



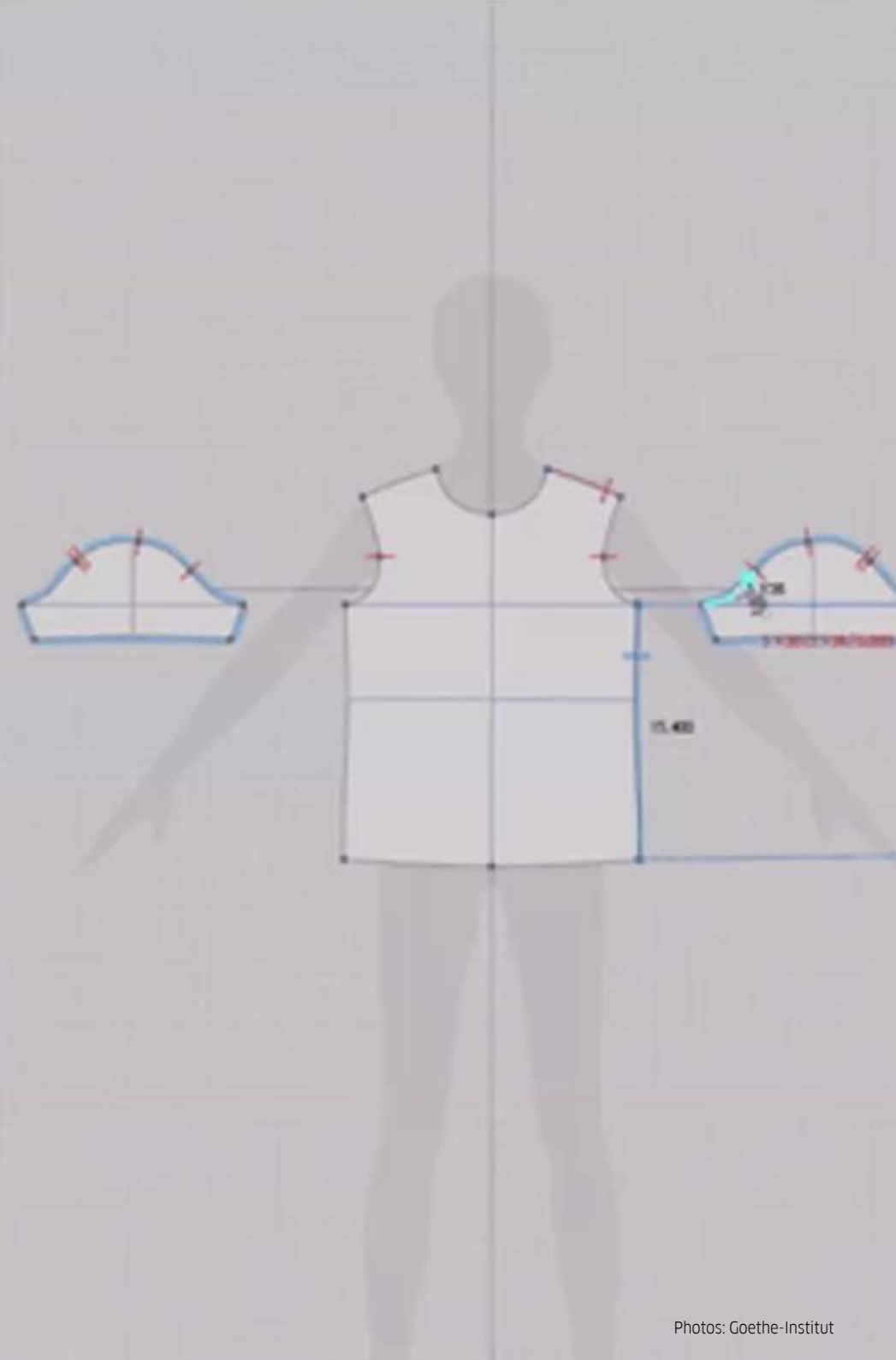
CULTURAL AND CREATIVE INDUSTRIES
Fostering Resilience and Socio-Economic Development
in the MENA Region

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.

