

# Cultural & creative Industries

**ACTIVITY REPORT**

**2024**

# Cultural and Creative Industries (CCIs)

According to UNESCO, CCIs are “Industries whose principal purpose is the production or reproduction, promotion, distribution, or commercialization of goods, services, and activities of a cultural, artistic, or heritage value.”



# AFD's support for CCIs

The United Nations 2030 Agenda recognizes culture as a “cross-cutting competency for achieving all 17 Sustainable Development Goals (SDGs).”

Wider access to culture and greater participation in cultural activities are factors that promote social cohesion and integration, particularly among young people. Culture helps foster social ties, particularly through intergenerational and intercultural dialogue, and therefore increases communities' resilience to crises they may face.

According to UNESCO, in 2022, the cultural and creative industries accounted for 3.1% of global GDP (€2,280 billion) and 6.2% of all employment, demonstrating their major economic potential.

However, despite their social and economic impact, incorporating cultural and creative industries (CCIs) into the development agenda remains a challenge.

**In 2018, AFD was given a mandate to help structure and revitalize the CCI ecosystem.**

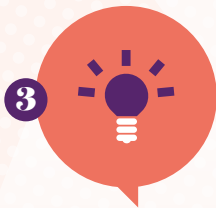
AFD is a pioneer among development banks in this field, and remains committed to this work today in accordance with its Social Link strategy. Through its work in the strategic CCI sector, the Group aims to reduce inequalities, strengthen communities, and support growth and innovation, focusing on four key areas.



**Cultural infrastructure**  
and facilities



**Vocational training**  
in cultural professions



**Cultural**  
entrepreneurship



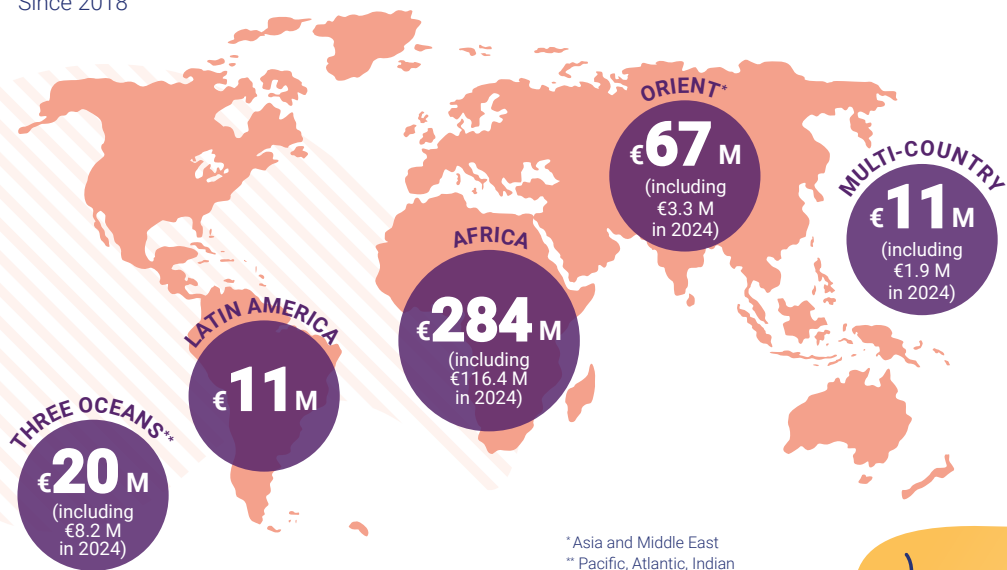
**Cultural policy**  
and governance

# AFD Group's commitments in the CCI sector

Since 2018, AFD has committed close to **€400 M** in financing to **275** projects. 2024 was a record-breaking year with maximum impact: **€130 M** in financing was granted to **24 new projects**.

