



Think Culture! Think Growth !



Med Culture is a 4 year (2014/2018) regional programme funded by the European Union to support partner countries in South of the Mediterranean in the development & reform of their cultural policies by facilitating the design and implementation of relevant actions.

Med Culture's ultimate goal is to help pave the way towards the creation of institutional & social environments that will validate culture as vector for freedom of expression and sustainable development.

Med Culture will also address areas that are common across the South Mediterranean region such as Intellectual Property & statute of the artist, restructuring & management of the sector, circulation of cultural products, Funding mechanisms & transparency, etc and other issues that might be identified during the course of the programme. Med Culture plans to develop activities & mechanisms that shall enhance networking and donor coordination at regional level; be it among regional organisations, other international donors and relevant EU-funded programmes. This strong regional dimension shall provide the necessary boost to encourage South-South cooperation as well as exchanges of best practices, and bring support to existing or\and emerging regional professional networks.

Med Culture is part of a regional programme- “umbrella” called **“Media and Culture for development in the Southern Mediterranean”**, which is in line with the new approach to the EU Neighbourhood Policy. In other words Med Culture has a “sister” programme called **Med Media**. The latter aims at accompanying the process of restructuring the media sector & developing a more of public service-oriented media landscape in the region.

Partner countries: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Tunisia, Palestine, and Syria

So, What makes the difference about Med Culture?

- **Its consultative approach:** the design of programme activities and work plans depends largely on conclusions made at roundtable meetings with relevant authorities & cultural practitioners in each of the beneficiary countries. It is also foreseen to establish National Focus groups in each country that shall help maintain the consultations and rather a work-in-progress approaches.
- **Med Culture complements** & builds on the experiences and lessons learned of previous & ongoing EU-funded programmes such as Euromed Heritage and Euromed Audiovisual;
- **Med Culture involves a wider spectrum** of professionals from the cultural and creative sectors such as: **architecture, archives and libraries, artistic crafts, film, television, video games and multimedia, cultural heritage, design (including fashion design), festivals, music, performing and visual arts, publishing and radio.**



Why Med Culture?

Because it aims at creating an **ecosystem** that's favourable and supportive of the impact Culture & Creative sectors can have on the development of societies in the Mediterranean region by:

- Mobilising diverse actors both in the public & private sectors in reflecting on the future of cultural policies, and contributing to the development of strategies and corresponding actions (integrated approach)
- Stimulating mutual learning processes, and mobilising peer to peer expertise from within the region and abroad to allow for knowledge-based connections & sustainable collaborations (networking & mobility of experts)
- Opening a knowledge-window overlooking the cultural sectors in the region and thus allowing for information to circulate and for a regional coordinated vision to become possible (largely accessible knowledge platform)

Main topics: #governance, #cultural management, #funding, marketing, #lobbying, #networking, #harnessing creativity, #IP, mobility, #economic impacts of culture, #integrated policy approach etc

Activities

round-tables with professionals & authorities, #national focus-groups, #P2P meetings, #envisioning workshops, # transnational thematic workshops, # culture-business dating, # networking activities, #online knowledge portal,... **and much more!**

More about our specific objectives:

- **Accompany** the development process of the cultural sector in Southern partner countries by reinforcing the capacities of decision-makers and cultural practitioners in line with the defined priorities in each country;
- **Provide** Cultural practitioners in the region with more networking opportunities that shall facilitate their cooperation with other countries both in the South & North of the Mediterranean
- **Develop** and make available a sustainable knowledge/information resource “360⁰ Overview of the cultural sector” in the region, to decision-makers and practitioners in the sector

Med Culture consists of:

- ✓ A Technical Assistance team (details are listed further below)
- ✓ Three regional projects to be awarded grants, which will be redistributed through calls for proposals during the four years of the programme. More about these projects will be available upon availability of the information.



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