ONS website: <https://www.ons.dz/spip.php?article2577>

# Private Actors +



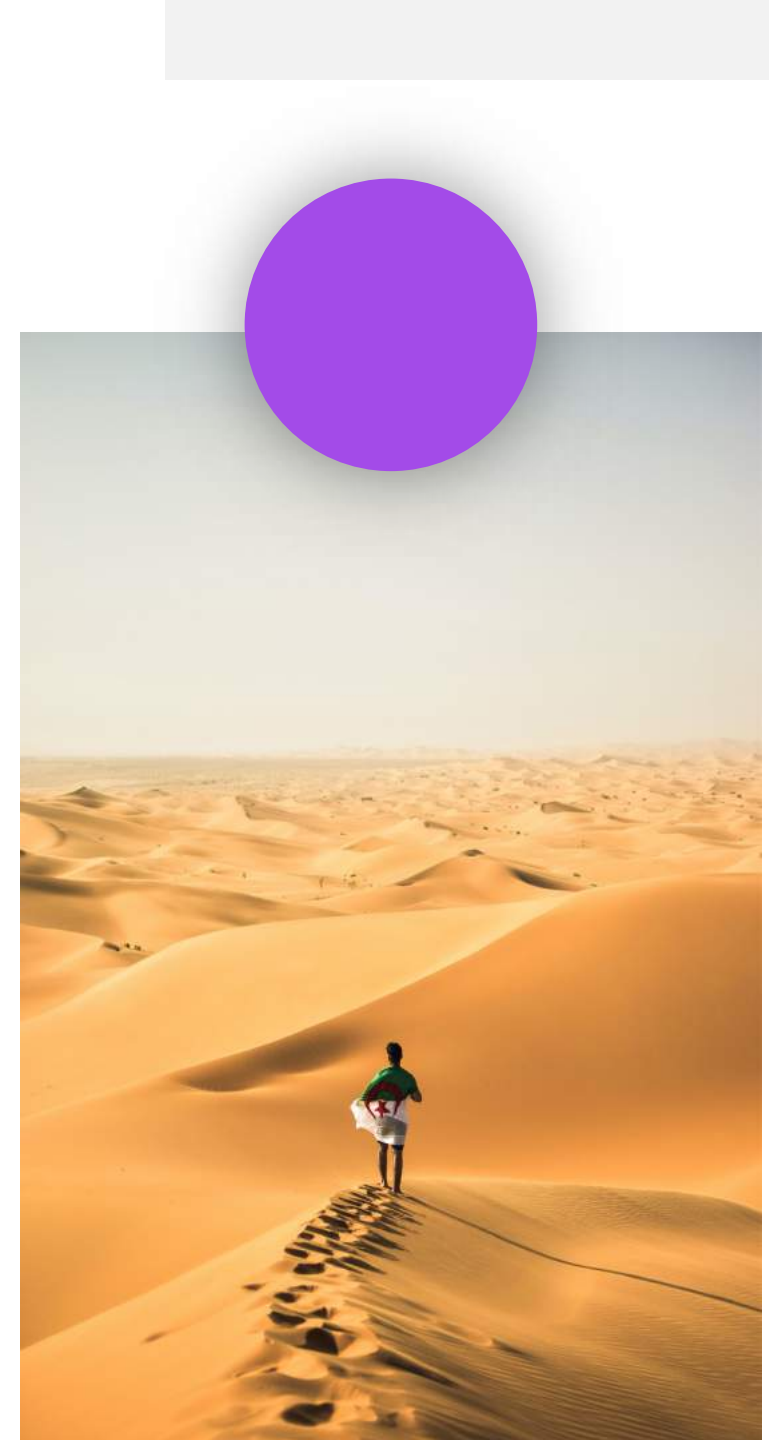
In Algeria, the private sector of the Cultural and Creative Industries (CCI) is significantly constrained, with only about 10 independent cultural institutions, due to stringent regulations under the Associations Act. These regulations, particularly amendments made since 2012, restrict the establishment of cultural organizations and prohibit them from receiving foreign financial support. The Algerian authorities often exhibit distrust towards this sector, further hampering its development.

