

Cultural & creative Industries

OUR ACTIVITY

2024

The 4 strategic priorities of AFD Group's involvement in the cultural and creative industries (CCIs)

To reduce inequalities, strengthen social cohesion, and support growth and innovation

1 Cultural infrastructure and facilities

2 Vocational training in cultural professions

3 Cultural entrepreneurship

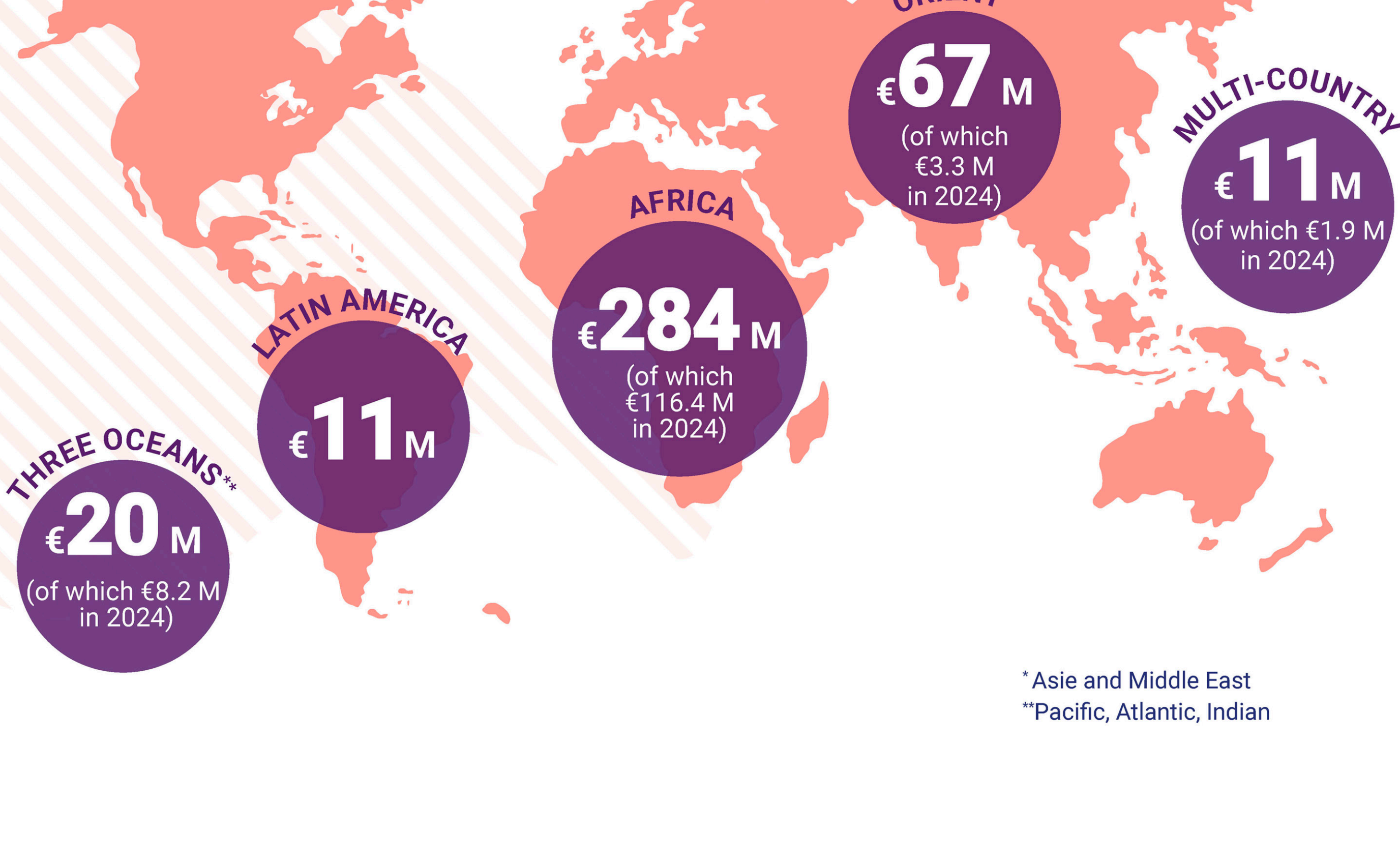
4 Cultural policy and governance

AFD Group's commitments in the CCIs

Since 2018, nearly **€400 M** committed to **275 projects**. 2024 was a record year: **€130 M** committed to **24 new projects**.

Breakdown by region

Since 2018



Using the CCIs to support the SDGs

Projects financed in the CCIs by AFD in 2024 contributed to several Sustainable Development Goals (SDGs):



The CCIs are also powerful levers for raising awareness of contemporary issues. They foster new, meaningful collective narratives, contributing to the reinvention of a world in common.