CULTURAL AND CREATIVE INDUSTRIES ENGINE FOR HUMAN DEVELOPMENT AND SOCIAL WELLBEING

In a region where young creative and cultural capital is booming and its innovative potential is not yet fully tapped, the cultural and creative industries can fuel social and economic development while contributing to a broader green transition towards a sustainable future. Through professional and vocational trainings, scholarships and seed funding accompanied by tailored mentoring, matchmaking and networking opportunities, the Goethe-Institut supports young creative individuals and groups in improving managerial and entrepreneurial skills, boosting production systems and optimising processes to attain greater exchange with Europe and gain enhanced visibility and career prospects. Building on a wealth of large- and small-scale initiatives and projects ranging from fair fashion, sustainable design, audio-visual, music and moving images, gaming and creative platforms, the Goethe-Institut continues to engage with local stakeholders and institutions in the MENA region, strengthening a regional creative infrastructure, facilitating international relations and contributing to placing a Southern perspective, in dialogue with the European creative scenes, into the global discourse.



Cultural and Creative Industries

FANTASMEEEM



FANTASMEEEM is a programme initiated by the Goethe-Institut Lebanon adopting a holistic approach, fostering creative entrepreneurship, and encouraging collaboration and knowledge sharing in the design industry in Lebanon. The programme is part of an initiative by the German Federal Ministry for Economic Cooperation and Development (BMZ) to promote the creative industries in Lebanon, Jordan, Iraq, Senegal, Kenya and South Africa. The practices of FANTASMEEEM and its beneficiaries are linked to those of Takween in Jordan and Khan El Fan in Iraq.

The e-learning and knowledge platform Ebtedy supports the growing network of young creative actors, mentors, local enterprises, and industries disseminating best practices and lessons learned across the MENA region. Funding partners: German Federal Ministry for Economic Cooperation and Development (BMZ), GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit).

Local cooperation partners: Hammana Artist House, AUB Fab lab, Eco Consulting, Make sense
Budget: 2019-2023 € 800,000



Cultural and Creative Industries

KHAN AL FAN



With Khan Al Fan, the Goethe-Institut promotes the emerging market of the cultural and creative industries, contributing to boosting the local entrepreneurial local potential and enhancing the socio-political relevance of the creative sector to support human development and increase employment prospects in Iraq. Its agile management enabled to the support of (young) creatives during the Covid-19 pandemic, contributing to increase crisis resilience in the Iraqi creative industries. KHAN AL FAN capitalises on the solid experience of the Goethe-Institut in offering ad-hoc trainings, launching competitions, and promoting networking events to build a community and create resilience and, support human development through lasting dynamics in the sector.

<https://www.goethe.de/en/kul/ges/ser/kuk/kaf.html>

Funding partners: BMZ GIZ

Local cooperation partners: Organization of Culture and Sustainable Development (OCSA), Culture Factory, Paia Agency, Duhok International Film Festival, University of Sulaymanyah Sulaimani, Iraqi House of Fashion.

Budget: 2019-2023 € 920.000,000



Cultural and Creative Industries

DESIGNED IN IRAQ



The unique programme Designed in Iraq aims to place Iraqi products in the global creative landscape by developing a recognisable visual brand for Iraqi products from the local design tradition in combination with capacity building workshops. In the first stage of the programme, designers from various Iraqi governorates create a design guide published on a website to be accessible to designers all over Iraq. (<https://designediniraq.org/>). The design guide resulting from this programme offers a toolbox for designers and creatives and creates a foundation for Iraqi product design. Based on the developed design guide, in the second stage, the participants receive training to adapt relevant skills to turn a product sketch into a design for prototypes. In the final stage, product designers are supported in turning their ideas into reality through financial support and mentorship. The resulting products are exposed in local spaces, hubs and cafes that support start-ups.

<https://designediniraq.org/>

Funding partners: BMZ, GIZ

Local cooperation partner: Iraqi House of Fashion in Bagdad

Budget: 2021-2022 €110,000



Cultural and Creative Industries

CONNECTING FASHION



The project aims to dynamise the fashion sector through a collaborative capacity-building approach for (female) Iraqi fashion designers. Under the guidance of a German costume designer, participants collaboratively design and produce a common garment, to which each designer contributes individually. To capitalise on the potential of using local materials and facilities, every element in the production process is served by Iraqi raw materials and manufacturing facilities. The garment designed and produced is showcased at a fashion show in the Fashion House in Baghdad. Here, the young women designers are offered the opportunity to present and sell their own products to a broad audience. The programme paves the way for novel cooperation and builds synergies through the fashion event with the Iraqi House of Fashion in Baghdad, while raising awareness of the potential of high quality design and production made in Iraq and the potential of young (female) fashion designers to become independent entrepreneurs and achieve sustainable economic development for themselves and their communities through the programme, the exhibition of their products and the networking opportunities offered by the fashion event.

