

# Cultural and Creative Industries

## Cultural and Creative Industries for Sustainable Growth and Innovation

Digitalisation, innovation, creation of prospects for employment - all this requires creativity. As a universal resource, creativity is a key factor in economic growth and sustainable development in all regions of the world. The cultural and creative industries are one of the fastest growing markets.

*The cultural and creative sectors account for 3.1% of global GDP and 6.2% of all employment (UNESCO, 2022).*

In 2030, the cultural and creative industries are predicted to account for 10% of global GDP, according to pre-pandemic forecasts (G20, 2021). In addition, in countries of the global south, trade in creative products grew disproportionately from 25% to 45% within 10 years from 2004 to 2014 (World Bank, 2020).

In Africa and the Middle East, more than two million people work in this industry (EY, 2015). This is a particularly inclusive workforce. In times of growing youth unemployment, the cultural and creative industries particularly offer income and job prospects to young people and women.

If we look at Africa and the Middle East, it is often young creative professionals who find solutions to current challenges and develop successful business models from them. In this way, the cultural and creative industries act as drivers of innovation and incubators for the working world of tomorrow.

With a strong affinity for the use of digital technologies (e.g. virtual reality), the cultural and creative industries not only accelerate digital transformation, but they also set trends within other economic sectors.

Finally, culture and creativity create identity, enable participation, bring people into dialogue, and contribute significantly to social cohesion.

German development cooperation is leveraging this potential to achieve the goals of the 2030 Agenda for Sustainable Development. It promotes cultural and creative industries and their actors in particular as an effective means of creating training (SDG 4), employment and economic growth (SDG 8) and innovation (SDG 9).

### The Project

With the project "Cultural and Creative Industries", the Federal Ministry for Economic Cooperation and Development (BMZ) has, for the first time, launched a programme that focuses on creative work as a vehicle for development. The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Goethe-Institut have combined know-how and experience to implement pioneering development policy work in the partner countries; Kenya, Senegal, South Africa, Jordan, Lebanon, and Iraq. Activities focus on the following sub-sectors; design, music, animation, and fashion.

### Strengthening Entrepreneurial Action

Despite the economic and social potential of the cultural and creative industries, a large number of talented creatives lack access to needs-oriented training opportunities and suitable access to finance. The global project works to strengthen the entrepreneurial activities of cultural and creative professionals.

Young creatives receive customised on-site training in, for example, product development, management and digital marketing as well as start-up advice.

Established creative professionals receive support in access to financing, market development and the establishment of new distribution channels.

### ***Improving Framework Conditions***

An economically strong cultural and creative sector needs good and fair framework conditions. The project therefore promotes measures that improve the range of services available to creative professionals. These include the strengthening and development of sectoral and interest groups as well as networks. At the same time, structural changes are addressed such as the improvement of conditions for the protection of intellectual property rights and fair remuneration and social security for creative professionals.

### ***Resilience in Times of Crisis***

The COVID-19 crisis is disproportionately affecting the cultural and creative industries. Lockdowns and restrictions have led to the loss of orders and other sources of income. These are serious consequences for a sector characterised by micro-enterprises, informal employment, and a lack of material assets. The project therefore supports measures that strengthen cultural and creative entrepreneurs in partner countries in Africa and the Middle East to maintain or expand their business activities in times of crisis. Support measures include, for example, the awarding of scholarships for further training. In addition, the regional support structures of institutions in the partner countries are being reinforced.

### ***Transnational Exchange***

A transnational exchange between actors in the cultural and creative industries facilitates learning, networking, and business opportunities. The project therefore supports, among other things, the establishment of digital and internationally accessible knowledge platforms that facilitate networking between creative professionals and potential clients, as well as supraregional fairs and festivals.

## **Successes and Impacts**

To date, the project "Cultural and Creative Industries" has achieved the following success in its four fields of action:

- More than 1000 creative professionals have taken part in training measures to strengthen their entrepreneurial activities.
- The services offered by 14 organisations and professional associations working in the cultural and creative industries in six countries have been improved in terms of their educational and networking services.
- To strengthen their resilience in times of crisis, more than 2500 creative professionals have received support.
- Two digital knowledge platforms have reached more than 7000 creative professionals in a very short time.



## Practical Examples

Different measures have been developed and are being implemented on site together with local partners. The measures are precisely tailored to meet the needs of cultural and creative industries in the partner countries and lay the groundwork for their potential development.

