CReative Entrepreneurs ACTing FOR the future MEDiterranean
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 developed as well as developing countries (UNESCO). CCI contributed as much as 7% to the global GDP and was estimated to be around the 10% of the 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 EUR of value added in the EU. It is a growing and promising industry that became strategic, 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 Project funded by the EuropeAid Programme and is focused on strengthening CCI businesses and job creation, giving support to entrepreneurs, start-ups and SMEs in particular, and targeting young people and women in the Southern Neighbourhood of the European Union.

- **Budget:** 2,220,675 € EUR, Funded by the EU Commission (90%)
- **Timeline of implementation:** 1st March 2020 - 28th February 2024
- **CREACT4MED is coordinated by the Euro-Mediterranean Economists Association**

CREACT4MED aims to boost entrepreneurship and job creation for youth and women through the cultural and creative industries in the Southern Neighborhood of the European Union.
Mission & Goals

**Boosting CCI**
Boost the Cultural and Creative Industries (CCI) in the Southern Neighbourhood of the European Union, attracting investment and creating jobs via access to data and knowledge creation.

**Supporting Entrepreneurs**
Support CCI business models led by young people and women entrepreneurs, giving them access to a training & coaching programme, access to funding and matching opportunities for the development of their projects.

**Strengthening Businesses**
Strengthen CCI businesses in the Southern Neighbourhood of the European Union.
Cultural & Creative Industries

Arts & Culture
- Cultural Heritage
- Gastronomy
- Visual Arts
- Performing Arts
- Leisure & Recreation
- Crafts

Design
- Software
- Advertising
- Architecture
- Interior Design
- Graphic Design
- Fashion

Media
- Publishing
- TV & Radio
- Digital Media
- Film & Video
- Music
Activities

1. Mapping the CCI Ecosystem
   Identifying key players in the entrepreneurial ecosystem, developing knowledge and accessing to data, understanding the potential of CCI to create economic value, generating jobs and enhancing social impact.

2. Training Entrepreneurs
   Creating open access training modules for young people and women entrepreneurs active in CCI to enhance capacity in the entrepreneurial cycle and with a view to building a regional CCI Academy that benefits all entrepreneurs.

3. Sub-Granting
   Providing financial support for entrepreneurs and business incubators in the CCI in the Southern Neighbourhood Countries. An initial total amount of 500,000€ is allocated to be sub-granted to 8 BSOs and 24 entrepreneurs, as well as early stage and accelerator companies.

4. Regional CCI Med Hub
   Raising awareness of the importance, the value creation and the social impact of CCIs in the economy and in public policy. Bringing together the key CCI actors, such as BSOs, entrepreneurs, financial actors, and NGOs in mainstreaming activities.
**Impact**

**Enhancing knowledge and raising awareness on CCI economic and entrepreneurial potential through:**

- Regional network of CCI experts
- CCI Academy reaching at least 240 young and women entrepreneurs (capacity building)

**Financially supporting the ecosystem through sub-granting 500,000€:**

- At least 8 business incubators to set up coaching/mentoring for start-ups/MSMEs targeting women and young people active in CCI
- At least 24 start-ups/MSMEs to market CCI goods/products/services

**Facilitated policy dialogue through the creation of CCI MED hub, involving:**

- Private sector actors and BSOs
- Educational/capacity building institutions
- Institutions/public authorities/policy makers
- Donors/financial institutions
- Academics and researchers
CREACT4MED is coordinated by:

Partners involved in the implementation:

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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COORDINATING INSTITUTION
EURO-MEDITERRANEAN ECONOMISTS ASSOCIATION (EMEA)
Carrer de Sant Antoni Maria Claret 167, 08025 Barcelona, Spain
Tel: +34 934462414 Email: info@euromed-economists.org
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