<https://www.facebook.com/goetheinstitut.irak/videos/478095203817785/>

Funding partners: BMZ, GIZ

Local cooperation partners: Iraqi House of Fashion in Baghdad

Budget: 2021 € 110,000



Cultural and Creative Industries

DESIGN ACADEMY IRAQ



The Design Academy Iraq aims to promote the development of academic curricula for young designers in Iraq and increase their chances to acquire useful skills for their professional development. Through the programme, twenty-five participants from all over Iraq had the opportunity to improve their graphic design skills in the fields of illustration, typography, and branding under the guidance of an international team of lecturers and were encouraged to test their new skills on a design project.

The Design Academy curriculum is designed and tailored to the needs of participants, whether academics or professionals. The long-term goal is to initiate academic cooperation between the University of Sulaimani and a German university and to offer a unique academic design programme with a governmental university in Iraq. The pilot phase was initiated with the University of the Arts (HfK) in Bremen.

Funding partners: BMZ, GIZ

(Local) cooperation partners: University of the Arts Bremen, University of Sulaimani

Budget: 2021 € 110,000



Cultural and Creative Industries

NUHAT



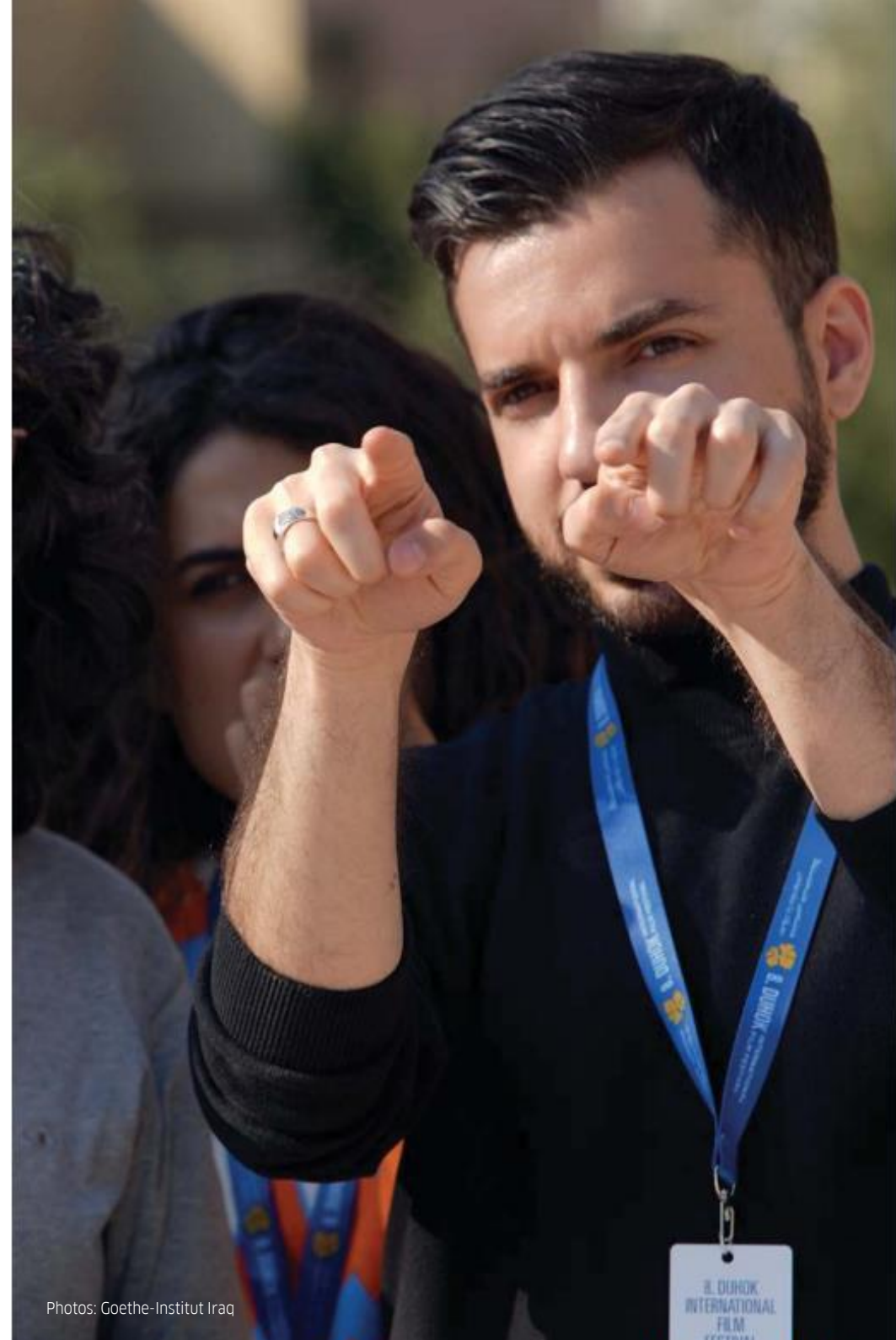
With Nuhāt, the Goethe-Institut Iraq, in cooperation with the Duhok International Film Festival (IFF), offers a new concept to support young filmmakers during the global pandemic. By offering professionalisation and capacity-building workshops, financial support and networking opportunities, the young creatives will gain better opportunities to unlock their potentials and access the motion picture industries. The project infrastructure secures a hub to connect, share ideas and take the first steps towards entrepreneurship and professionalisation. In a three-month training programme, young filmmakers improve and acquire directing, production, cinematography, and screenwriting skills under the guidance of professional instructors. The highlight of the programme is a one-week workshop with the Duhok IFF to collectively develop project ideas into film productions. The projects selected by a jury receive seed funds to initiate and market productions and distribution.

