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**THIS ACTION IS FUNDED BY THE EUROPEAN UNION**

**ANNEX 10**

to the Commission Implementing Decision on the financing of the multiannual action plan in favour of  
Sub-Saharan Africa for 2024-2025

**Action Document for Creative Africa: Audio-visual**


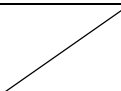
**MULTIANNUAL PLAN**

This document constitutes the multiannual work programme within the meaning of Article 110(2) of the Financial Regulation, within the meaning of Article 23 of the NDICI-Global Europe Regulation.

## 1 SYNOPSIS

### 1.1 Action Summary Table

<b>1. Title CRIS/OPSYS business reference Basic Act</b>	Creative Africa: Audio-visual OPSYS number: ACT-62424 Financed under the Neighbourhood, Development and International Cooperation Instrument (NDICI-Global Europe)
<b>2. Team Europe Initiative</b>	No
<b>3. Zone benefiting from the action</b>	The action shall be carried out in Sub-Saharan Africa
<b>4. Programming document</b>	Regional Multi-Annual Indicative Plan for Sub-Saharan Africa 2021-2027
<b>5. Link with relevant MIP(s) objectives / expected results</b>	The action contributes to the Priority Area 2: Governance, Peace and Security, Culture of the Regional MIP, and in particular: <u>Specific objective 3</u> : Enhance cultural co-creation and intercultural dialogue between the EU and Africa and among African countries, and facilitate greater cooperation to protect and promote cultural heritage. Result 3.1: EU-Africa and intra-Africa cultural cooperation is strengthened, and intercultural dialogue and the cultural diversity are promoted across the continent.
<b>PRIORITY AREAS AND SECTOR INFORMATION</b>	
<b>6. Priority Area(s), sectors</b>	Priority Area 2: Governance, Peace and Security, Culture
<b>7. Sustainable Development Goals (SDGs)</b>	SDG 16 - Peace, Justice and Strong Institutions: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.  Other significant SDGs: SDG 4 - Education, SDG 11 – Sustainable cities and communities, SDG 5 – Gender equality, SDG 10 – Reduced inequalities
<b>8 a) DAC code(s)</b>	DAC Code 16066 [Culture] 15150 [Democratic participation and civil society]

<b>8 b) Main Delivery Channel</b>	European Union (EU) - 42000			
<b>9. Targets</b>	<input type="checkbox"/> Migration <input type="checkbox"/> Climate <input checked="" type="checkbox"/> Social inclusion and Human Development <input checked="" type="checkbox"/> Gender <input type="checkbox"/> Biodiversity <input checked="" type="checkbox"/> Education <input type="checkbox"/> Human Rights, Democracy and Governance			
<b>10. Markers (from DAC form)</b>	<b>General policy objective @</b>	<b>Not targeted</b>	<b>Significant objective</b>	<b>Principal objective</b>
	Participation development/good governance	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Aid to environment @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Gender equality and women's and girl's empowerment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Reproductive, maternal, new-born and child health	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Disaster Risk Reduction @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Inclusion of persons with Disabilities @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Nutrition @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>RIO Convention markers</b>	<b>Not targeted</b>	<b>Significant objective</b>	<b>Principal objective</b>
	Biological diversity @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Combat desertification @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Climate change mitigation @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Climate change adaptation @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>11. Internal markers and Tags</b>	<b>Policy objectives</b>	<b>Not targeted</b>	<b>Significant objective</b>	<b>Principal objective</b>
	Digitalisation @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<div>             digital connectivity              digital governance              digital entrepreneurship              digital skills/literacy              digital services           </div>	<div>             YES  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/> </div>	<div>             NO  <input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input checked="" type="checkbox"/> </div>	<div>  </div>
	Connectivity @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<div>             digital connectivity  <input checked="" type="checkbox"/> </div>	<div>             YES  <input checked="" type="checkbox"/> </div>	<div>             NO  <input type="checkbox"/> </div>	<div>  </div>

