

DEVELOPMENT OF CLUSTERS IN CULTURAL AND CREATIVE INDUSTRIES IN THE SOUTHERN MEDITERRANEAN

Context

Every year, five million new jobs are needed to ensure social inclusion in the Southern Mediterranean. These jobs could be created by small and medium enterprises (SMEs) — which already generate over 90 per cent of the total employment in the region — if they became more competitive in terms of their business, environmental and social performances.

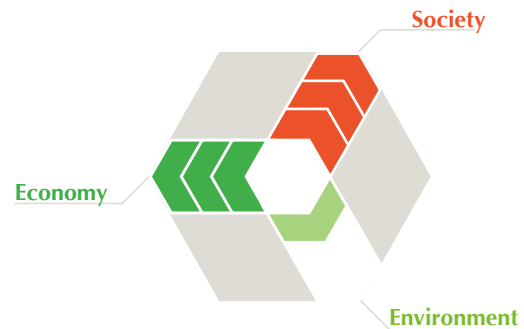
Cultural and creative industries (CCIs) increasingly contribute to the Southern Mediterranean's socio-economic development. By cooperating with fellow entrepreneurs and improving products, SMEs in cultural and creative industries are likely to attract the interest of national and international buyers, access local and foreign markets, and form mutually beneficial cross-border partnerships.

Strategy

Following a competitive call for proposals inviting companies, associations and institutions to request technical assistance with the formation of clusters, the project "Development of clusters in cultural and creative industries in the Southern Mediterranean" will select and provide assistance to at least one cluster in each one of the target countries —Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia. Clusters will be chosen by project counterparts, donors, and public and private stakeholders in each country using a pre-agreed cluster-ranking matrix that will consider, among other factors, a cluster's potential for developing products rooted in the country's cultural heritage, for creating jobs, and ultimately for promoting inclusive and sustainable industrial development.

The selected clusters will be strengthened using the methodology for clusters and business linkages developed by the United Nations Industrial Development Organization (UNIDO) as well as through capacity building based on the UNIDO strategy for cultural and creative industries. They will also be assisted with entering new markets and forming partnerships with public and private entities.

The project will also identify existing and potential clusters and value chains in cultural and creative industries in the targeted countries. Workshops, regional meetings and other capacity building activities will be organized to foster the exchange of best practices and success stories.



Moreover, the project will support the implementation of an enhanced policy framework conducive to clustering in cultural and creative industries, thus promoting the upscaling and replication of technical cooperation activities to increase employment opportunities and inclusive development throughout the region.

Special attention will be given to establishing business linkages between cluster support institutions in the Southern Mediterranean and in the European Union, as well as between international buyers (retailers and manufacturers) and local suppliers (to increase sustainable sourcing).

The project's endeavours will be strengthened by a comprehensive communication strategy, which will inform, promote and advocate while supporting the selected clusters with accessing markets. Communication activities will generate visibility for all involved and spearhead interactions and collaboration with other initiatives and programmes.

Funded by the European Union with a contribution from the Government of Italy, the project is implemented by UNIDO and will complement and add value to current and future activities funded by the European Union and other donors in the Southern Mediterranean. Further regional activities will be undertaken under the auspices of the Union for the Mediterranean, which will act as a forum and platform for information exchange and knowledge sharing.

The project has been attributed the Union for the Mediterranean label as an acknowledgement of its potential to deliver concrete benefits to the citizens of the Euro-Mediterranean region.

For more information on the project contact: cci-clusters@unido.org For more information on UNIDO: www.unido.org



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Expected Results

- At least one promising cluster initiative per target country will receive technical assistance and business advice specific to clusters in CCI; they will be further supported through the acquisition of new equipment
- A mapping of clusters and value chains in cultural and creative industries in each target country will be produced
- Plans will be devised for national Governments to replicate the project's activities and create linkages with financial institutions and other development partners
- A communication platform for information dissemination and knowledge sharing will be enabled; communication activities will strengthen clusters' market access activities and provide increased visibility for all involved, especially donors

At a Glance

- GOAL:** Strengthening the formal private sector and promoting regional cooperation in the Southern Mediterranean
- MDGs:** MDG 1 (Eradicate extreme poverty and hunger), MDG 3 (Promote gender equality and empower women) and MDG 8 (Global partnership for development)
- THEME:** Creating shared prosperity
- BUDGET:** EUR 5,6 million (no specific budget allocation per country)
- DONORS:** European Union (EUR 5 million) and Italian Cooperation (EUR 600,000)
- SCOPE:** Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia
- PARTNERS:** The working group on Euro-Mediterranean industrial cooperation and the European Commission (DG Enterprise and Industry and DG Development and Cooperation); Med-culture Programme; Union for the Mediterranean (UfM); and others
- STATUS:** Ongoing
- DURATION:** 2013-2017

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