### *Jordan - Design as a Future Market*

In Jordan the project "Cultural and Creative Industries" counters, among other things, the lack of qualification and training opportunities for designers in various disciplines. For example, a qualification programme in food design that integrates business skills development was developed together with a local partner. In a subsequent practical phase, creatives can directly apply their acquired knowledge and connect to labour markets. Product innovation comes into play in another measure where artisans are networked with designers and work to develop new design products from classic handicrafts, which they then market via trade fairs and digital platforms.

### *Lebanon – Support for Design Start-ups*

After the explosion in the port of Beirut in August 2020, the global project "Cultural and Creative Industries" reacted by establishing a *Lebanese Design Fund*. Among other things, affected designers received financial support to implement their discontinued design initiatives and projects or for their contribution to the reconstruction in Beirut. Together with a local partner, an incubator programme for design start-ups is also being developed and implemented. This enables participating creatives to strengthen their business ideas and at the same time supports them with a scholarship.

### *Iraq - New Directions with UX/UI design*

A new qualification programme is currently being developed for in-demand user experience (UX) and user interface (UI) designers for websites and apps. Within the framework of a boot camp, creatives from Lebanon and Iraq will develop the necessary skills. Subsequent networking with potential clients and employers is included in the programme.

In cooperation with the University of Sulaymaniyah, the project "Cultural and Creative Industries" is developing a German-Iraqi degree programme in design. With the help of a demand-oriented study programme, prospective designers receive training that aligns with the requirements of the labour market.

### *Senegal - First Certified Training Centre for Cultural Management in West Africa*

In Senegal, the project "Cultural and Creative Industries" focuses on further training in the music sector. As the first certified training centre for event technology and cultural management in West Africa, the *Senegal Talent Campus*, initially sparked by the project, offers creative people a demand-oriented qualification with prospects.

With the founding of the first music academy exclusively for female orchestra musicians, the project also promotes the capacities of female artists in Senegal. To ensure that the framework conditions are supportive of industry development, the project is also looking at issues of copyright in the music sector so that musicians can benefit from clear legal guidelines and also are enabled to earn royalties for their works.

### *Kenya – Virtual Reality on the Rise*

In Kenya the project focuses on training measures for the use of digital technologies, among other things. In addition to a training programme that teaches creatives how to use virtual and augmented reality (VR/AR), a VR filmmaking programme is being developed and implemented specifically for women. This will make it easier for female participants to enter a male-dominated industry. Other training measures include the medium of podcast and its added value for creative professionals.

### *South Africa - Focus on Cultural Entrepreneurs in Townships and the Animation Sector*

In South Africa, an important component of the project is the promotion of creative hubs in townships. With the help of an entrepreneurship toolkit developed for the project, creative entrepreneurs from townships can acquire appropriate entrepreneurial knowledge by means of a training course and place their business within the local market. Also, female creative entrepreneurs benefit from activities specifically designed to empower women in the field of new technologies and entrepreneurship.

Another focus in South Africa is on the animation sector. The project supports the industry association *Animation South Africa (ASA)* in developing new products and services that improve the international visibility of the animation sector in South Africa and promote networking within the sector.

## **Transnational - Financing, Networking and New Market Access**

Creative professionals in all partner countries need capital as well as training to develop their business ideas.

Following a successful pilot project in Kenya, the global project is developing a digital training programme on crowdfunding for all partner countries, which will be made available via the e-learning platform *atingi*.

Another measure of the global project helps fashion, jewellery and home decoration designers from all partner countries to improve their market access. Together with the implementing partner *ITC SheTrades*, a programme was launched that provides intensive support to women-owned businesses on the topics of product development and export. In addition, one organisation in each country is being qualified to offer these advisory services in the future.

In Africa, the project supports the pan-African *Fak'ugesi Festival for Digital Innovation* in the animation sector, that shifted to an exclusively internet-based festival in 2020. For creative industries, festivals are important forums for innovation and collaboration, and so the *Fak'ugesi Festival* is also a central platform for exchange, networking and creating visibility for the rapidly growing African digital and animation sector.

The Arabic-language digital knowledge platform *Ebtedy* in the Middle East allows the project to offer free access to knowledge resources for creative professionals. The platform shows best practice examples of how individual creatives from the North Africa and Middle East regions have gained a foothold in their respective creative scenes. What challenges did they have to overcome? What marketing strategies did they pursue? Their experiences provide inspiration for the next generation of creatives.

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