	energy transport health education and research	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
	Migration @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reduction of Inequalities @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Covid-19	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>BUDGET INFORMATION</b>				
<b>12. Amounts concerned</b>	Budget line(s) (article, item): 14.020120: EUR 5 250 000 14.020121: EUR 5 250 000 14.020122: EUR 4 500 000 Total estimated cost: EUR 15 000 000 Total amount of EU budget contribution: EUR 15 000 000			
<b>MANAGEMENT AND IMPLEMENTATION</b>				
<b>13. Type of financing</b>	<b>Indirect management</b> with the entity(ies) to be selected in accordance with the criteria set out in section 4.4.1 Other actions and expenditure as set in section 4.4.2			

## 1.2 Summary of the Action

The audio-visual industry<sup>1</sup> in Africa holds significant untapped potential. If today the sector is worth EUR 5 billion and generate around 5 million jobs across the continent, with the right level of investment and support, it has the capacity to generate EUR 20 billion in revenue and create 20 million jobs annually according to the Pan African Federation of Filmmakers (FEPACI).<sup>2</sup> The introduction of new media and telecommunication technologies opens up new economic possibilities and triggers the emergence of entirely new sectors in the economies of numerous sub-Saharan African countries. Because of its young, growing population and the improving quality of internet connection, platforms and mobile subscriptions are offering new opportunities but also challenges for revenue and distribution. New audio-visual sub-sectors are also quickly expanding, such as video gaming or the virtual reality industry.

This development has attracted the interest of a large number of both African and non-African players and has initiated a process of growth and formalization within the African audio-visual industries. The rapid growth of the African audio-visual market and its prospects for future growth brings about the potential to **create economies of scale** and win-win partnerships between Sub-Saharan Africa and the EU by supporting cooperation and co-production along the value chain and to strengthen regional and intercontinental ecosystems and markets. Investing in European- African co-productions will foster European involvement in one of the fastest growing audio-visual market in the world, whilst contributing to development.

Furthermore, with its cross-border and digital nature, this sector has the power to promote cultural diversity, increase mutual understanding between a wider audience, and strengthen the partnership between the European Union and Africa, leading to a stronger and more interconnected relationship. This growing industry also has the

<sup>1</sup> Sectors such as: Film/animation, TV, online content as well as video games and immersive content

<sup>2</sup> See [The African film Industry: trends, challenges and opportunities for growth, UNESCO 2021](#).

ability to promote cultural and linguistic diversity, to support artistic freedom, to foster collaboration among young talents, to engage diaspora audiences, and to enhance intercultural dialogue, all of which contribute to other EU priorities. In doing so, it shapes perceptions of Africa-Europe relations at large, among diverse audiences and with high visibility, presenting significant opportunities for advancing and expanding these relations.

Despite its untapped potential, the sector still faces a number of structural challenges including weak policies and regulations posing a barrier to investment in quality productions and technology upgrades; limited infrastructure; issues with piracy, major gaps in the educational and training opportunities, and the persistence of gender inequality in the audio-visual industry across the continent

By focussing on partnerships along the whole value chain, the proposed action will enhance cross-border cooperation in the audio-visual sector by supporting Africa-Europe co-productions, nurturing and connecting emerging European and African young talents, and facilitate the transnational distribution of content across various borders and platforms. Digital technologies will leverage these opportunities to expand avenues for legitimate consumption of audio-visual works through the proliferation of affordable and accessible Internet and mobile platforms which abide by copyright regulations.

The proposed action builds on the lessons learnt with other initiatives funded by the EU (such as the ACP EU Culture programme audio-visual strand) and its Member States. It will actively foster synergies with Creative Europe MEDIA<sup>3</sup> networks and capitalize on existing opportunities, particularly in the field of "skills and talents". This approach will allow to gain efficiency, enhance skills and fosters a deeper understanding and partnership between European and African industries.

Complementarities and synergies with financial instruments such as CreatiFI, the EFSD+ , and the Investing in Young Businesses in Africa initiative will be ensured. The programme will in fact strengthen the ecosystem for cooperation of actors in Africa and the EU and support a relevant pipelines of projects that could then be absorbed by the financial instruments. Synergies with internal mechanisms such as MediaInvest<sup>4</sup> will be explored to strengthen investments and EU-Africa cooperation in the spirit of the Global Gateway strategy<sup>5</sup>.