## Breakdown by region

Since 2018

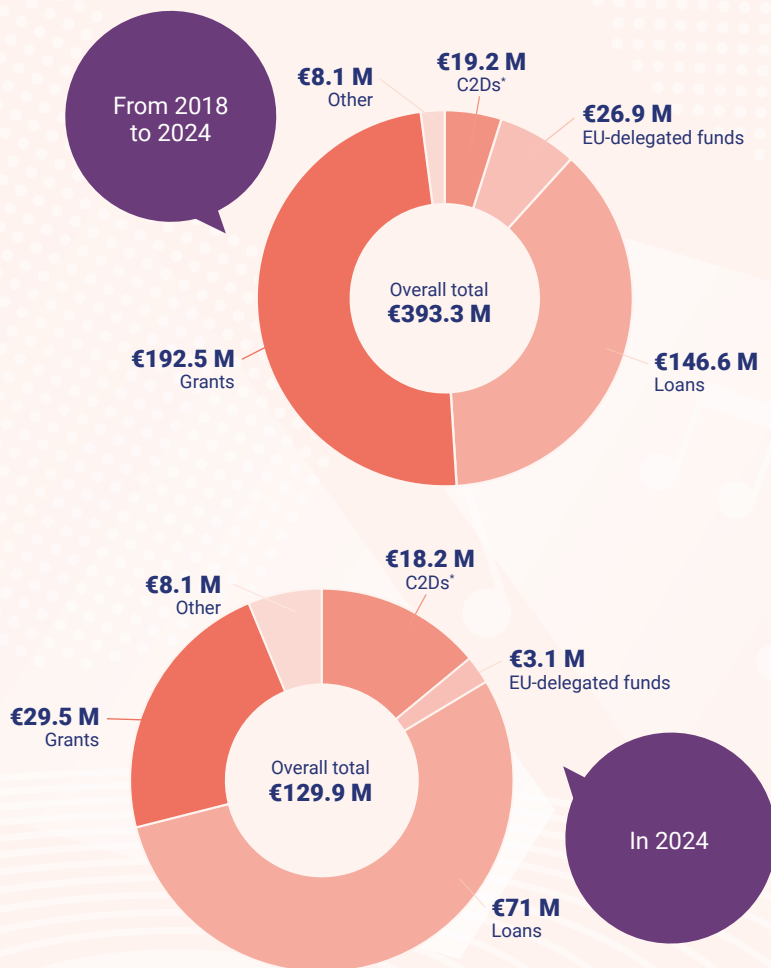


Given culture's overarching role in achieving the SDGs, the projects financed by AFD in the CCI sector in 2024 focused on several Sustainable Development Goals in particular:



## Breakdown by financial instrument

In amounts



\* Debt Reduction-Development Contracts

# Meeting the need for cultural spaces and facilities

AFD finances high-quality cultural infrastructure, creating a positive dynamic and providing better access to culture for local communities. Through inclusive and participatory management, these facilities foster social cohesion, help educate young people, and promote citizenship.

Cultural infrastructure also inspires creativity and increases the attractiveness of local regions, boosting tourism and the local economy in general.

By enhancing the value of cultural heritage in particular, the projects financed by AFD also help break away from the colonial past and build a new and shared vision. This is achieved not only by restoring shared heritage and commemorating shared memory, but also through greater cultural cooperation with AFD's partner countries, particularly on the African continent, as well as through restitutions.

The SDGs targeted are:



## Example of a local cultural infrastructure project

Côte d'Ivoire



**Supporting CCIs by renovating the J. Aka Cultural Center (CCJA) in Bouaké**

€17.2 M

This project aims to stimulate CCI growth in Côte d'Ivoire by expanding its cultural offering and creating employment. The CCJA in Bouaké will be renovated to provide greater access to culture while reducing regional inequalities. This project will help to structure and professionalize the sector through training and a business incubator. It also aims to strengthen the Ivorian Ministry of Culture's governance framework and empower women in the CCIs by tackling issues around gender equality and gender-based violence.

# Examples of museum and cultural heritage projects

## Guinea



### Renovation and expansion of the Sandervalia National Museum

**€16 M**  
in loans

This project aims to rehabilitate and expand Guinea's National Museum in line with ambitious environmental and bioclimatic standards, as well as to develop an accessible cultural program for the entire population. A new governance and operational framework will also be put in place to ensure the museum's long-term success and appeal, particularly among young people in Guinea.

