

# CReative Entrepreneurs ACTing FOR the future MEDiterranean



**CREACT**  **MED**

CREATIVE MEDITERRANEAN



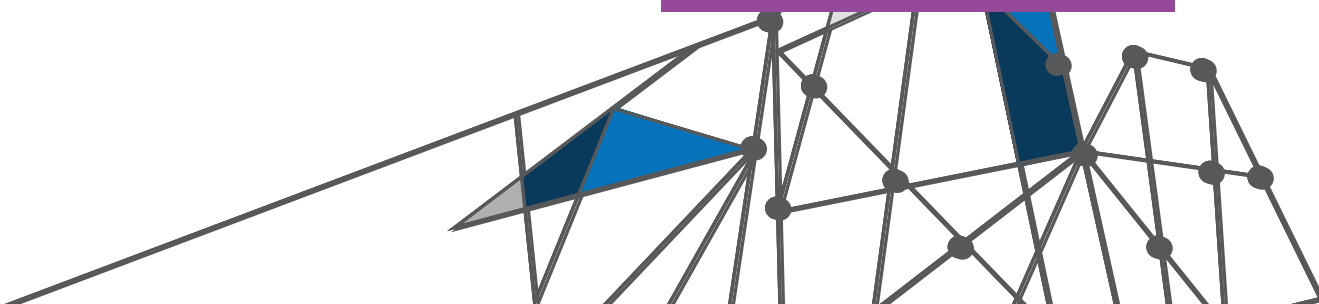
# About CREACT4MED

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:  
1<sup>st</sup> March 2020 - 28<sup>th</sup> February 2024
- ✓ CREAT4MED 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.



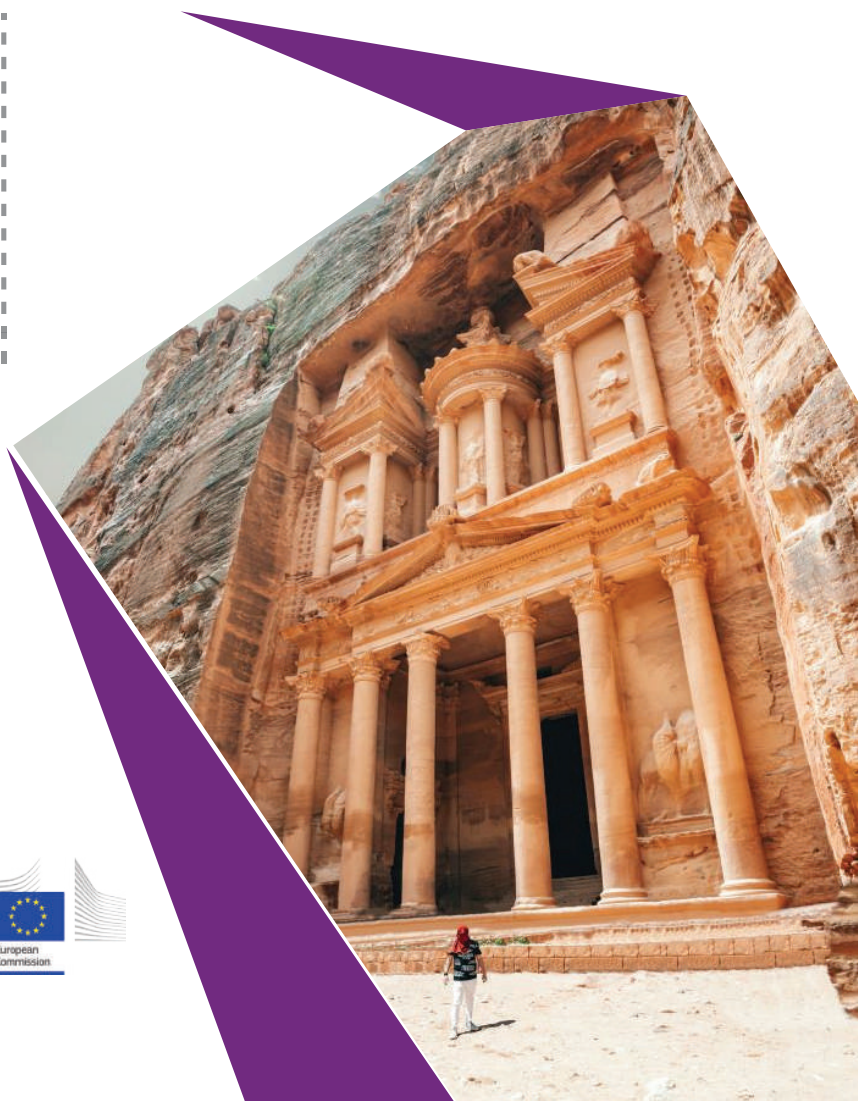
## Supporting Entrepreneurs

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.

