



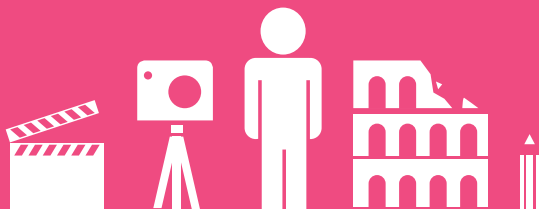
RÉPUBLIQUE
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AFD

AGENCE FRANÇAISE
DE DÉVELOPPEMENT



Cultural and Creative Industries

A CATALYST FOR SOCIAL COHESION

ACTIVITY REPORT

2020

#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. While the French Interministerial Committee for International Cooperation and Development (CICID) in 2016 recognized that “transferable aspects of culture could play a role in achieving the SDGs,” during his speech in Ouagadougou in 2017, the French President 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. Structuring these sectors helps provide economic opportunities, while increasing access to cultural goods and services for the people concerned.

This is why AFD was given a new mandate in 2018 to support cultural and creative industries.

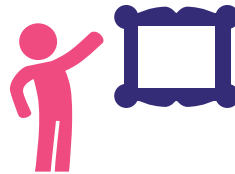
AFD's strategy in the cultural and creative industries sector

The support for cultural and creative industries (CCIs) is based on four areas of operation:

Infrastructure
and cultural facilities



Vocational training
in culture-related activities



Cultural entrepreneurship



Cultural policies and governance



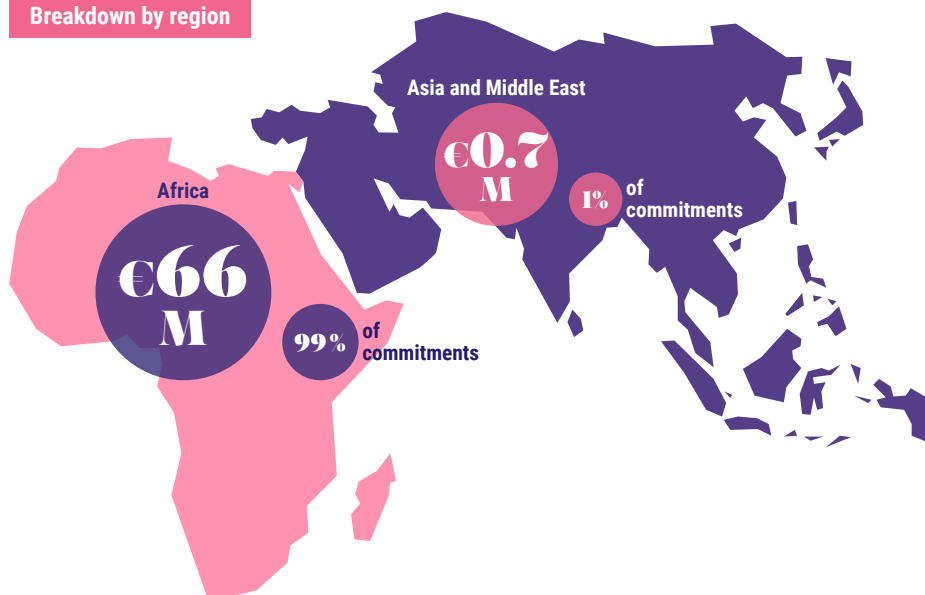
The sectors of operation eligible under this mandate are in line with UNESCO's definition, i.e. cultural heritage, audiovisual and interactive media, performances and festivals, visual arts and crafts, books, design and creative services.

The projects intersect with AFD's thematic priorities, such as education, governance, gender and the fight against inequality. They thereby contribute to achieving AFD's 100% Social Link objective. The economic aspect of CCIs involves thinking in terms of the Sustainable Development Goals (SDGs) defined by the UN, by structuring the cultural sector and projects that improve people's social and cultural situation.

Our commitments in the cultural and creative industries in 2020

CCIs are a sector whose economic model is still fragile. They require financial support combined with technical assistance and capacity building tools. Financing through loans remains a challenge, but there are opportunities in geographical areas where the sector is more mature, particularly in emerging countries.