<https://8duhokiff.com/film-studio-v1/>

Funding partners: BMZ, GIZ

Local cooperation partner: Duhok International Film Festival (IFF)

Budget: 2021 € 100,000



Cultural and Creative Industries

EBTEDY



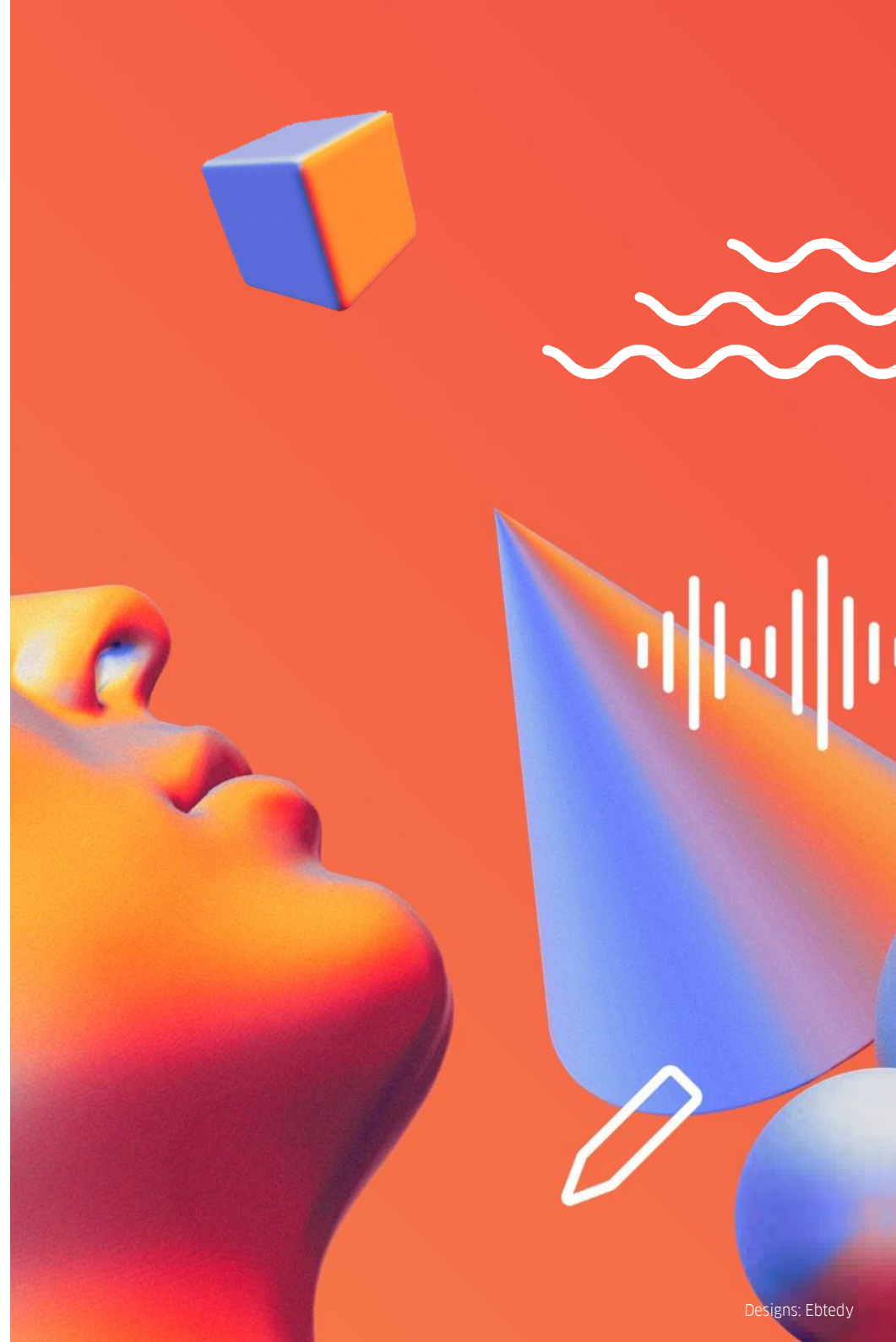
Ebtedy (“Let’s get started” in Arabic) is a digital knowledge platform for the creative industries and cultural management. It makes information and practical tools in Arabic and English available for creatives who are searching for entrepreneurial knowledge to turn their ideas into reality. Ebtedy offers free resources created by practitioners, experts, innovators, disseminators, alumni and trainers, as well as best practice examples and lessons learned from cultural actors in the Middle East and beyond. Apart from online resources, Ebtedy offers various capacity-building measures such as mentoring and training programmes on its own e-learning platform. The Ebtedy blog provides visibility for creatives from all fields in Lebanon, Jordan and Iraq by sharing their stories of overcoming challenges, attracting investors, developing marketing strategies and ultimately establishing themselves in the creative scenes and thus becoming a beacon of inspiration and courage for many others. Ebtedy supports the projects Fantasmeeem in Lebanon, Takween in Jordan and Khan Al Fan in Iraq.