Despite these challenges, there is a movement within the independent cultural sector to operate outside the government's framework. Some Algerian artists have obtained funding from regional donors, like the Arab Fund for Arts and Culture (AFAC), and garnered recognition at international events, like the Abu Dhabi Film Festival.

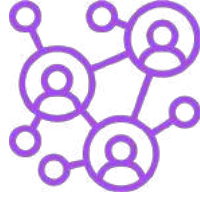
However, the larger private sector is primarily focused on profit-making, with entities like publishing houses and theatre cooperatives prioritizing financial gains over cultural impact.

**Incubators and Business Support Organisations (BSO)**, such as:

- Africa by IncubMe: <https://incubme.com/>
- Algeria Start-up Challenge: <https://algeriastartupchallenge.com/Home/>
- Cap Cowork: <https://www.capcowork.com/>
- UNDP Algeria Accelerator Lab: <https://www.undp.org/acceleratorlabs/undp-algeria-accelerator-lab>
- Djazinvest: <https://djazinvest.com/services/incubator-accelerator/>



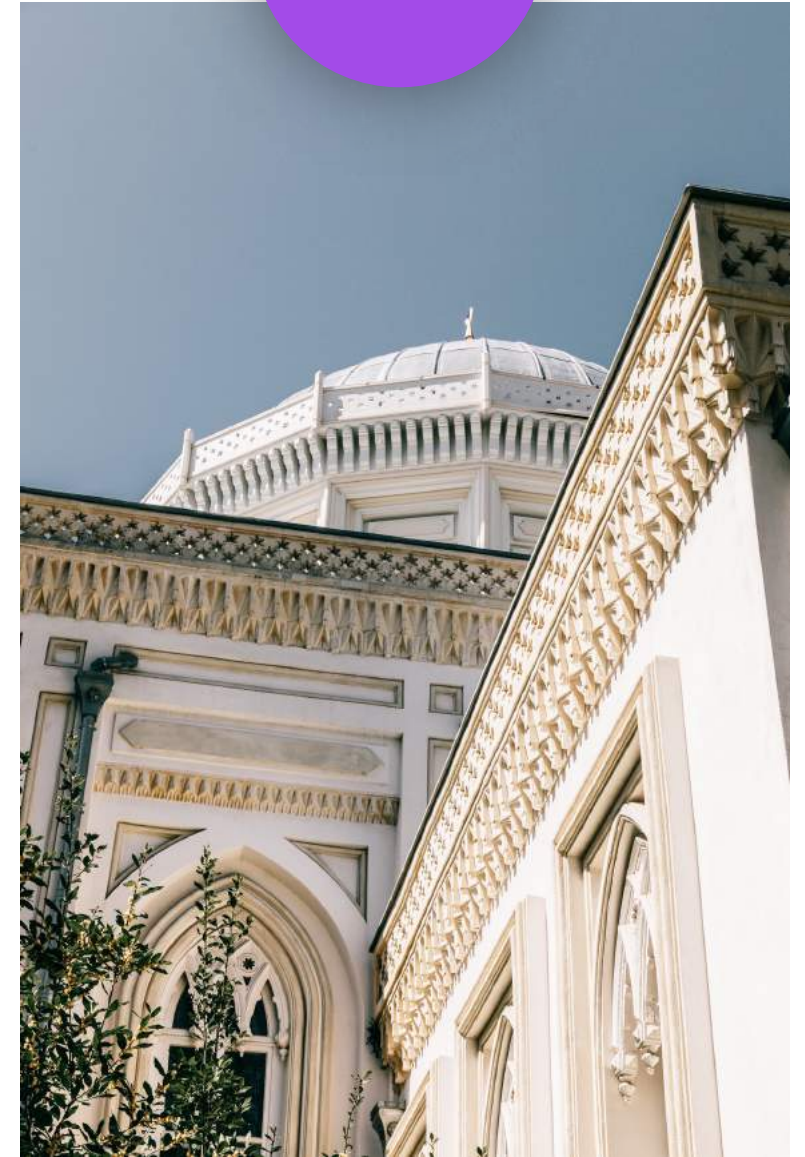
# Associations + & NGOs



NGOs, Civil Society organisations, and associations are very active in promoting CCI in Algeria, among them:

- Audiovisual in the Mediterranean: <https://mediterranee-audiovisuelle.com/?lang=en>
- Arab Fund for Arts and Culture - AFAC: <https://www.arabculturefund.org/>
- Culture Resource (Al-Mawred Al-Thaqafy): <https://mawred.org/who-we-are/?lang=en>

Amongst these actors, we did not observe any systematic coordination toward further developing CCI.







École Supérieure des Beaux-Arts d'Alger



Université Mohamed Boudiaf de M'sila

# Academia

The following universities are among those offering training programmes related to CCI fields:

- Ecole Supérieure des Beaux-Arts d'Alger: <https://esba.dz/>
- Ecole Supérieure des Beaux-Arts d'Oran: <https://erbaoran.dz/>
- Ecole Polytechnique d'Architecture et d'Urbanisme (EPAU): <https://www.epau-alger.edu.dz/>
- Université des Sciences et de la Technologie Houari Boumediene (USTHB): <https://www.usthb.dz/>
- Université Ferhat Abbas Sétif 1: <https://www.univ-setif.dz/>
- Université Mohamed Boudiaf de M'sila: <https://www.univ-msila.dz/ar/>
- Institut national supérieur de musique d'Alger - Mohamed Fawzi: <http://insm-dz.com/>
- Université Kasdi Merbah Ouargla: <https://www.univ-ouargla.dz/index.php/en/>

Amongst these actors, we did not observe any systematic coordination toward further developing CCI.

# GOVERNMENTAL INITIATIVES TO PROMOTE CCI



To foster and enhance associative engagement in the cultural domain, the Ministry of Culture and Arts provides financial support annually to cultural and artistic associations. Eligibility criteria for receiving this support include being a cultural or artistic association with a national or local focus and not having received subsidies from the Ministry during the year 2021.<sup>5</sup>

Algeria Disrupt (<https://algeriadisrupt.com/>), an initiative aiming to invigorate entrepreneurship and the tech ecosystem in Algeria at both regional and national levels, has expanded its reach following the success of its inaugural conference on October 3, 2020, in Algiers. The initiative is organised by the services of the Ministry Delegate in charge of the Knowledge Economy and Start-ups. , It is a legal and regulatory framework designed to promote startups and accelerate their growth. The programme has also introduced a new public investment fund dedicated to start-ups, along with a startup accelerator called "A-venture." This initiative aims to create an environment conducive to the development and success of start-ups in Algeria, providing both legal support and financial resources, to foster innovation and entrepreneurship within the startup ecosystem.

<sup>5</sup> <https://e-servicesculture.dz/appui-association/>



# GOVERNMENTAL INITIATIVES TO PROMOTE CCI CONTINUED

The initiative attributes 3 types of label to “start-ups”, “incubators” and “innovative projects” entailing fiscal and other advantages. The label "innovative projects" is aimed at project leaders who have not yet established their company. Just like the "start-up" label, it allows access to benefits (<https://startup.dz/>).

In addition to broader government efforts, specific ministries in Algeria have undertaken individual initiatives to bolster targeted segments of the Creative and Cultural Industries (CCI). One notable example is the initiative led by the Ministry of Communication, which has instituted an award aimed at recognizing and supporting professional journalists. This specialized acknowledgment reflects a commitment to fostering excellence within the realm of journalism.<sup>6</sup>

As for SME development and initiatives related to it, the Ministry of Industry and Mines oversees SME development, whilst a dedicated Ministry of Micro-enterprises, Start-ups, and the Knowledge Economy was established in late 2019. Challenges faced by SMEs include limited access to finance, complicated land access, high taxation, bureaucracy, restrictive customs regulations, informal sector competition, and a shortage of skilled labour.