A well-balanced participation from African and European regions will be sought, ensuring gender, linguistic and cultural diversity.

The action will also strengthen the implementation of the Gender Action Plan III<sup>6</sup> and its key thematic area of engagement: "Promoting equal participation and leadership". The EU Disability Rights Strategy 2021-2030<sup>7</sup>, as well as the EU Human Rights and Democracy Action Plan<sup>8</sup>.

## 2 RATIONALE

### 2.1 Context

The audio-visual industry possesses the potential to advance cultural diversity, enhance reciprocal comprehension, and consequently strengthen the alliance between the European Union and Africa, paving the way for a more robust and interconnected relationship. By strengthening cultural relations between Sub-Saharan Africa and Europe, and creating mutually beneficial partnerships, the action reinforces the people-to-people connections between the two continents, aligning with the spirit of the Global Gateway strategy<sup>9</sup>.

Furthermore, enhancing cultural connections with Sub-Saharan Africa also offers the EU a distinct edge in championing universal principles and values. It creates opportunities for civil society, local actors, and contributes

<sup>3</sup> [Creative Europe MEDIA strand | Culture and Creativity \(europa.eu\)](https://european-council.europa.eu/media/146842/jcms/jcms_741111/en/creative-europe-media-strand-culture-and-creativity)

<sup>4</sup> [Improving access to finance in the audiovisual sector through MediaInvest | Shaping Europe's digital future \(europa.eu\)](https://european-council.europa.eu/media/146842/jcms/jcms_741111/en/improving-access-to-finance-in-the-audiovisual-sector-through-mediainvest-shaping-europes-digital-future)

<sup>5</sup> [Global Gateway \(europa.eu\)](https://european-council.europa.eu/media/146842/jcms/jcms_741111/en/global-gateway)

<sup>6</sup> [join-2020-17-final\\_en.pdf \(europa.eu\)](https://european-council.europa.eu/media/146842/jcms/jcms_741111/en/join-2020-17-final_en.pdf)

<sup>7</sup> [Union of equality: Strategy for the rights of persons with disabilities 2021-2030 - Employment, Social Affairs & Inclusion - European Commission \(europa.eu\)](https://european-council.europa.eu/media/146842/jcms/jcms_741111/en/union-of-equality-strategy-for-the-rights-of-persons-with-disabilities-2021-2030-employment-social-affairs-inclusion-european-commission)

<sup>8</sup> [eas.europa.eu/sites/default/files/eu\\_action\\_plan\\_on\\_human\\_rights\\_and\\_democracy\\_2020-2024.pdf](https://eas.europa.eu/sites/default/files/eu_action_plan_on_human_rights_and_democracy_2020-2024.pdf)

<sup>9</sup> [Global Gateway \(europa.eu\)](https://european-council.europa.eu/media/146842/jcms/jcms_741111/en/global-gateway)

to democratization, good governance, and peacebuilding in line with the geopolitical priorities of a Stronger Europe in the World<sup>10</sup>.

The importance of supporting media and audio-visual sector in strengthening open and democratic societies and nurturing cultural diversity, as well as its link with job creation and growth is anchored in the EU Media and Audio-visual Action Plan of December 2020<sup>11</sup>.

By strengthening the partnership with Africa via a cultural relations approach, the action is in line with the Joint Vision for 2030<sup>12</sup> agreed at the Sixth EU-African Union Summit, and contributes to the objectives and principles outlined in the 2016 Joint Communication ‘Towards an EU strategy for international cultural relations’<sup>13</sup>, the European Consensus for Development<sup>14</sup>, the New European Agenda for Culture and the EU work plan for Culture (2023-2026)<sup>15</sup>. This is also in line with the Council Conclusions of November 2019, which reconfirmed the commitment of the EU and its Member States to support a cross-cutting approach to culture that includes creative industries and arts and science among other.

