

FACT SHEET: PNB-NAPEO CREATIVE INDUSTRIES AND CULTURAL ECONOMY INCUBATOR

PNB-NAPEO

The **U.S.-North Africa Partnership for Economic Opportunity (NAPEO)** is a public-private partnership linking entrepreneurs and business leaders in the United States and North Africa (Algeria, Libya, Mauritania, Morocco, and Tunisia), in a variety of business sectors. Launched in 2010 by the U.S. Department of State, NAPEO serves as the regional component of **Partners for a New Beginning (PNB)**, a collection of public-private partnerships committed to broadening and deepening engagement between the United States and local communities abroad. The U.S. Department of State and the Aspen Institute co-lead the initiative in conjunction with a NAPEO International Advisory Board and Local Boards in each Maghreb country. NAPEO focuses on three overarching goals: 1) Developing stronger people-to-people and business-to-business relationships between the U.S. and the Maghreb; 2) Promoting job creation through skills training and entrepreneurship in the Maghreb, and; 3) Promoting inter-regional cooperation among public and private sector partners in the Maghreb.

THE CREATIVE INDUSTRIES AND CULTURAL ECONOMY IN THE MAGHREB REGION

Although the Maghreb region boasts an abundance of unique and celebrated artistic and cultural traditions, especially music, crafts and the visual arts, as well as the emerging film and media sectors, these sectors represent only a marginal percentage of the region's national gross domestic product and are currently unable to compete on an international scale. This is largely due to several factors, including: 1) Serious difficulty in accessing investment financing; 2) Lack of educational and business skills programs for artists, arts and entertainment entrepreneurs, and; 3) Inefficient industry organization and infrastructure to develop public-private sector partnerships. While these challenges are substantial, they offer distinct opportunities to support the increased growth, sophistication and economic competitiveness of the creative and cultural industries in Maghreb, including increased jobs, through the promotion of local, regional, and international public-private partnerships.

THE CREATIVE INDUSTRIES AND CULTURAL ECONOMY IN THE UNITED STATES

The creative industries in the United States are a powerful economic driver as well as contributors to our nation's cultural diversity, identity, traditions and innovations. The creative industries are composed of both the nonprofit *and* for-profit businesses involved in the creation or distribution of the arts that range from **nonprofit** dance companies, museums, symphonies, and theaters to **for-profit** film, architecture, design and advertising companies. Nationally, there are 904,581 businesses in the U.S. involved in the creative or distribution of the arts. They employ 3.34 million people, representing 4.25 percent of all businesses and 2.15 percent of all employees, respectively. (Source: Dun & Bradstreet. Analysis by Americans for the Arts, 2012)

The development of the creative industries is taking place in communities large and small, in rural, suburban and urban regions, across the entire United States. The arts in America have demonstrated a remarkable resiliency by fostering creativity and entrepreneurship despite the challenges of the economic recession: between 2005 and 2010, there was a 14 percent increase in the number of new opera, theater, film and symphony works (1,025 premieres in 2010 alone). U.S. exports of arts goods (e.g., movies, paintings, jewelry) increased from \$56 to \$64 billion between 2009 and 2010. The number of working artists increased by 15 percent from 1996 to 2010 (1.9 to 2.2 million). Consumers spend nearly \$150 billion annually on entertainment and the arts. With U.S. imports at just \$23 billion, the arts achieved a \$41 billion trade surplus in 2010. The U.S. Department of Commerce reports that the percentage of international travelers to the U.S. visiting museums has grown annually since 2003 (17 to 24 percent), while the share attending concerts and theater performances increased 13 to 17 percent since 2003). (Source: National Arts Index, Americans for the Arts, 2012)

OPPORTUNITIES FOR MUTUAL LEARNING, COLLABORATION AND EXCHANGE

We are certain there is much to gain in learning about one another's strengths and uniqueness. Learning partnerships, cultural exchanges and collaborations across sectors and continents can become the fertile soil for cultivating both economic opportunity and the mutual understanding so essential to growing stable, long-lasting relationships.

LOCALLY-DRIVEN OBJECTIVES: BACKGROUND ON THE DEVELOPMENT OF THE PNB-NAPEO CREATIVE INDUSTRIES AND CULTURAL ECONOMY INCUBATOR

In January 2012 and at the request of local Algeria NAPEO advisory board, delegates from the U.S. traveled to Algiers to meet with the local creative industries sector, and provide training on building entrepreneurial skills and developing infrastructure to support the creative-cultural sector. The delegates met with more than 50 of the country's leading artists, arts managers and educators, business leaders, and journalists, along with members of the local NAPEO advisory board. The input received from these discussions informed a reciprocal visit to the United States by Algerian creative sector leaders in July 2012. This, along with sessions on the creative industries at both U.S.—Maghreb Entrepreneurship Conferences in 2010 and 2012, forms the basis for the development and design of the PNB-NAPEO Creative Industries and Cultural Economy Incubator.

The NAPEO Creative Industries and Cultural Economy Incubator aims to support the Maghreb's creative and cultural sector through:

- job creation with an emphasis on youth
- development of practical skills and artistic techniques, self-identified as gaps within areas of high demand, to high quality international standards
- training in entrepreneurship skills
- creating cross-border links and opportunities for multi-lateral cultural exchange

Our goal is to assist in developing and sustaining arts and culture-based small-and-medium businesses (SMEs) through public-private partnerships designed to: (a) contribute to the formation of a vibrant creative and cultural infrastructure and; (b) facilitate mutual understanding and inspire stable, long-lasting relationships.

KEY PROGRAM ELEMENTS:

- ***Professional Development: Arts and Culture Entrepreneurship, Technical Skills, Leadership and Management***
 - For launching and sustaining small and mid-size organizations, businesses, and start-ups
 - For management, marketing, communications, program development, festival and event coordination, and developing the entrepreneurial mindset
 - For the development of key artistic, creative and technical skills
 - For building public/private sector partnerships and collaborations across the creative and cultural sector.
 - For cultural tourism development, business and arts incubation, and advocacy.
- ***Peer-to-Peer Arts and Culture Leadership Exchange and Dialogue***
 - Organizing artistic and cultural events that create opportunities for artist-to-artist engagement, mutual cultural understanding, and regional economic development.
 - Creating ongoing mentoring and dialogue opportunities between U.S. and Maghreb artistic and cultural leaders around artistic exchange, joint programming, product development and/or distribution.
 - Establish arts and business incubator exchanges to encourage joint creative ventures and partnerships.

LEAD PARTNERS:

Americans for the Arts and Creative Leaps International are co-leading the NAPEO Creative and Cultural Economy Incubator, in collaboration with the U.S. State Department and the Aspen Institute PNB-NAPEO Secretariat. The Detroit Creative Corridor Center is supporting the initiative through its local sponsorship of incubator residencies for arts entrepreneurs from the Maghreb in the DC3's Creative Ventures Acceleration Program.