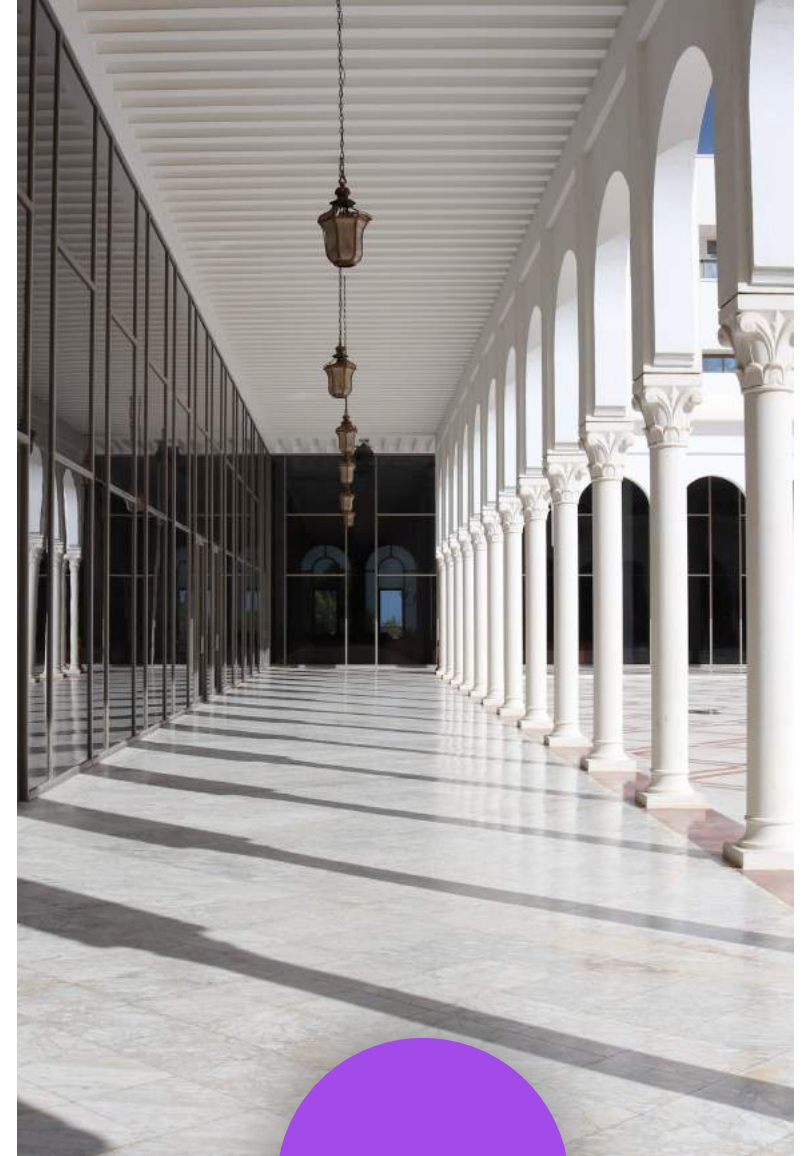
<sup>6</sup> <https://ministerecommunication.gov.dz/ar/node/11072>



# GOVERNMENTAL INITIATIVES TO PROMOTE CCI CONTINUED

Addressing these issues, an orientation law (n °17-02) on SME development was enacted in January 2017, defining SMEs and introducing measures, such as the creation of an Agency for implementing the national SME strategy, local support centres, and business incubators. Financial support for SMEs is provided through the national SME Upgrading Funds (n° 302-124), covering development, sustainability, quality, innovation, and skills enhancement for SME managers. Additionally, a credit guarantee fund supports SME credits and encourages innovative start-up projects. International donors, like the EU, AFD, GIZ, and WB, collaborate with Algeria to strengthen national initiatives supporting the SME sector.<sup>7</sup>

Regarding the legal status of artists, until 2021, Algerian artists were not legally recognized as employed since they often had no employment contracts, social security, or pension. Artists frequently endured challenging living conditions, often juggling two or three jobs to make ends meet (Kassab, 2014). Executive Decree No. 21-204, under the 1990 Labour Relations Act, formalized the employment status of artists as either independent or salaried employees, providing specific labor rights (Yacoub, 2021).