<https://www.goethe.de/en/kul/ges/ser/kuk/ebt.html>

<https://www.ebtedy.com/en/about-us>

Funding partners: BMZ, GIZ

Budget: 2019-2023 298,000 €



Cultural and Creative Industries

TAKWEEN



takween is an integrative creative industry hub that aims to support designers and creative entrepreneurs in Jordan. Focusing on creative growth, takween offers learning programmes, creative mentorship, residencies, train-the-trainer programmes, grants and networking opportunities as well as workspaces and facilities for designers in a creative space in Jabal Amman. The focus of takween is on the design sector in Jordan including architecture, graphic and product design, handcraft, fashion design and interior design. As one of the clusters of the creative industries, design has strong ties to other clusters like music, gaming, media art, visual art, etc. takween was originally initiated in 2018 as a collaboration between the Goethe-Institut Jordan and platform/Amman Design Week.

<https://www.goethe.de/ins/jo/de/kul/sup/takween.html>

Funding partners: BMZ, GIZ

Local cooperation partners: Amman Design Week

Budget: 2018-2023 € 950,600



Cultural and Creative Industries

TAKWEEN PRODUCT DESIGN FELLOWSHIP



The COVID-19 pandemic put businesses and the livelihoods of many people in Jordan, including designers, at risk. In response to this situation, the Goethe-Institut is implementing the Product Design Fellowship dedicated to young and midcareer designers to enhance their expertise as well as resilience and responsiveness in a time of profound challenges. The target of the programme is to expand professional activity through resilience-building measures. The fellowship focuses on the intersection of economic, social and environmental sustainability in product design. It incorporates two content streams, one with a focus on physical product design and one with a focus on digital product design (UI/UX design). For the first two months, the programme encompasses 12 training modules while the second phase offers each participant an internship to enable learning in a real work environment.

