



# "Enhancing Cultural Diversity and Creativity in Egypt"

EU SUPPORT TO DEMOCRACY, HUMAN RIGHTS, FREEDOM  
OF EXPRESSION, CIVIL SOCIETY STRENGTHENING, AND  
INCLUSIVE GROWTH THROUGH CULTURAL ACTORS

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# EU policy framework

## ■ UNESCO 2005 Convention and its Operational Guidelines

## ■ The European Agenda for Culture in a Globalised World (adopted on 10 May 2007) that calls for a 'twin-track' approach, consisting of:

- A. The systematic integration of the cultural dimension and different components of culture in all external and policies, projects and programmes - as a means of strengthening the quality of its diplomatic efforts, and the viability and sustainability of all EU cooperation activities;
- B. Support for specific cultural actions and events – **Culture is a resource in its own right, and access to culture should be considered as a priority in development** policies. Efforts to increase private sector participation in blending operations through Public-Private Partnerships.

## ■ Current policy debates (UN resolutions on culture and development)

## ■ FAC conclusions for Egypt (August 2013 and February 2014): cooperation must have a strong socioeconomic impact

# The Programme in a nutshell

## ■ Issues to be addressed in Egypt

- Access to culture in underprivileged or remote areas (including cultural participation)
- Fragmentation and sustainability of the cultural sector and some deficits in their professional development
- Lack of adequate education structures
- No policy framework by public authorities and lack of coordination between stakeholders
- Lack of national and international exposure, especially for young and new talents

## ■ Thus the programme intends to interact at three levels

- Promotion of arts-related education and access to culture with a focus on youth (future generations and community development).
- Promotion of young/established artists or cultural industries (current generation)
- Promotion of debates enabling a policy environment conducive to the development of the sector (policy level)

## Programme objectives

- Contribute to provide increased access to culture all over Egypt
- Support artistic and cultural education
- Support the structuring of the cultural and creative sector in order to enhance its socioeconomic impact and improve the sustainability and professionalism of the sector
- Contribute to the development / formulation of a cultural policy in Egypt
- Protect and promote the diversity of cultural expressions especially on contemporary arts
- Reaffirm the importance of the link between culture and development

## Implementation modalities

### **Direct award to the Library of Alexandria: €1 M**

- Contract signed in November 2013 (2 years)

### **Call for Proposals: €1.5 M**

- To be launched soon (projects of 2 years)
- Lot 1: Encourage access to a wider range of cultural goods, services and cultural activities to promote **human and social development**
- Lot 2: Strengthen the capacities of already-existing/new cultural operators for the development of a more sustainable, **dynamic cultural sector contributing to economic growth**

### **Support measures and contingencies: €0.5 M**

- Audit, monitoring and evaluation (impact assessment, results, indicators...)

# The Grant Contract with the Library of Alexandria

## **Direct award to the Library of Alexandria: €1 M**

- Contract signed in November 2013 (2 years)
- Building on the experience and capacities of the biggest cultural operator in Egypt

## **Activities**

- Cultural debates: visions for a cultural policy in Egypt
- Mapping of cultural industries
- Capacity building of cultural operators
- Support to the establishment of cultural centres (Sennary House / Kom el Dekka) and the development of their programmes
- Arts in the classrooms (11 to 16 years-old participants)
- North and south, residency Programme along the Nile (18-34 years-old participants)

## Challenges and opportunities

- Production of indicators and assessment of impact - a specific envelope was foreseen
- Coordination with ongoing regional activities to maximize impact:
  - Culture and Media in the Mediterranean Program.
  - UNIDO Programme on cultural and creative industries
- Unstable political context: culture can be an extraordinary resource to maximize impact / visibility of our action on the ground as it is not usually considered a political "hot potato" in our countries and cooperation might be easier BUT
- Critical situation of civil society in Egypt

## New EU programming cycle 2014-2020 for development aid

- Programming exercise for BILATERAL aid is currently ongoing (single support framework)
- Three sectors have been identified but not yet approved
- Culture is not one of the selected sectors but we will be looking on effective ways to use culture as a tool of development through future programmes (mainly through calls for proposals with civil society and non state actors)
- Another issue: the EU Delegation is concerned about the Global Allocation, one of our main instruments in the field of culture. A similar instrument building on the lessons learnt should be made available for the EU Delegations





# Thank you!

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