<sup>7</sup> <https://medsmes.eu/algeria# covid-algeria>

# GOVERNMENTAL INITIATIVES TO PROMOTE CCI CONTINUED



This decree was later replaced by Presidential Decree No. 23-376 in October 2023, a historic step in recognizing and institutionalizing the status of artists, artistic technicians, and administrators of artistic works in Algeria. The decree, introduced by the Minister of Culture and Arts, Soraya Mouloudji, marks a significant advancement in the recognition of artists. It addresses several rights, including obtaining an artist's card, artistic freedom, remuneration, social protection, retirement benefits, and insurance. The National Council of Arts and Letters plays a pivotal role in this framework, establishing criteria for issuing artist cards and a professional ethics charter. The decree also emphasises welfare initiatives for artists and regulates the engagement of foreign artists in Algeria.<sup>8</sup>

Regarding artistic freedom, Algeria is amongst the 24 countries worldwide that have imprisoned artists. In 2021, two of the country's artists were incarcerated (FREEMUSE, 2022).

<sup>8</sup> From various sources: <https://www.aps.dz/algerie/162377-parution-du-decret-presidentiel-portant-statut-de-l-artiste-au-journal-officiel>  
<https://legal-doctrine.com/edition/D%C3%A9cret-pr%C3%A9sidentiel-n-23-376-du-22-octobre-2023-portant-statut-de-l-artiste/>  
<https://radioalgerie.dz/news/fr/article/20210605/212742.html> | <https://www.aps.dz/culture/162425-publication-du-decret-presidentiel-portant-statut-de-l-artiste-un-important-acquis-culturel>



# Intellectual + Property Rights (IPR)

Algeria continues to grapple with enhancing its innovation capabilities, the country ranking 115th amongst the 132 economies featured in the Global Innovation Index 2022.

Algeria joined the World Intellectual Property Organisation (WIPO) in 1975 and is a signing member of 53 IP-related regulations. The only IP constitution law was promulgated on December 30, 2020.

The country has two national IP offices:

- National Office of Copyrights and Related Rights within the Ministry of Culture (ONDA): <https://www.onda.dz/>
- Algerian National Institute of Industrial Property within the Ministry of Industry (INAPI): <https://e-services.inapi.org/>

Patent applications have been on the increase in the past 10 years, mainly comprising applications by residents. The IP protection is available for: trademarks, patents, utility models, industrial designs, geographical indications, layout designs of integrated circuits, traditional knowledge and handicrafts, and copyright and neighbouring rights (Africa IP SME Helpdesk, 2023).