<https://www.goethe.de/ins/jo/de/kul/sup/kkw/kultur----kreativwirtschaft.html>

Funding partners: BMZ, GIZ

Local cooperation partners: Twelve Degrees

Budget: 2018-2023 € 197,000



Cultural and Creative Industries

FABRAKAT - Food Design



Using design as a tool to mobilise change, FABRAKAT, a transdisciplinary learning programme on food design, equips young creatives with a multifaceted toolkit to lead transformation in their communities. The participants undergo an extensive learning journey to think deeply about the connections between food systems and complex social and environmental challenges, gaining both a global perspective and a critical understanding of the local context, traditional knowledge and possible futures. The four-month programme stands out as the participants work on four collaborative design projects that amplify grassroots and indigenous efforts towards food sovereignty, building alternative systems with strategic partners and stakeholders from multiple industries. Through the programme, the models become viable, actionable and scalable with a focus on cooperation over competition.

<https://www.goethe.de/ins/jo/de/kul/sup/kkw/foodfabrik/fabrakat.html>

Funding partners: BMZ, GIZ

Local cooperation partners: Namliyeh design studio

Budget: 2018-2023 € 42,000



Cultural and Creative Industries

CIRCULAR DESIGN: Material Innovation & Entrepreneurship



The takween Circular Design programme equips emerging designers, creatives and entrepreneurs from various backgrounds such as architecture, fashion, product or packaging design who are based in either Jordan, Lebanon or Iraq with the knowledge and guidance to develop and apply sustainable materials in various contexts and turn their ideas and approaches into sustainable products and businesses. The two-month modular programme takes a critical look at sustainable materials, bio-innovations, circular economy (upcycling/urban mining) and material processing before going into the project-focused phase. The programme employs a hybrid model with online sessions incorporating contributions from international industry leaders while organising local field trips as well as an in-person exhibition to showcase the final prototypes in Amman, Jordan.

Funding partners: BMZ, GIZ

Local cooperation partners: Diwan of Culture, Design & Innovation

Budget: 2018-2023 € 109,300



Cultural and Creative Industries

MIRATH:MUSIC (Heritage:Music)



Mirath:Music (Heritage:Music) is a regional touring sound exhibition in North-Northeast Africa and West Asia realised with the support of the Goethe-Institut and thanks to the commitment of musicians from seven countries across the MENA Region: Algeria, Sudan, Tunisia, Palestine, Iraq, Lebanon and Jordan. The exhibition takes an experimental curatorial approach with the goal of offering insights into the musical diversity of the region without attempting to be representative or exhaustive.

By portraying the participating artists' individual takes on musical traditions and playing with musical elements from different times and places, Mirath:Music presents cultural and music heritage as alive and raises awareness of the importance of preserving it because of its continuous development and ongoing relevance for the audience. Cultural heritage is thus recognised as a tool to foster a sense of ownership for local cultural assets and inheritances and enhance a broader understanding for its potential to foster local and regional socio-economic development. The (heritage) music industries increasingly play a pivotal role in regional (socio-economic) development.

<https://www.goethe.de/prj/mpo/en/index.html>

Funding partners: German Federal Foreign Office

Local cooperation partners: The Jordan National Gallery of Fine Arts

Budget: 2018-2019 80,300 €



Cultural and Creative Industries

Musiqat 3al Daraj STAIRCASEFESTIVAL



Musiqat 3al Daraj is an annual festival aiming at broadening access to music for people from all walks of life. It brings Jordanian, regional and international artists from various musical backgrounds together. It opens public spaces for art and culture, celebrating the wealth of the Jordanian musical scene, while building bridges between local and international artists. The staircases connecting the hilly city and its residents transform into a stage, bringing together residents and music lovers. The festival has been realised for three years while adopting a hybrid format during the pandemic: Concerts took place on the staircases and were subsequently streamed online. It has continued to support local and international music production and consumption, hence securing a source of income for local and international artists. By enhancing international exchange, the festival also boosts networking opportunities and potential for increased career opportunities for Jordanian and European actors. The wider understanding of the crucial role of music as an engine for socio-economic local development is enhanced and it strengthens its relevance at the policy level.