As emphasized in the Joint Communication ‘Towards a comprehensive Strategy with Africa’<sup>16</sup>, stronger political, economic, and cultural ties between Europe and Africa are essential in today's multipolar world. Such collaboration in the cultural domain holds significant potential for generating employment and fostering closer people-to-people interactions as also recognised in the AU declaration ‘Agenda 2063: The Africa We Want’<sup>17</sup>, which ascertains the fact that culture can be a source of pride and inspiration for young people, and a driver of jobs and growth. Likewise, the action is aligned with Goal 17 ‘Full Gender Equality in All Spheres of Life’ of the Agenda<sup>18</sup>.

Furthermore, the action is in line with the Protocol to the African Charter on Human and People’s rights on the rights of persons with disabilities in Africa, specifically through the Article 17 “*Right to participate in sports, recreation and culture*”<sup>19</sup>.

These elements are also reflected in the Africa Regional Protocol of the Samoa Agreement<sup>20</sup>, which recognises culture as an engine for sustainable and economic development, as well as the importance of creative industries, exchanges and joint initiatives.

Furthermore with its potential to advance cultural diversity, the action will contribute to the implementation of the 2005 Convention Protection and Promotion of the Diversity of Cultural Expressions<sup>21</sup>. More indirectly, through its focus on gender equality and youth participation, the action will also support the Youth Action Plan<sup>22</sup>.

Multilingualism and accessible communication measures will be ensured to allow all cultural workers to take part in the activities.

<sup>10</sup> [A stronger Europe in the world \(europa.eu\)](https://european-council.europa.eu/media/54412/final_declaration-en.pdf)

<sup>11</sup> COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS - Europe’s Media in the Digital Decade: An Action Plan to Support Recovery and Transformation (COM(2020) 784) [IMMC.COM%282020%29784%20final.ENG.xhtml.1 EN ACT\\_part1\\_v8.docx \(europa.eu\)](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52016JC0029)

<sup>12</sup> [Sixth European Union - African Union Summit: A Joint Vision for 2030,](https://european-council.europa.eu/media/54412/final_declaration-en.pdf)

<sup>13</sup> [eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52016JC0029](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52016JC0029)

<sup>14</sup> [european-consensus-on-development-final-20170626\\_en.pdf \(europa.eu\)](https://european-council.europa.eu/media/54412/final_declaration-en.pdf)

<sup>15</sup> [Publications Office \(europa.eu\)](https://european-council.europa.eu/media/54412/final_declaration-en.pdf)

<sup>16</sup> Joint Communication to the European Parliament and the Council ‘Towards a comprehensive Strategy with Africa’ [https://www.consilium.europa.eu/media/54412/final\\_declaration-en.pdf](https://www.consilium.europa.eu/media/54412/final_declaration-en.pdf),

<sup>17</sup> [Agenda 2063: The Africa We Want. | African Union \(au.int\)](https://www.consilium.europa.eu/media/54412/final_declaration-en.pdf)

<sup>18</sup> [Goals & Priority Areas of Agenda 2063 | African Union \(au.int\)](https://www.consilium.europa.eu/media/54412/final_declaration-en.pdf)

<sup>19</sup> [36440-treaty-protocol to the achpr on the rights of persons with disabilities in africa e.pdf \(au.int\)](https://www.consilium.europa.eu/media/54412/final_declaration-en.pdf)

<sup>20</sup> <https://data.consilium.europa.eu/doc/document/ST-8372-2023-REV-1/en/pdf>

<sup>21</sup> [2005 Convention on Diversity of Cultural Expressions | Diversity of Cultural Expressions \(unesco.org\)](https://www.unesco.org/en/repertoire/36440-treaty-protocol-to-the-achpr-on-the-rights-of-persons-with-disabilities-in-africa)

<sup>22</sup> [Youth Action Plan \(europa.eu\)](https://european-council.europa.eu/media/54412/final_declaration-en.pdf)

## 2.2 Problem Analysis

Despite the clearly blossoming African audio-visual sector, and strong interest from young people to get involved in the industry, Africa-EU collaboration in this sector faces a number of challenges that hinder its progress with important difference in terms of regions and sectors. These challenges span various facets of the industry, affecting everything from content creation to distribution.