# Intellectual <sup>+</sup> Property Rights (IPR) Continued

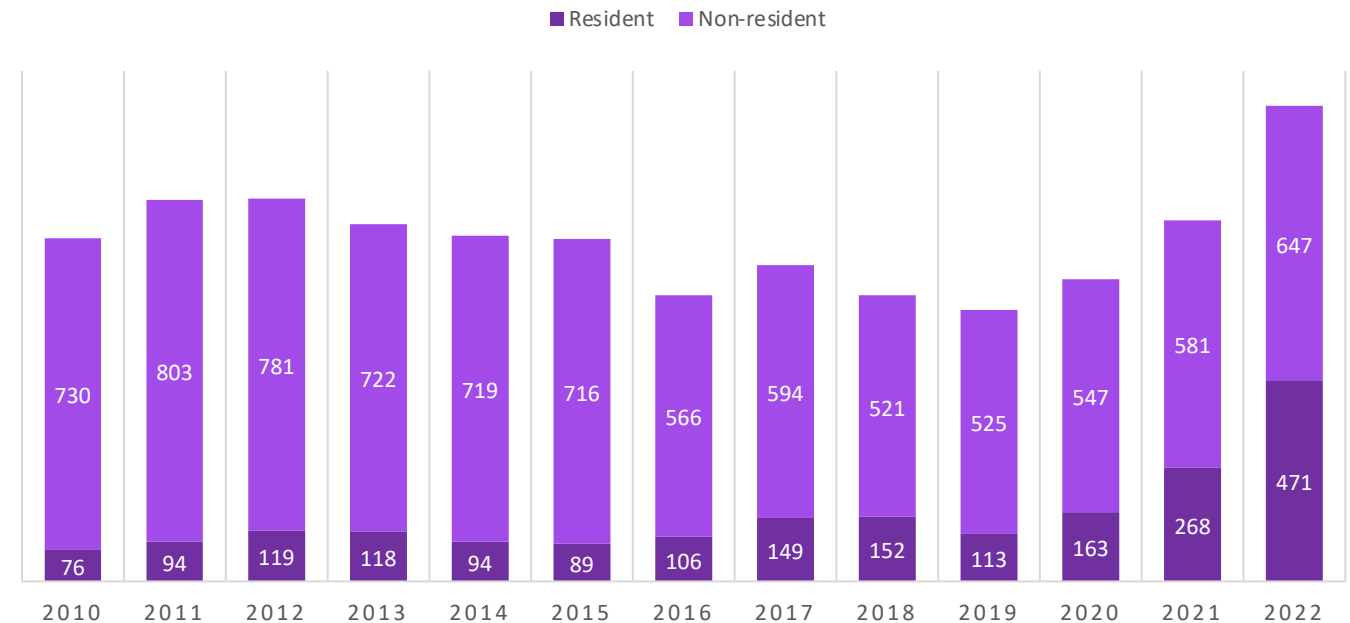
The ONDA office provides a number of services for creative workers. One of the major initiatives aims to enhance the social protection of artists. Entitled “Le Fonds Social de l’ONDA” or the ONDA Social Fund, it has been available to members of the Office since 1992 to provide them with four essential social benefits: supplementary retirement allowance, old age allowance, emergency aid, and funeral expenses.<sup>9</sup>

A new social assistance application service will soon be available by ONDA, to make the application process and follow-up easier and more efficient.

Regarding regional IP agreements, Algeria is a member of:

- AfCFTA (African Continental Free Trade Area)
- PAFTA (Pan-Arab Free Trade Area)

## TOTAL PATENT APPLICATIONS



Source: WIPO IP Statistics Data Centre

<sup>9</sup> <https://onda.dz/articles/-/5juillet-1962-2023> more details are found here <https://onda.dz/onda/Protection-et-aide-sociales>

# International + initiatives in CCI up to 2023



## Safir

<https://www.safir-eu.com/>

SAFIR, an EU-funded initiative, is dedicated to supporting young people in advancing towards the accomplishment of Sustainable Development Goals (SDGs). The project aims to support more than 1000 young project leaders with a social, cultural, or environmental impact and the structuring of a regional ecosystem aimed at enhancing dialogue between young people and public authorities.



## All around Culture

<https://allaroundculture.com/>

Co-funded by the European Union, this project provides support to cultural institutions, initiatives, and individuals to strengthen their capacities and increase their reach through funding, knowledge exchange, and networking opportunities.



# International + initiatives in CCI up to 2023 Continued



## The North Africa Cultural Program

<https://www.arabculturefund.org/News/225>

The North Africa Cultural Programme (NACP), led by the Arab Fund for Arts and Culture (AFAC), with support from the Swiss Agency for Development and Cooperation (SDC), focusses on strengthening independent arts and cultural entities, emphasising regional partnerships, engaging young audiences, and reaching underserved areas. The programme provides tailored capacity-building, training, and mentorship to empower organisations and projects.



