



**Promotion of Cultural  
and Creative Industries**

**FEOM**  
**ECC**



**Promotion of Cultural  
and Creative Industries**

A program that conceives cultural production as an instrument for development since it generates **wealth** and **employment**.

It strengthens the professional competence of **artists, creators and cultural agents** through awareness-raising and training activities as well as one-to-one specialized advice.

An **Interarts** program implemented, since 2005, in countries of Latin America and Africa, with the support of:



## Always in partnership with local partners:



### HONDURAS

Santa Rosa de Copán Santa Rosa Vive el Arte Program



### COLOMBIA

Medellín and Urabá Faculty of Arts, University of Antioquia



### SENEGAL

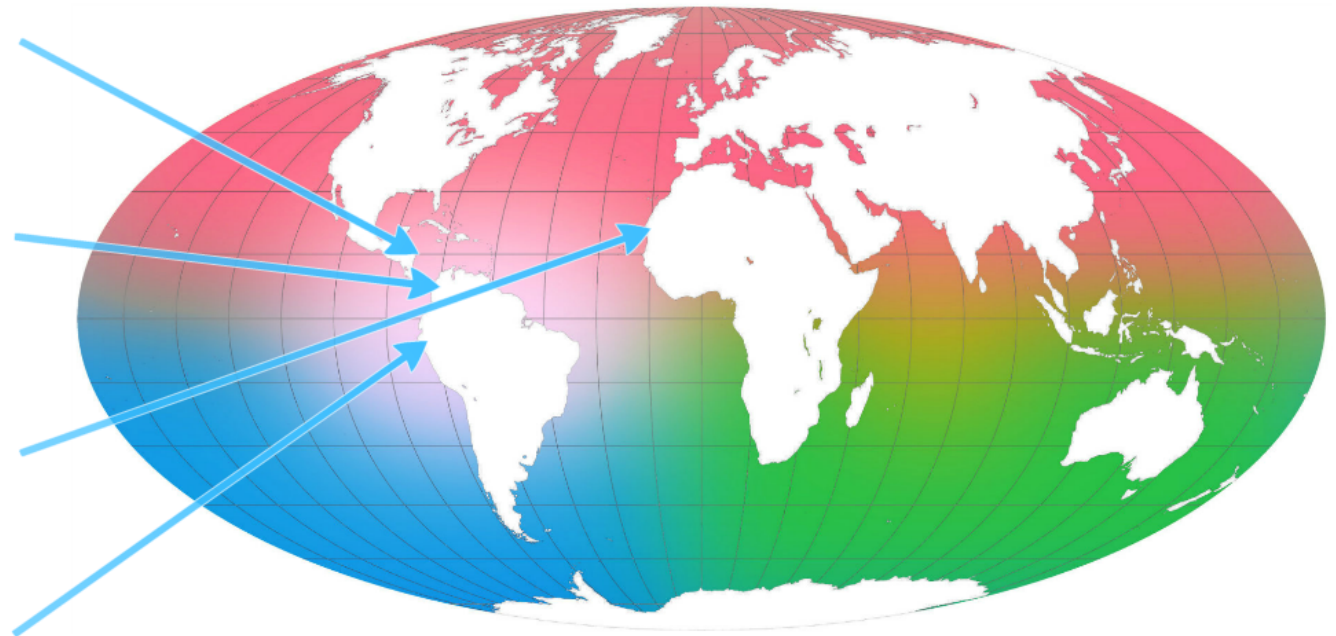
Dakar Association des Métiers de la Musique du Sénégal



Municipalidad Provincial de Huamanga

### PERU

Huamanga Provincial Council of Huamanga, Ayacucho



# **OPERATIONAL MODEL**

- 1. Awareness-raising activities**
- 2. Selection of entrepreneurial initiatives**
- 3. Training modules**
- 4. Green-housing & individual training**
- 5. Training of trainers**
- 6. One-stop shop service**

# **INVESTMENT (2008-2013)**

Latin America: 1,555,000 €

Africa: 1,098,000 €



# RESULTS

## Beneficiaries

- Trainers/technicians: 100 cultural managers
- Awareness-raising: 28,000 participants
- One-to-one advice: 1,800 entrepreneurs
- Green-housing: 500 small businesses
- 4.000 families
- 40 public institutions (local, regional y national)
- 30 private entities (tourist, financial, business groups)



## Fairs, festivals and forums

- Euro-African Campus on Cultural Cooperation (Mozambique)
- Euro-American Campus on Cultural Cooperation (Argentina, Spain, Ecuador)
- International Seminar on 'Culture and Development' (Spain)
- Conference 'Borders between Social Sciences' (Russia)
- World Social Forum 2011 (Senegal)
- ACA Festival (Alliance Culturelle Africaine) (Senegal)
- I Conference on Creative Economy in Africa (Kenya)
- II Conference on Creative Economy in Africa (Senegal)
- Week on 'Management and Reality of the Cultural Industries' (Colombia)
- Fair Expo-Produce Ayacucho 2012 (Peru)
- I Cultural Enterprises Fair of Huamanga (Peru)



## Results

- The public policy framework, national and local, is strengthened.
- The financial sector is made aware of the potential of cultural and creative sector.
- Strategic alliances between public and private institutions are set up.
- Models of venture capital for the cultural and creative industries in Latin America are fostered.
- The setting-up of guilds and associations of specific cultural sectors is supported.
- Entrepreneurs are linked to networks and supply chains.



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## FUTURE DEVELOPMENTS

Launch of **networks and collaborations** through FOMECC:

Interarts's networks and links with **organizations in other countries:**

Argentina, Brazil, Mexico, Niger, France, United Kingdom...

The launch of **digital platforms**, set up with the support of the Spanish Ministry of Education, Culture and Sports.

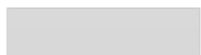
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Disseminates **information on the economic potential of culture** to support cultural entrepreneurs and to increase their levels of competence.

Promots awareness of the FOMECC projects and facilitates the **visibility of entrepreneurs** linked to the Program.

[www.fomecc.org](http://www.fomecc.org)

# Fomecc Net

International and specialized on-line network.

Specifically addressed to organizations working in the **cultural and creative sector**.

[fomeccnet.fomecc.org](http://fomeccnet.fomecc.org)



On-line network addressed to **cultural and creative entrepreneurs**.

To encourage collaboration.

To promote services and/or products to **generate new business opportunities** at international level.

Supported by **off-line activities** to increase productivity and marketing of cultural and creative enterprises.

FomeccBiz Medellín-Barcelona. (Barcelona Solidària Program. City Council of Barcelona)

**[www.fomeccbiz.net](http://www.fomeccbiz.net)**

# FOMECC

- ✓ A **tested** and **adaptable** model.
- ✓ With **specific** tools and experts for the sector.
- ✓ And a shared **identity**.
- ✓ A network of collaboration and **co-creation**.
- ✓ With "physical" links in 3 continents: Africa, America, Europe.

An impulse to the **internationalization** and **productivity** of local creative economy.



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