<https://www.goethe.de/ins/jo/de/kul/sup/mad.html>

Funding partners: German Federal Foreign Office

Cooperation partners: OrangeRed and Amman Jazz Festival, The Greater Amman Municipality, Radio Mustaqel, Abrez & LiveMusicJo

Budget: 2020-2021 10,000 €



Cultural and Creative Industries

CULTURAL ACADEMY LIBYA Hakayty Libya



Since 2014, the Cultural Academy Libya project has contributed to enabling participation in an artistic scene despite the precarious situation in the civil war country Libya. To this end, the project offers a demand-oriented further qualification programme for the alumni network of Libyan cultural managers who have participated in the programme in recent years. The joint participation in various in-depth seminars and the exchange among each other also promotes the consolidation of the existing network structures. By providing financial resources within the framework of a project support fund for Libyan cultural practitioners, the Academy initiates and strengthens creative cultural processes, increases a sense of entrepreneurship and contributes to accelerating potential socio-cultural and economic development in the country, investing in the young talents, unlocking their creative capital and offering a unique support and mentoring infrastructure. In 2021, the project continued and further increased its reach and consolidated its impact.

<https://www.goethe.de/ins/tn/fr/kul/sup/tup/cal.html>

Funding partners: German Federal Foreign Office

Local cooperation partners: Ministry of Culture

Budget: 2014, 2017-2020 € 500,000; 2021 € 110,400



Cultural and Creative Industries

CINÉMA AU FÉMININ



The project Cinéma au féminin contributes new skills in the field of moving images and cinema to Tunisian girls and women, particularly targeting those located in unprivileged social contexts. Fostering freedom of creative expression and democracy, cinema is also important as it contributes to boost local economic development and employment opportunities in the local film industry. The tailor-made capacity-building and professionalisation activities address predominantly young women, enhance their sense of entrepreneurship and ability to visualise and manage cinema production and script writing. Individual interests and subjective creative positions are supported at all stages of the moviemaking process, including production trainings, job shadowing, presentation and marketing of short films.

The networking events and public screenings round up the professionalisation offer, strengthening access to the market for the beneficiaries and contributing to supporting the local cinema production industry in Tunisia.

<https://www.goethe.de/ins/tn/fr/kul/sup/tup/caf.html>

Funding partners: German Federal Foreign Office Local cooperation partner: Madame Prod

Budget: 2020-2021 € 75,500



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MOODHA OKHRA



In a context in which the environment, fast fashion and the management of (potentially reusable) unsold clothing are progressively becoming an urgent issue, the Goethe-Institut Tunis and the Pontalent association conceived the educational project Moodha Okhra. Its aims are to raise awareness and build a community of creators, experts and committed consumers, to empower them to trigger responsible and sustainable fashion movements in the country.

Moodha-Up and many actions for public sensitisation enable target beneficiaries and their peers to actively engage, to develop new skills and to capitalise on the existing (material) resources to reduce the ecological impact of the fashion production and also to boost job creation and employment opportunities in the growing local fair fashion industry.

<https://www.goethe.de/ins/tn/fr/kul/sup/moa.html>
<https://moodhaokhra.tn/fr>

Funding partners:

Local cooperation partners: Kollektivs Pontalent, Stiftung INDIGO, School AIMDM, Agaruw, Zero Waste, The Green Box, Eco'Lav
Budget: 2021-2022 20,000 €



Cultural and Creative Industries

SUDAN & EUROPE - CREATIVE CONNECTIONS



The project Sudan and Europe - Creative Connections aims to reinforce the promotion and sustainable development of culture in Sudan by strengthening the creative industries (fashion, music, cinema) in the country and improving access to and awareness of Sudan's cultural heritage (literature and archaeology).

<https://www.eunicglobal.eu/projects/sudan>

Funding partners: EU Delegation

Local cooperation partners: Institut Français, British Council, Italian Embassy, AECID

Budget: 2019-2022 € 350,000



Cultural and Creative Industries

NEW SPACES



New Spaces is a project launched by the Goethe-Institut, funded by the Federal Foreign Office, that enhances future prospects and promotes participatory decision-making in Sudan as part of the German-Arab transformation partnership programme. New Spaces Creators' Hubs started in Sudan in November 2019 by providing physical spaces fully equipped for all talented people, such as media producers, visual artists, gamers, musicians, illustrators as well as civil society activists.

The aim of the project is to offer the chance for all people to strength social discourse, networking as well to benefit from the equipment use as well the provided long term capacity building programmes and trainings with national and international expertise. Four hubs all across Sudan were established with national partner organisations hosting the New Spaces Creators' Hubs : the Art-tech hub at Rift Digital Lab and Share Zone, the Women's hub at Royaa for Feminism Studies, and the Music hub at Contraband.