Breakdown by region



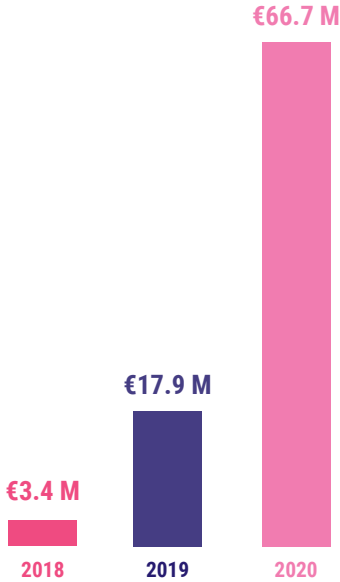
€66.7 million committed in the sector in 2020. AFD's activity in the sector increased by 272% between 2019 and 2020.

Partnership by Design

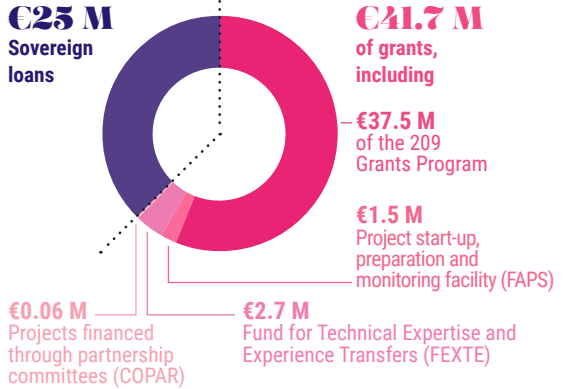
The "Cultural and Creative Industries" mandate is fully in line with AFD's Partnership by Design objective. Indeed, France has expertise that is already exported to most branches of the sector. The signing of a strategic and financial partnership agreement with the Institut français in 2018 has made it a key partner, alongside the Ministry of Culture, the Quai Branly Museum, the INA, the Rubika School in Valenciennes, Expertise France, the BnF, as well as the European Union.

Since 2018, AFD has supported 28 projects in the CCI sector, focusing on Africa, mainly through grants. AFD's intention is to generate an economic impact by developing CCI activities and to encourage public authorities and donors to invest in this sector.

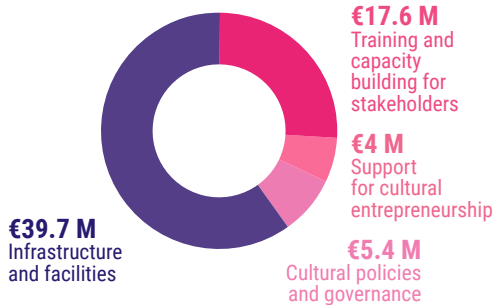
Trend in commitments



Breakdown by financial tool



Breakdown by area of operation



Culture as a vehicle for social cohesion

Among bilateral donors, AFD has positioned itself as a pioneer in culture. When cultural policies focus on the needs of the most vulnerable people, they promote access to cultural goods that help define and nurture identities, values and meaning.

Accès Culture:

€3 million | Grant | January 2020

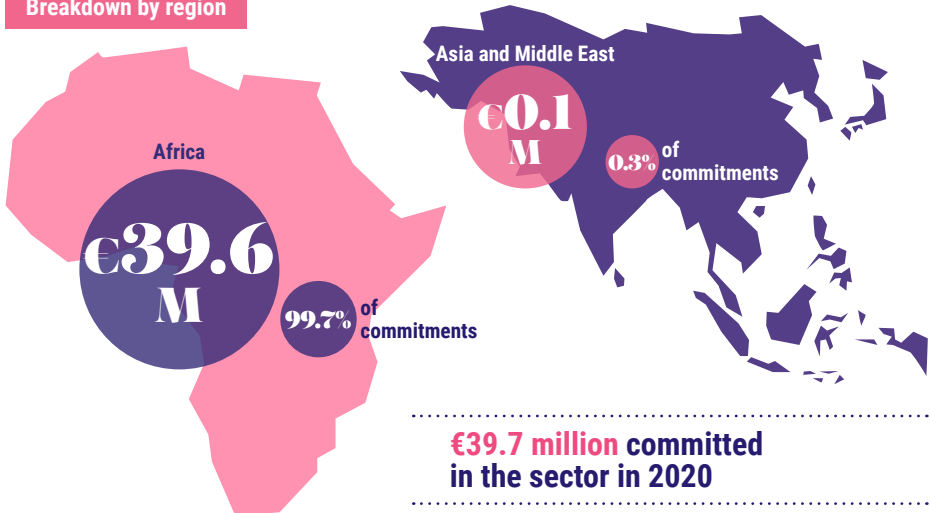
Implemented in partnership with the Institut français, *Accès Culture* aims to finance some 60 cultural micro-projects in Africa. The objective is to strengthen social cohesion and collaborations between African and French cultural stakeholders.