## Benin



### Contemporary art museum in Cotonou (MACC)

**€30 M** of which  
**€25 M** in loans

Culture is at the forefront of the bilateral agenda between France and Benin, with AFD financing the construction of the MACC to provide better access to museums and the country's cultural heritage. An internationally-renowned cultural venue, the MACC will exhibit contemporary artistic works from Benin and, more broadly, from across the African continent. The museum will promote access to culture for all, with an inclusive program and support for artwork created by women in particular.

## Zimbabwe



### Promoting the Great Zimbabwe site

**€1 M** de financement  
complémentaire

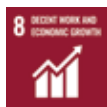
In 2022, AFD granted €3 million in financing for a project led by UNOPS (United Nations Office for Project Services) to enhance the cultural value of the Great Zimbabwe National Monument, a UNESCO World Heritage Site, while improving its cultural and educational program, diversifying its tourism offer, and attracting more visitors. An additional €1 million in funding was allocated in 2024 to finalize the project's infrastructure work, including the construction of an interpretation center.

# Professionalizing workers in the cultural sector

Developing the creative industries requires the professionalization of sector workers in management roles, including cultural facilities management, and technical professions (technology for the performing arts, audiovisual roles, heritage conservation, etc.).

AFD thus supports the development of sustainable training programs and promotes professional integration. Technical support and skills development of workers are key levers for developing the cultural and creative industries. These issues are therefore incorporated into all projects financed by AFD in this sector.

The SDGs targeted are:



## Cooperative program between Africa and Europe to support museums

€2 M

This project has been awarded a total of €19.9 million to strengthen socio-economic and cultural relations between Africa and Europe, as well as between African countries. By promoting cooperation in the museum and cultural heritage sectors, it aims to shape a new common discourse around culture. This initiative is also focused on skills development, improved preservation and use of works, and the wider social role of museums.

In addition to the €2 million in financing from AFD, other contributions have also been made by the European Union (€15 million), Germany (€2 million), the Netherlands (€500,000), and Belgium (€400,000). This project will be implemented by Expertise France and the Goethe-Institut cultural institute of Germany.



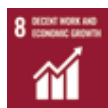
# Supporting cultural entrepreneurship

Cultural entrepreneurship is being driven by new forms of digital technology which have profoundly disrupted the market and the ways in which culture is produced, disseminated, and consumed. However, a lack of financing can often be an obstacle. And yet, these start-ups help drive economic growth, create employment, and promote

inclusion, while developing new cultural products that can benefit populations.

AFD supports cultural entrepreneurship through direct support programs for entrepreneurs in the industry, while encouraging banks and financing funds to invest in this still largely untapped field.

The SDGs targeted are:



In 2024, AFD continued to support the implementation of the Accès Culture, Afrique Créative, Digital Challenge and Plateforme Territorialisée des Microprojets programs, by providing technical and financial assistance for selected projects (between €2,000 and €90,000 per chosen project).

**170**  
microprojects

supported  
in 35 African  
countries



**€10.85 M**  
invested



over **85,000**

people provided  
with access to cultural  
activities or works,  
50% of whom  
are women



# Supporting cultural policy and governance

AFD engages in public policy dialogue with its partners to maximize the impact of CCI development projects. It undertakes to support ambitious, participatory, accessible, inclusive, and redistributive cultural policy. First and foremost, this requires establishing regulatory frameworks to support innovation, protect creative works and artists, and make the CCIs more attractive to investors.

In addition, AFD strives to make cultural and professionalization programs more accessible and inclusive, while ensuring that revenue is fairly distributed across the entire value chain. AFD supports public policies that help create an environment conducive to CCI development by strengthening governance and promoting cultural diversity.

The SDGs targeted are:



## Benin

### AFD's first budgetary financing to support cultural policy



Since 2024, AFD has committed €60 million in budgetary financing (including €55 million in loans), paid in two tranches (€35 million in 2024), to support Benin's cultural policy. This financing is part of an ambitious strategy, with four national museums currently under construction. This support is being used to drive reform in the cultural sector, with a view to boosting its impact on growth and employment, as well as providing wider access and promoting these industries.