Ars Anima

Through the life stories of six girls growing into women across six different countries, each facing war, domestic violence, or forced marriage, the immersive exhibit "24 Hours in the Life of a Woman" portrays their paths to empowerment.

€680,000

Responding to our partners' needs: from cultural infrastructure to institutional support

Examples:

Benin



AFD's first budget support for a public cultural policy

€60 M
(including a €55 M loan)

Côte d'Ivoire



Supporting the CCIs through the renovation of the J. Aka Cultural Center (CCJA) in Bouaké

€17.2 M

Supporting cultural entrepreneurship

In 2024, AFD continued the implementation of the **Accès Culture**, **Afrique Créative**, **Digital Challenge**, and **PTMP programs**. These provide technical and financial support to selected projects (€2,000 to €90,000 per awardee).

170 microprojects supported in 35 African countries

over 85,000 people reached by cultural activities or works, 50% of whom are women

€10.85 M invested

Documenting the impact of CCIs

Since 2018, AFD has **mapped** and **studied** the CCIs to demonstrate their economic and social impacts.

Its **publications** aim to shift risk perceptions around the sector and encourage local and international public and private investment.

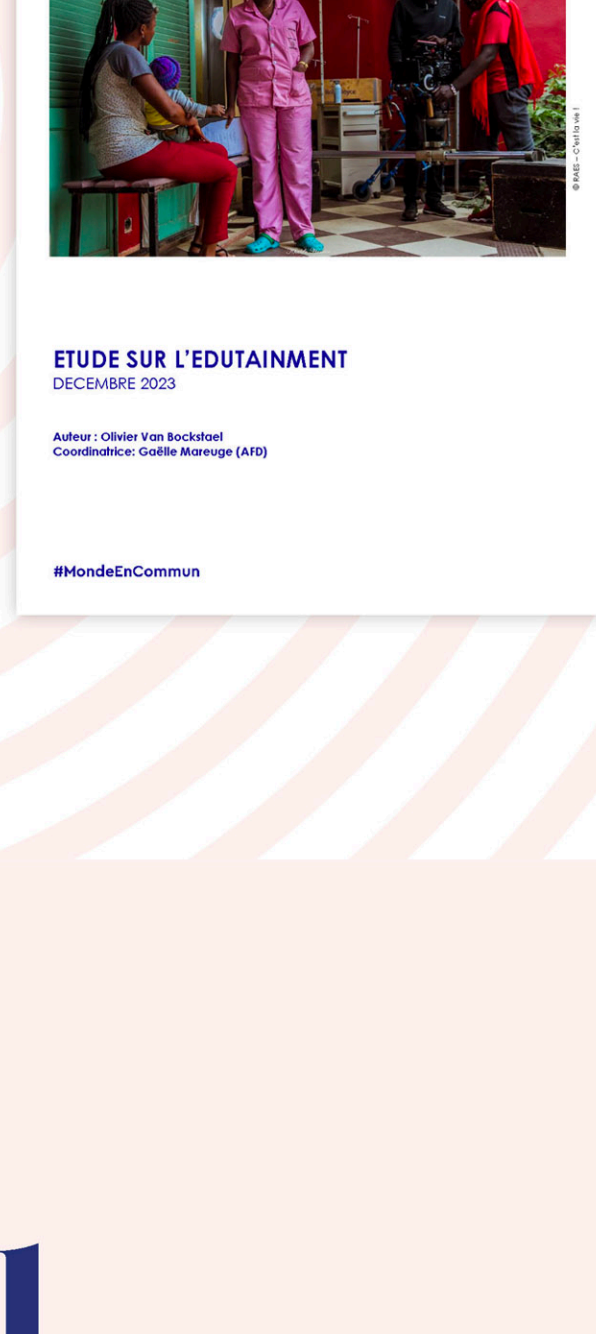
Study on the economic potential of CCIs



Study on the societal impact of CCIs



Study on edutainment for SDG awareness



Mobilizing French and international partners for the CCIs

Mobilization of French expertise

In response to the needs of local partners, AFD strives to mobilize French cultural expertise.

- **Public:** Louvre Museum; Quai Branly Museum; the Versailles palace, museum and estate, etc.
- **Private:** SACEM, Canal+, Gobelins Paris, Rubika, etc.

The "Team France" approach

In 2024, the **FEF-Creation Fund** (French Ministry for Europe and Foreign Affairs) continued to be implemented, alongside AFD funding.

Mobilization of other donors and public development banks

After signing a joint statement on **Culture, Arts, and Development** in 2023, AFD and several public development banks continued their collaboration in 2024 at the **5th Finance in Common Summit (FICS)** in South Africa.

AFD also co-financed new CCI projects with the EU and other European countries under **Team Europe Initiatives (TEIs)**.