Infrastructure and facilities

CCIs have 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.”

The availability of quality cultural facilities allows for improved public access to culture, makes territories more attractive, and generates positive spin-offs for tourism and the wider economy.

Breakdown by region



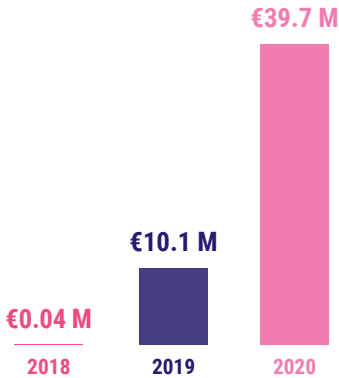
Burkina Faso:

Renovating the Guimbi Movie Theater in Bobo-Dioulasso

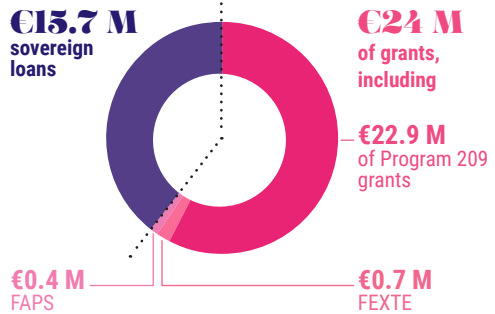
A component of the “Innovative Financing Initiative for Culture” (IFIC) project: €1.5 million
Funds delegated by the European Union | March 2020

The project aims to upgrade the historical and popular Guimbi Movie Theater in Bobo-Dioulasso, the economic capital of the country. The project also plans to turn it into a real “cultural hub” for entrepreneurial, educational and social projects. The movie theater will offer training in audiovisual production techniques for women, professional meetings, incubation and support for entrepreneurs in the audiovisual sector, cultural programming and a visual image education program in partnership with schools. This initiative is boosting the regional economic ecosystem and strengthening relations between industry professionals, with the aim of promoting artistic creation in Africa.

Trend in commitments



Breakdown by financial tool



AFD supports the requests of African counterparts concerning heritage issues. The increase in our financing comes in response to the political commitment announced by the French President Emmanuel Macron to promote the circulation and restitution of works of art to African countries that request it. It is in this context that the Group has been asked to finance the rehabilitation of heritage sites or the construction of museums in Benin and Ethiopia.

HERITAGE FOCUS 2020



Abomey Museum - Benin

AFD is supporting the development of the site of the Royal Palaces of Abomey and is contributing to the creation of a museum based on the epic sagas of the Kings and Amazons of Dahomey (frontline soldiers).
FAPS (preliminary studies): €300,000 | Sovereign loan: €25 million
Grant: €10 M

Partnership for French public expertise (French Ministry of Culture) and private expertise under the coordination of Expertise France.

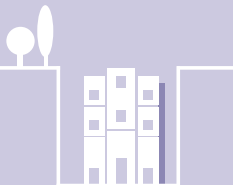


National Palace - Ethiopia

AFD is contributing to the restoration of Ethiopia's built heritage and promoting its cultural and heritage policy.

FAPS: €410,000 | Program 209 grant: €20 million

Partnership with Expertise France and the Public Establishment of the Palace of Versailles via the French Ministry of Culture.



Lalibela Churches - Ethiopia

AFD is supporting the coordination of the feasibility study led by the Cooperation and Cultural Action Service of the French Embassy in Ethiopia, and is financing the CNRS for emergency works on certain churches and the creation of a digital exhibition.