**€ 35 M**

## Ghana

### Supporting the growth of the music industry



With €500,000 in financing from AFD in 2022, followed by an additional contribution of €120,000 in 2024, this project, led by Expertise France, is supporting the Creative Arts Agency, under the aegis of the Ghanaian Ministry of Tourism, Culture and Arts. It promotes technical cooperation between France and Ghana on professions in the music industry, live entertainment infrastructure and third-party venues for cultural and artistic expression. Several French organizations are involved in the project: Arty Farty, the French National Music Center and SACEM.

**€ 120,000**

# Leveraging CCIs to raise awareness of the Sustainable Development Goals (SDGs)

Art is a powerful vehicle for raising awareness of contemporary social issues. It has a unique capacity to spark emotion, provoke thought, inspire, and mobilize people. It can also shape new collective narratives that hold real meaning, thus helping to reinvent and enhance the vision for a common future world.

## Varan Film Workshops



This project aims to promote African documentary film as a vehicle for awareness, expression, and development in numerous West and Central African countries.

€ 595,000

## Cartooning for Peace



This CSO draws on its worldwide network of editorial cartoonists to promote its mission by developing works that address global inequalities and, more broadly, human rights issues and the SDGs.

€ 296,000

## Making Waves



This project uses radio as a platform to foster social cohesion in Senegal and Mauritania. The organization plans to produce a radio drama based on Senegalese writer Mohamed Mbougar Sarr's first novel, "*Brotherhood*", and scripted in collaboration with writers from the Sahel.

€ 246,500

## Ars Anima



Based on the life stories of six young girls as they grow into women, in six different countries around the world, while facing the violence and inequalities of war, domestic violence and forced marriage, the "*24h de la Vie d'une Femme*" (24 Hours in the Life of a Woman) exhibition portrays each woman's path to emancipation.

€ 680,000

## Metis



Founded in 2021, the Metis Fund is based within AFD. It leverages the arts as a vehicle of expression to drive individual and social transformation. This Fund is distinct from some of the other projects financed by AFD, granting smaller sums (€15,000 on average) to initiatives that bring together an artist, a «traditional development» operator and the local community in a given area.

€1 M

# The Group's approach



Alongside its subsidiaries Proparco and Expertise France, as well as its training center, AFD Group deploys a comprehensive range of tools to support the development and structuring of the CCI sector, including:



A diagram illustrating the AFD Group's approach. It features a large, light orange silhouette of a human head in profile, facing left. Inside the head, there are four overlapping circles, each containing a label: "financing" (orange), "project engineering" (dark purple), "project management support" (orange), and "and knowledge-sharing" (dark purple). To the left of the head, a yellow hand is shown placing a coin on top of a stack of four red coins. The background is a light blue and white pattern.

financing

project  
engineering

project  
management  
support

and  
knowledge-  
sharing



**Proparco, AFD Group's private sector subsidiary**, works mainly in the CCIs around the structuring of the **Crea Fund**, financed through €6.5 million in EU-delegated funds.

The Crea Fund promotes access to financing for CCI companies in sub-Saharan Africa and the Caribbean, via a guarantee mechanism that covers the risks incurred by investment funds when financing the CCI sector. It also provides technical support to financial institutions in developing their financing strategies for CCIs or beneficiary companies. In 2024, two market research studies were published: "Access to Finance in the Film Industry in Jamaica and the Dominican

Republic" and "Comparative Analysis of the Growth Trajectories of 20 Creative Enterprises." In May, a networking event was held in Lagos for 60 investors and CCI companies. The Crea Fund's ultimate goal is to stimulate investment in CCIs and change perceptions of this sector viewed as high-risk, by working with financial intermediaries. Finally, the partnership established between Proparco, the International Finance Corporation (IFC), and the Helios Sports and Entertainment Group Fund represented another landmark step in 2024. Its goal is to increase investment in the sports sector and cultural and creative industries in Africa.



**13**  
projects  
in 2024



**Expertise France, an international public technical cooperation agency,** helped implement over 13 cultural projects in 2024, the majority of which were financed by AFD. These initiatives include work on the National Museum of Yaoundé in Cameroon, the National Palace of Addis Ababa in Ethiopia, the Museum of the Epic of the Amazons and the Kings of Danhomé in Benin, as well as support for the development of the music industry in Ghana and Palestine, and the «Pour Elles: Culture and Sport» project in the DRC.