## EUNIC Algeria – Film Critic Encounters -- an Algerian premier

<https://www.eunicglobal.eu/projects/cluster-fund-2020-selected-projects>

This project aims to cultivate fresh connections between Algerian filmmakers and European film experts and critics. By facilitating dynamic discussions and online learning sessions, Algerian film enthusiasts will actively engage with their European counterparts, fostering a robust exchange of ideas. The inclusion of EU film screenings will not only amplify the visibility of Algerian cinema but also contribute to a deeper mutual understanding between Algeria and the EU. Through dialogue, learning, and collaborative screenings, this initiative seeks to enhance the capacity of Algerian filmmakers whilst promoting cultural exchange and cooperation in the realm of cinema.

# International <sup>+</sup> initiatives in CCI up to 2023 Continued

## GenerationDigital!

Supporting digital skills for the next generation

## GenerationDigital!

<https://www.giz.de/en/worldwide/119469.html>

GenerationDigital! strengthens digital skills amongst African youth through a pan-African initiative. Sponsored by the German BMZ, the project collaborates with African ministries, civil society, and the private sector. It offers technical advice, supports networking, and provides financial aid for digital projects through a demand-based fund.



## The valorization of the Algerian olive heritage

<https://www.expertisefrance.fr/en/actualite?id=886682>

Respecting their commitments to the preservation of agricultural biodiversity, Expertise France, the Technical Institute of Arboriculture and Fruit (ITAF), and the Biotechnology Research Centre of Constantine (CRBt) have signed a contract to initiate the molecular characterization operation of 36 endemic olive varieties in Algeria.

# International + initiatives in CCI up to 2023 Continued



## The Institut Français

<https://www.if-algerie.com/#/>

The Institut Français is highly active in Algeria, organising a variety of artistic and cultural programmes. With offices strategically located in five cities—Algiers, Annaba, Constantine, Oran, and Tlemcen—the institute plays a significant role in fostering cultural exchanges and promoting the arts throughout the country.



## Appel à projet cinema

<https://www.if-algerie.com/blog/59135cc2-1ad7-47b1-b9a3-bb32905b063c/premier-appel-a-projets-cinematographiques-de-l-annee-2023#/>

The French Institute of Algeria has launched its second call for projects for the year 2023 in the field of cinema.

# CHALLENGES & OPPORTUNITIES

## Challenges

- No accepted national-level definition for CCI in Algeria, leading to a lack of data collection and available information on the sector's contribution to the economy.
- The cultural sector in Algeria remains centralised, with the Ministry of Culture exerting absolute control over cultural activities. This limits the role of the independent cultural sector in societal development.
- Artists in Algeria, especially in the independent and private sectors, encounter challenges due to the restrictive Associations Law (Law 12-06). This law limits civil society and freedom of association, impacting the independent cultural sector by imposing broad criteria, harsh penalties, and restrictions on foreign funding.<sup>10</sup>
- The independent sector faces harassment from Algerian authorities, stemming from a lack of trust due to its civil society nature, particularly following regional revolutions (Kassab, Ammar, 2014).
- Although Article 38 of the Algerian Constitution of 1996 safeguards artistic freedom, this protection is not consistently reflected in judicial decisions and cultural policies. Artists face limited freedom of expression and financial constraints within this complex landscape.
- Challenges in the film industry due to the absence of film schools, resulting in a stagnant film production environment.