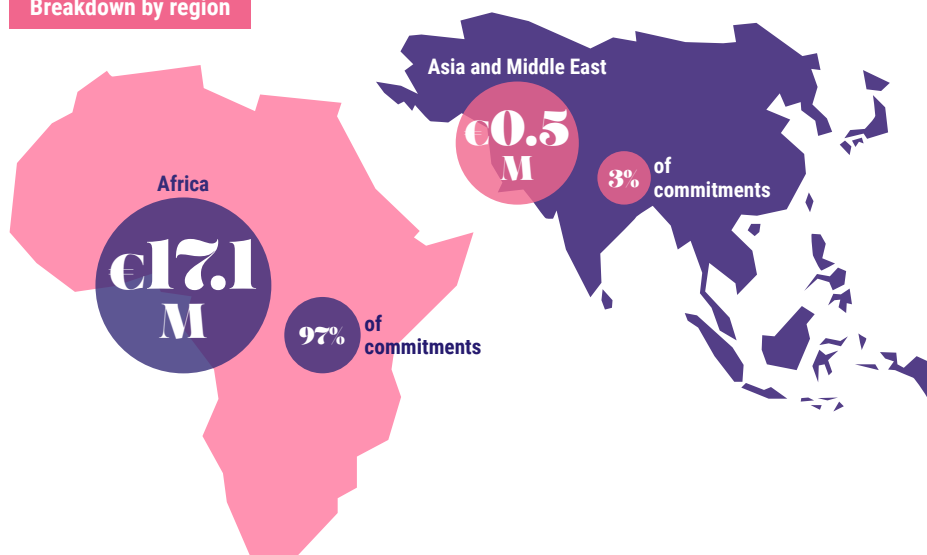
FAPS: €390,000 | Program 209 grant: €4 million

Partnership with Expertise France and the CNRS.

Training and capacity building for stakeholders in the CCI sector

To develop creative industries, stakeholders in the sector must be trained as professionals for jobs in executive management, the management of cultural facilities and in technical cultural professions. AFD strives to develop sustainable training programs while benefiting from French expertise.

Breakdown by region



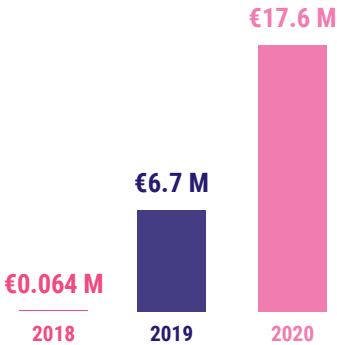
€17.6 million committed in the sector in 2020

Morocco: Training in heritage activities

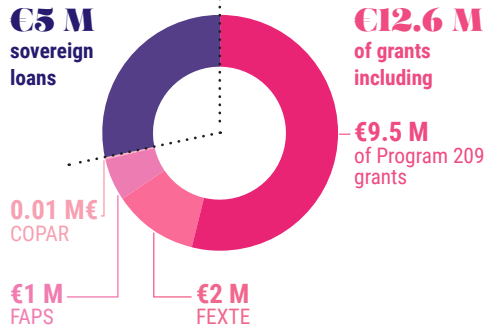
FAPS: €300,000 | November 2020

In the context of South-South cooperation and South-North cooperation and with the expertise of the National Heritage Institute, AFD is helping the National Foundation of Museums (FNM) in Morocco set up a training unit in heritage activities for Africa. The objective: structure a training program in heritage activities and an African network of professionals to develop their skills and experience sharing.

Trend in commitments



Breakdown by financial tool



Technical support and capacity building activities are key tools for developing the cultural and creative industries sector. They are a major component of all projects allocated in 2020. In fact, they are the main focus for half of them. Examples include the projects to set up film schools or to establish museum and heritage training.

Senegal : Training in audiovisual activities (post-production)