The French Ministry for Europe and Foreign Affairs is also financing various ongoing projects, such as supporting the Museum of Civilizations in Abidjan (Côte d'Ivoire) in preparation for the Djidji Ayokwe drum's return, and creating a Training and Research Center for the Dramatic Arts in Brazzaville (Republic of Congo). Lastly, Expertise France manages projects funded by the European Union, such as Cultiv'arte in Mozambique and Patrimoine 3000 in Tunisia.



**The AFD Group Campus develops, with and for its partners,** training courses and transformation programs designed to meet skills requirements in the 21st century. The Campus has launched two programs in the CCI sector, KreAfrika and Djowamon.

Implemented in partnership with Senghor University in Alexandria (Egypt) and the company Trace Media, KreAfrica raises awareness about the CCIs among African young people through content accessed via a mobile app (Trace Academia) and organizes in-person bootcamps for experienced CCI professionals.



Djowamon is an online training and discussion platform for (future) museum and heritage professionals in Africa. It supports current and future South-South and South-North cooperation projects, while focusing on co-construction and co-learning.



# Documenting the impact of CCI

Since 2018, AFD has been mapping and conducting research on the CCIs to demonstrate their economic and social impact. Through its various publications, it aims to change perceptions of this sector viewed as high risk, and thus raise investment from public and private stakeholders, both local and international.

## Study on the economic potential of CCIs

Following its initial report in 2018, AFD has published a new study with updated economic data and analyses of the CCIs in different regions of the world.



## Study on the societal impact of CCIs

In 2024, AFD published a research paper entitled "Imagined Communities, Political Imaginaries: African CCIs through the Prism of Digital Transformations," written by a group of African and European researchers, which demonstrates the social impact and role of CCIs in shaping communities and nations.



## Study on edutainment to raise awareness about the SDGs

In 2023, AFD also published a report on edutainment (education through entertainment), which uses media content as a vehicle for informing and raising awareness about societal issues.



# Mobilizing support from French and international partners



## Mobilizing French expertise

France has renowned expertise in the cultural and creative industries. To meet the needs of its local partners, AFD leverages French cultural expertise, in particular from:

- Leading public institutions and establishments: the Louvre Museum, Musée du Quai Branly - Jacques Chirac, the Palace, Museum and National Estate of Versailles, the Établissement Public du Parc et de la Grande Halle de La Villette, and the French National Audiovisual Institute, etc.;
- Recognized private entities: Sacem, Canal+, Gobelins Paris, Rubika, etc.



## The Team France approach

AFD provides financing for CCI in concert with other members of Team France (French public and private organizations which are implementing France's CCI strategy abroad).

In addition to AFD financing, in 2024, the deployment of FEF-Création continued, the Team France Fund overseen by the French Ministry for Europe and Foreign Affairs, designed to support cultural entrepreneurship.

At the Francophonie Summit, the various members of Team France, including the French Ministry for Europe and Foreign Affairs and Ministry of Culture, alongside their partners, made several joint pledges and held various meetings and discussions on supporting the CCIs.

## Mobilizing other donors and public development banks

At the fourth edition of the Finance in Common Summit (FiCS), held in Cartagena, in 2023, AFD and several public development banks signed a joint statement of interest in "Culture, Arts, and Development". This coalition continued its collaborative work in 2024 at the fifth edition of the FiCS in South Africa.

AFD also continues to finance new CCI projects together with the European Union and other European countries as part of the Team Europe Initiatives (TEIs).



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## Toward a world in common

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AFD Group finances and drives the transition to a fairer, safer and more resilient world, working with its partners to support communities all over the world. Drawing on the complementary strengths of its entities – Agence Française de Développement for public financing, Proparco for responsible private investment, and Expertise France for technical expertise – the Group is ideally positioned to meet all sustainable development challenges.

Working in over 160 countries, including France's Overseas Territories and Departments, the Group adapts its operations to the realities on the ground, actively supporting local initiatives. With over 4,000 projects, whose objectives are aligned with the Sustainable Development Goals (SDGs), AFD Group works on behalf of the French people, together with all stakeholders committed to economic development and the preservation of common goods: climate, biodiversity, peace, gender equality and global health. Working by your side, toward a world in common.



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