<sup>10</sup> <https://www.amnesty.org/en/wp-content/uploads/2021/06/mde280032013en.pdf>

# CHALLENGES & OPPORTUNITIES

## Opportunities

- A young and vibrant population in Algeria, which presents a significant opportunity as both producers and consumers of creative goods and services. This demographic can drive innovation and contribute to the dynamic growth of the CCI.
- Despite the centralised nature of the cultural sector, there is a growing awareness within the independent cultural sector in Algeria. This presents an opportunity for the sector to expand its influence beyond government frameworks, fostering a more diverse and inclusive cultural landscape.
- Opportunities for collaboration with regional donor institutions, such as the Arab Fund for Arts and Culture (AFAC). The success stories of Algerian artists securing funding and winning awards at prestigious events, like the Abu Dhabi Film Festival, demonstrate the potential for international recognition and support.
- The recent legal recognition of artist status through Presidential Decree No. 23-376 provides a foundation for enhancing the stability of employment situations for artists. This can lead to increased confidence and investment in the CCI sector, encouraging more individuals to pursue careers in the arts and shifting the public mindset regarding creative jobs as a viable career path.
- The technological advancements open up new possibilities for creative workers to enhance the distribution and consumption of creative goods and services. Explore digital platforms, online marketplaces, and innovative technologies to reach a broader audience and adapt to changing consumer preferences.



# POLICY + RECOMENDATIONS

## Mainstreaming CCI at the national level

- Develop and adopt a clear national-level definition for CCI to facilitate data collection, analysis, and recognition of the sector's economic contributions. This can serve as the foundation for targeted policies and support mechanisms.
- Encourage dialogue and coordination amongst various stakeholders, ranging from civil society to international and national actors within the country's CCI ecosystem.

## Decentralise Cultural Governance

- Transition towards a more decentralised cultural governance model by reducing the absolute control of the Ministry of Culture. Empower local cultural institutions and grassroots initiatives, allowing them to play a more active role in shaping cultural activities at the regional and community levels.
- Encourage public-private partnerships and collaboration with non-governmental entities and involve diverse stakeholders in cultural planning and decision-making processes.

# POLICY +

## RECOMMENDATIONS CONTINUED

### Foster a Supportive Environment for Independent CCI actors

- Implement measures to build trust and collaboration between the independent cultural sector and governmental authorities.
- This could involve creating platforms for dialogue, ensuring fair treatment, and recognising the valuable contributions of the independent sector to cultural diversity and innovation.
- Review and reform the Associations Law (Law 12-06) to address concerns related to its broad criteria, harsh penalties, and restrictions on foreign funding.
- Ensure that the legal framework supports the autonomy and vibrancy of civil society organisations, including those in the cultural sector.

### Ensure Consistent Safeguarding of Artistic Freedom

- Work towards aligning judicial decisions and cultural policies with the constitutional protection of artistic freedom (Article 38).
- Strengthen mechanisms to uphold freedom of expression for artists and create an environment that encourages creative exploration and innovation.

### Promote Cultural Export Strategies

- Develop strategies to promote the international export of Algerian cultural products, including films, music, literature, and visual arts. Facilitate participation in international cultural events and foster collaborations with global partners, to enhance the visibility of Algerian cultural assets.
- Invest in the establishment and enhancement of film schools to nurture talent and skills within the film industry and support initiatives that encourage the production, distribution, and promotion of Algerian films both domestically and internationally.

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The Creative Economy has become a strategic asset for innovative job creation around the world. Cultural and Creative Industries (CCI) represent nearly 30 million jobs worldwide and are major drivers of the economies of both developed and developing countries (UNESCO). CCI contributed as much as 7% to global GDP and was estimated to be around 10% of GDP in the MENA Region (World Bank 2017). In the CCI (mainly architecture, design, and photography), there were 1.2 million cultural enterprises, generating €193 billion of value added in the EU.

It is a growing and promising group of industries, not only because of its impact on employment creation but also due to its influence on societies' creativity and social cohesion.

**CREACT4MED** is an EU-funded project that aims to strengthen CCI businesses and job creation, giving support to entrepreneurs, start-ups, and SMEs in the Southern Neighborhood of the European Union, with a particular focus on young people and women.

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

**Timeline of implementation:** March 2020 - February 2024

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#### CREACT4MED (CReative Entrepreneurs ACTing FOR the future MEditerranean)

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