FEXTE: €500,000 | November 2020

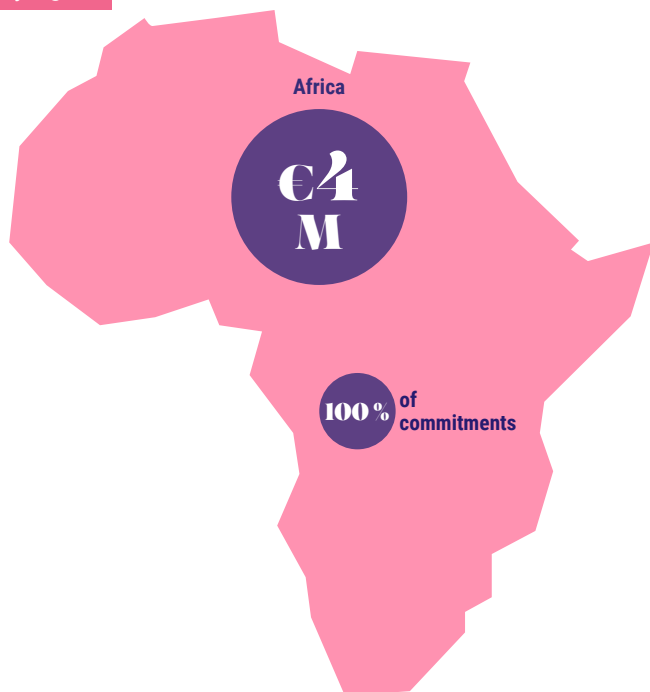


By setting up a training center in post-production activities (sound and video, calibration), the project aims to professionalize image and sound production in West Africa. This training is provided at the Yennenga Center, which was established by the director Alain Gomis. It will train 24 students each year, while providing equipped post-production studios for Senegal's audiovisual system. This assistance is mobilizing the expertise of the French film school *La CinéFabrique*. It is housed at University Lyon 2 and develops experimental and innovative education that allows students to acquire technical skills to launch their career in the audiovisual arts.

Support for cultural entrepreneurship

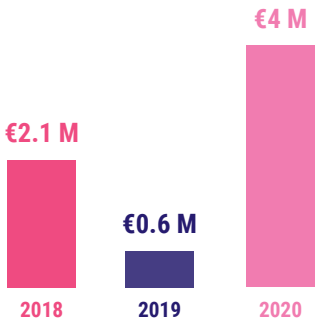
The CCI sector plays a key role in providing access to employment. Indeed, it facilitates the inclusion of the most vulnerable social groups. Creative entrepreneurship has been boosted by digital technology, which has profoundly changed the way culture is produced, disseminated, and consumed. However, it is still often hampered by problems of access to financing. To support cultural entrepreneurship, AFD helps fund systems that provide direct support for entrepreneurs and encourages banks and financing funds to invest in this still largely neglected sector.

Breakdown by region

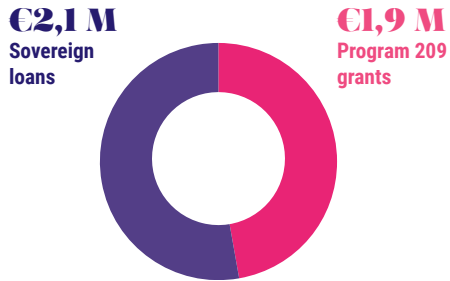


€4 million committed in the sector in 2020

Trend in commitments



Breakdown by financial tool



East Africa: Heva Fund

Component of the "Innovative Financing Initiative for Culture" (IFIC) project: €1.5 million
Funds delegated by the European Union | January 2020



Financed by the European Commission and set up by AFD, this project is financing Kenya's Heva Fund, a financing fund dedicated to funding creative economies in East Africa. The joint EU-AFD action is providing financial and technical assistance to entrepreneurs in the region, who are selected through calls for applications. The objective is to support the growth of their cultural and creative projects. In the long term, this project also aims to support public policies in Kenya for the CCI sector. Several studies on the impact of the Covid-19 pandemic in the sector will also be published.

Africa : Africa2020 Season

Grant: €1.5 million | January 2020

AFD is contributing to the Africa2020 Season by financing 20 cultural and/or scientific projects led by African structures in partnership with French structures, as well as an international volunteer program for 11 young Africans. The project aims to develop and strengthen a range of high-quality cultural events, promoting essential themes for sustainable development. AFD's assistance is supporting awareness-raising actions and education in sustainable development through the prism of CCIs, while promoting an objective of South-South and South-North sharing.

Towards a World in Common

Agence Française de Développement (AFD) implements France's policy on international development and solidarity. Through its financing of NGOs and the public sector, as well as its research and publications, AFD supports and accelerates transitions towards a fairer, more resilient world. It also provides training in sustainable development (at AFD Campus) and other awareness-raising activities in France.

With our partners, we are building shared solutions with and for the people of the Global South. Our teams are at work on more than 4,000 projects in the field, in the French Overseas Departments and Territories, in 115 countries and in regions in crisis. We strive to protect global public goods – promoting a stable climate, biodiversity and peace, as well as gender equality, education and healthcare. In this way, we contribute to the commitment of France and the French people to achieve the Sustainable Development Goals (SDGs). Towards a world in common.



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