<https://www.goethe.de/ins/su/en/kul/sup/transfor/newsp/cre.html>

Funding partners: German Federal Foreign Office
Local cooperation partners: Ahmed Elmurtada, Rift Digital Lab,
Sudanese Game Collective
Budget: 2019-2022 € 341,000



Cultural and Creative Industries

SAMA MUSIC FESTIVAL

The SAMA International Music Festival is a project that aims at promoting both traditional and contemporary Sudanese music and traditions by highlighting the diverse spectrum of Sudan's cultural landscape. The festival started 2015 and creates a platform for musicians and artists from within and outside Sudan, to explore, collaborate, exchange and present their works within a safe and supportive space.

In addition to cultural exchange, SAMA intends to support the community through the creation of workshop and training activities designed to engage youth in alternative modes of expression through various fields of art. These activities are conducted by experts and established artist representatives from various fields (from vocal training to reading/playing music). The festival takes place every October with a budget ranging between 10,000 and 20,000 euros. So far, through its workshops the festival trained around 1,000 young musicians and individual workers in the music scene. For the past 8 years its activities and concerts attracted more than 10,000 visitors (approximately), and also, through the Goethe-Institut Sudan, invited more than 50 international musicians from around the globe to work and exchange music with the Sudanese.

<https://www.goethe.de/ins/su/de/kul/sup/smf.html>

Funding partners: EU Commission

Local cooperation partners: Institut Français, British Council, EU Sudan, Spanish Embassy, Italian Embassy.

Local & media partners: Capital Radio, Alfaisal Cultural centre, S24 TV, Blue Nile and Sudan TV, Aljazeera, BBC

Budget: 2015-2022 160,000 €



Cultural and Creative Industries

HIKWATHON



Hikwathon is a hackathon that turns Sudanese children's stories and illustrations into digital narratives, games and experiences. The project's objective is to develop a digital platform (app) for children. Digital storytelling games help children learn about the history of Sudan while playing in a Sudanese game setting.

Funding partners: German Federal Foreign Office

Local cooperation partners: Startup 249, Sudanese Game Collective, illustrators and storytellers of the Ute Krause Workshop series

Budget: 2021 € 10,500



Cultural and Creative Industries

YEMEN CREATIVE HUBS



The project supports cultural civil society organisations and individual creative practitioners in enhancing their creative and professional capacity and thereby not only contributing to strengthening the resilience of their communities, but also enhancing their opportunities to gain access to job opportunities and supporting local economic development. Leveraging the transformative power of arts and culture for conflict-affected populations, Yemen Creative Hubs mitigates the impacts of the humanitarian crisis and challenges for Yemeni civil society through establishing three cultural hub structures, offering professionalisation, qualification opportunities and grant schemes. Initiated by a consortium of five Yemeni partners in and outside Yemen, the project deepens the network and cooperation between the Yemeni diaspora and local CSOs and creative practitioners in Yemen with a focus on youth and gender. Young creatives are mentored, receive financial support and further their experience in producing and marketing their cultural products.

Funding partners: European Union

Local cooperation partners: Aden Again Cultural Foundation, Basement Cultural Foundation, Meem Art Initiative (MEEMZ), Yemen Art Base, Your ECHO

Budget: 2022-2024 € 666,000



Cultural and Creative Industries

EURO-EGYPTIAN CULTURAL PROGRAMMES



The project aims at strengthening European-Egyptian cultural engagement as a driving force for sustainable social and economic development in Egypt, in and beyond the capital cities. By supporting film and music festivals and by offering production grants and trainings for artists and cultural practitioners, young actors further professionalise and get connected to local and international experts, practitioner networks and organisations. Besides being mentored in project management, financial management and project monitoring, the beneficiaries are offered the opportunity to showcase their work and are widely disseminated in and beyond the Egyptian cultural and creative landscapes, sustainably building resilience and raising awareness of the economic contributions of the cultural sector to the local economies.

<https://www.euneighbours.eu/en/south/stay-informed/opportunities/open-call-applications-euro-egyptian-cultural-programme-2019-2020>

Funding partners: EU Delegation

Local cooperation partners: European Union National Institutes for Culture

Budget: 2019-2022 € 500,000, 2021-2022 € 650,500



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