Lack of policies and regulations in the audio-visual sector within Africa present a major obstacle to the growth and development of Africa-EU collaborations. Within the audio-visual sector, the legal framework is frequently either non-existent or insufficient to effectively oversee the creation, dissemination, and consumption of locally produced or co-produced audio-visual content. The absence of transparent regulations not only hampers industry growth but also increases the susceptibility to intellectual property theft and piracy. This discourages local and international players to invest in the sector, and it is one of the key obstacles to the expansion Africa-EU cooperation. The lack of an enabling environment and the limited government support is often accompanied by the absence of robust funding mechanisms, which obstacles the emergence of a vibrant and sustainable audio-visual industry in Sub-Saharan Africa.

There are also major gaps in educational and training systems across the continent. Multiple training initiatives have developed across Sub-Saharan Africa over the past twenty years, but obsolete infrastructures and limited access to educational resources make it challenging for aspiring artists and technicians to acquire the necessary skills and expertise to attract significant foreign investment. Few countries have public institutions that offer post-secondary degree or diploma programmes dedicated to film for example. And practically no training exist across the region for aspiring professionals in the field of video-gaming and virtual reality (with the exception of South Africa or Kenya). This, coupled with limited funding for start-ups, and a shortage of professional training opportunities – is also hampering the development of the videogaming markets, which is rapidly becoming a booming market set to surpass USD 1 billion in 2024 with a penetration rate of 87 % by 2030, up from 51 % in 2022.

The lack of knowledge and expertise about Sub-Saharan Africa audio-visual industries among potential European partners also constitute a major obstacle. European companies hardly invest in qualitative industry research and do not know the specificities of the industry's modes of operation, neither the potential audience for the products they develop and distribute. Fresh opportunities for professional training, mutual exchange and networking among European and African professionals are needed in order to foster mutual understanding and the emergence of new forms of collaboration, in which all partners are on equal footing. The development of qualitative market research is also key in allowing collaborations to become economically effective and to develop beyond the smoke screen of the few existing statistics about the sector's economic performance.

In addition, distribution and market access remain a major challenge. The overall number of screens by inhabitants is very low in sub-Saharan Africa (only 1368 across 48 countries) making cinematic distribution a marginal share in the economy of audio-visual content circulation across the region. Streaming platforms are the new actors in the distribution landscape, with international (i.e. Netflix and Amazon), regional (i.e. the South African Showmax and the Nigerian iROKOtv) and local (i.e. the Kenyan Viusasa) actors competing for this rapidly expanding market. European actors (with few exceptions) are notably absent from this new developments, limiting the European capacity to play a role in shaping the tastes of tomorrow's African audiences, and to build a market for Africa-EU coproduction within Europe itself. The progressive switch to digital terrestrial television also multiplied the offer in the region. These actors, however, need incentives in order to be pushed to diversify their offer, to focus on both commercial and artistic content, and to pay further attention to inclusivity and gender balance. Furthermore, Sub-Saharan Africa's diverse linguistic and cultural landscape has resulted in market fragmentation, making it difficult for content creators to access and serve a broad audience. This specificity have also discouraged the circulation of European content with local audiences, more accustomed to Hollywood blockbusters, Indian melodramas, and local comedies and series. Incentive to cross-cultural content creation and adaptation, as well as translation and subtitling are thus required in order to help distributors in combining wider commercial circulation and the respect of cultural and linguistic specificities. These incentive should concern also the European context, in order to make Africa-EU coproductions available in the different languages spoken within Europe, across separate national markets and beyond the countries directly involved in the coproduction process.



Finally, women, gender-diverse and disabled professionals and producers still encounter numerous obstacles, such as unequal access to fair employment, just compensation, accessible audio-visual material and leadership roles. Gender inequality persists in the film and audio-visual industry across the continent. The largest gap was observed in Central Africa, where 98% of practitioners estimated that women make up less than 10% of the sector. In East and West Africa, 50% of practitioners estimate that the percentage of women in the sector is less than 10%<sup>23</sup>.