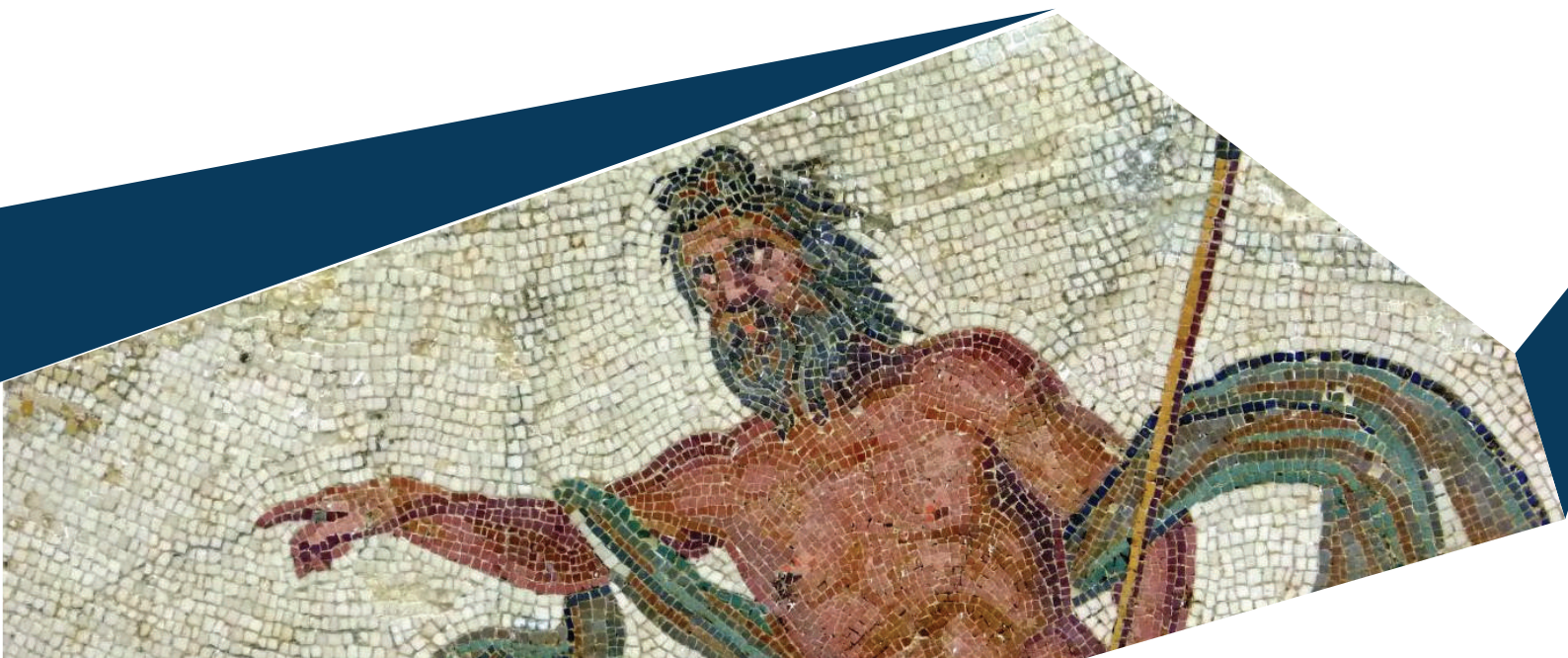
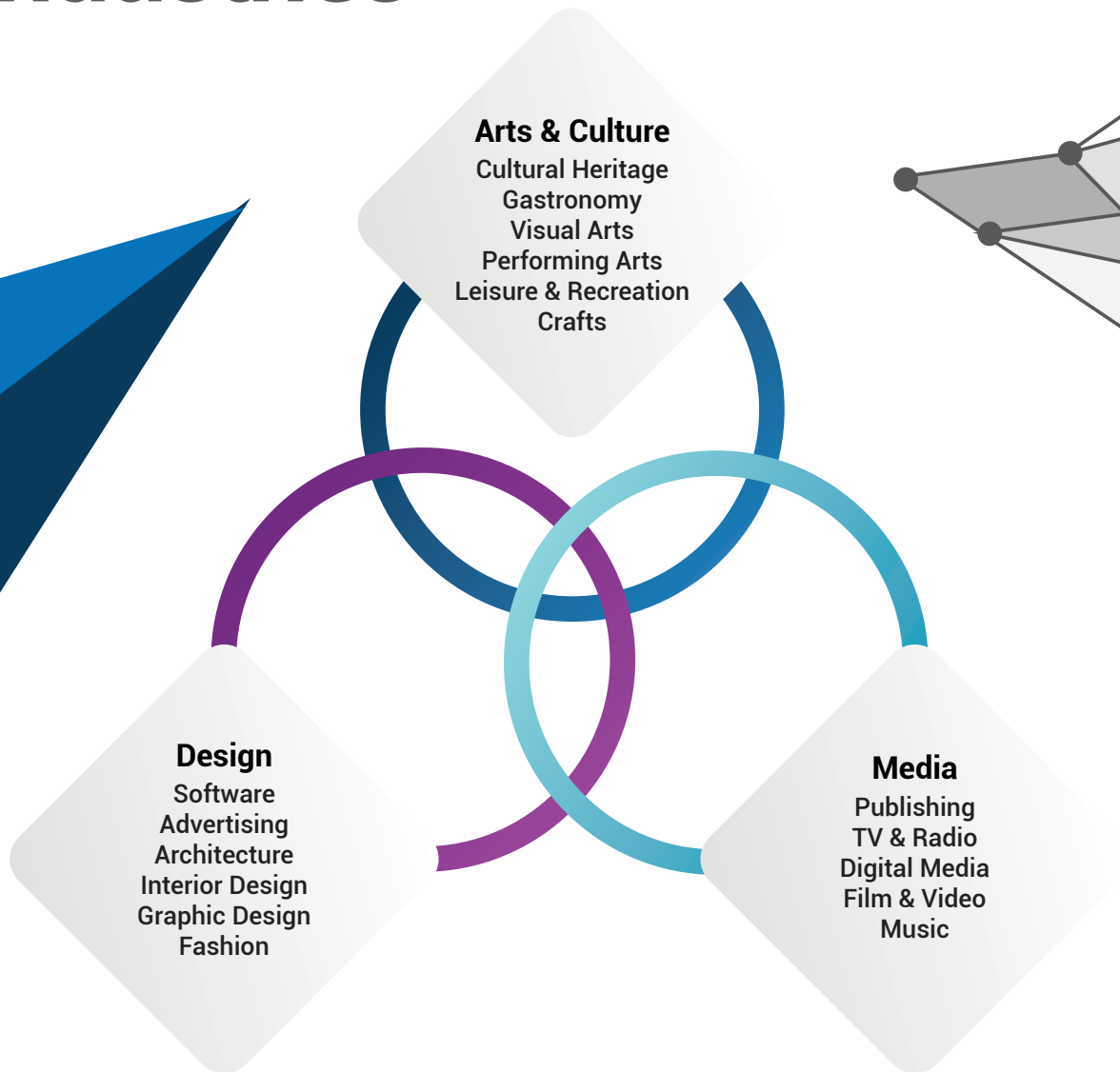


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# Cultural & Creative Industries



# 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



# Partners & Associates

## Our Partners

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).

## Our Associates



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CREACT4MED (CReative Entrepreneurs ACTing FOR the future MEDiterranean) is funded by the European Commission 2019 - 2024 under the grant contract ENI/2019/412-505



## COORDINATING INSTITUTION

### EURO-MEDITERRANEAN ECONOMISTS ASSOCIATION (EMEA)

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EMEA is an independent regional research institution and forum of debate that provides innovative, forward-looking thinking and political, socio-economic and financial integrated analyses on the Euro-Mediterranean region and Africa.

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