Identification of main stakeholders (duty bearers and right holders) and corresponding institutional and/or organisational issues (mandates, potential roles, and capacities) to be covered by the action:

Right holders:

- Sub-Saharan African and European Professionals: audio-visual professionals (content creators, distributors, video games creators, etc.), business professionals, training professionals, start-up managers, professional associations (at regional and national levels). They are the main target of the action, and their collaboration is instrumental to the achievement of the action's objective. They will be supported, carefully taking into account gender, linguistic and minority balance.
- Civil society organizations: these organizations have a central role to play in processes of audience building for the circulation of both African and European-African content. Through the implementation of events and actions to promote human rights, gender balance, youth employment in which audio-visual content play a central role, these organization contribute in attracting new players to the sector and in strengthening the role of audio-visual culture as an agent of change.
- Educational / training organizations and networks: these entities play a crucial role in strengthen the capacity of audio-visual professionals to adapt to new creative processes and new business models with a view to maximise the opportunities of digital innovation. The programme will leverage these opportunities and support a wide range of activities based on innovative learning. It will foster co-operation between players from Europe and sub-Saharan Africa, ensuring knowledge transfer and reinforcing the capacity of educational and training organisations from low audio-visual capacity countries.
- Sub-Saharan African and European distributors of audio-visual content. These are platforms, including digital ones, festivals, fairs, cinema theatres, audio-visual distributors, television channels, gaming apps, etc. They have an important role in providing infrastructural support during co-production processes, access to training and funding opportunities in all fields of the audio-visual sector, and distribution avenues through the organization of specific events about the audio-visual sector. Through this Action, they will benefit from increased access to quality African-European cultural content, appealing to diverse audiences, and will encourage business-to-business opportunities and facilitate the circulation of European-African works.
- European and diasporic audio-visual professionals: audio-visual professionals (content creators, distributors, game creators, etc.), business professionals, and training professionals (i.e. mentors, teachers, technicians, etc.) will contribute to developing partnership with their peers based in sub-Saharan Africa to develop a thriving ecosystem based on collaboration, intercultural dialogue, and mutual respect. They will be included in the program on the ground of specific systems to take into account gender, linguistic and minority balance.
- Youth and women: Consultations show that African youth and women have a pivotal role to play in the future of the audio-visual sector, and in reshaping the representation of EU-Africa relations. Youth, women and gender-diverse participation and empowerment will be mainstreamed in all the areas of support.

Duty bearers:

- African Union. Through the organization of the AU Year of the Arts, Culture and Heritage in 2021 and in the 2022 EU-AU Summit declaration, the AU explicitly expressed its will to support culture and cultural

<sup>23</sup> [unesdoc.unesco.org/ark:/48223/pf0000379165/PDF/379165eng.pdf.multi](https://unesdoc.unesco.org/ark:/48223/pf0000379165/PDF/379165eng.pdf.multi)

exchange. Furthermore, the AU has recently created the African Audio-visual and Cinema Commission (AACC) to oversee the promotion of rapid development and strengthening of the African audio-visual and cinema industry, and to encourage the establishment of appropriate structures at the national, regional and continental levels to strengthen cooperation between African states in the area of audio-visual and cinema. These recent development makes the AU the obvious strategic partner of EU actions in the field of audio-visual creation and dissemination.

- Institutional stakeholders: film/gaming/copyright and broadcasting commissions where in place, censorship boards, cultural centres, foundations and relevant ministries entrusted with the development and promotion of the cultural and creative sectors. Some of these actors already pursue important efforts for the local development of the audio-visual sector. Under this action their efforts will be indirectly pushed to further coordinate and collaborate.
- EU Member States have played an important role in support of the audio-visual sector, by supporting training initiatives, organizing audience building events and supporting content creation and circulation. The Action will benefit from this long-term experience and will support its consolidation and its coordination with the action of other MS initiatives and Creative Europe MEDIA.

## 3 DESCRIPTION OF THE ACTION

### 3.1 Objectives and Expected Outputs

The Overall Objective of this action is to strengthen the socio-economic relations between Africa and the EU, and foster intercultural dialogue among their citizens.

The Specific Objectives of this action are to

1. Strengthen cooperation between actors of the African and European audio-visual industry across the value chain.
2. Connect European and African talents to develop together on a professional level, with a special emphasis on women.
3. Increase access to Sub-Saharan Africa-EU co-productions for audiences, especially younger generations.

The Outputs to be delivered by this action contributing to the corresponding Specific Objectives are:

1.1 contributing to Outcome 1 (or Specific Objective 1) : Strengthened co-creation / productions and cross-border cooperation opportunities among Sub-Saharan African and European audio-visual industries.

1.2 contributing to Outcome 1 (or Specific Objective 1) : Improved funding, advocacy and marketing mechanism for Sub-Saharan African-EU audio-visual cooperation .

2.1 contributing to Outcome 2 (or Specific Objective 2): Enhanced capacities of actors along the value chain of audio-visual industries in terms of content development, pre-production, production, distribution and audience engagement.

2.2 contributing to Outcome 2 (or Specific Objective 2): Strengthened networks of artists, professionals and businesses .

3.1 contributing to Outcome 3 (or Specific Objective 3): Improved distribution mechanisms for Sub-Saharan Africa-EU co-productions on all platforms.

3.2 contributing to Outcome 3 (or Specific Objective 3): : Increased awareness and knowledge of the general public (including remote and marginalised groups) about Sub-Saharan Africa and EU audio-visual content and the wider Africa-EU cultural relations .



## 3.2 Indicative Activities

### Activities relating to Output 1.1:

- Support to audio-visual co-creation and co-production of European-African content, including e.g. feature films, short films, video games, television series and cross media. Encourage co-production content for streaming platforms and other emerging tools.
- Support to emerging networks and partnership initiatives between European and African media industries, encouraging innovative projects that blur the boundaries between these sectors and promoting cross-disciplinary creativity.

### Activities relating to Output 1.2:

- Establishment of development funds - coupled with mentorship programmes - to connect professionals from both continents (possible coverage: scriptwriting, financial planning, distribution and marketing strategies, intellectual property protection, contracts and rights management etc..). Special attention shall be given to the participation of young talents, individual from marginalised backgrounds and women.
- Support the development of bankable projects of Africa-Europe cooperation that can benefit from funding from private and public/development financial instruments, e.g. support for start-ups, incubator trainings, trade and investment promotion activities .
- Support advocacy efforts of networks, conduct and share analyses and data on the audio-visual ecosystem and market trends, promotion of outreach activities.

### Activities relating to Output 2.1:

- Strengthen the capacities of sub-Saharan African educational and training organisations and promoting collaboration and exchanges between African and European organisations . Creation of African-EU collaborative schemes (online and physical), including gender sensitive training programmes, exchanges, boot-camps, cross-continental workshops, masterclasses, coaching/mentoring and peer-learning initiatives.

### Activities relating to Output 2.2:

- Foster co-operation, with a proved added value for all parties involved, with Creative Europe MEDIA beneficiaries to promote knowledge transfer, build partnerships and strengthen EU-Africa cooperation in the sector.
- Organize forums, collaborative networking events, and business markets events to provide a platform for professionals to connect, explore business opportunities and establish international collaborations.

### Activities relating to Output 3.1:

- Audience and marketing development activities, including (physical and online) participation in regional and international markets, fairs and festivals, networking platforms for emerging talents and access to digital marketplaces/platforms.
- Support to promotion, distribution and circulation of co-created cultural contents, including audience development activities (creating links with investors/ distributors, digital platforms, support with digital tools) and marketing campaigns and promotions in European and African markets and festivals.

### Activities relating to Output 3.2:

- Support partnerships with alternative spaces, schools, youth movements to widely share African-European audio-visual content with young audiences and organise debates around priorities themes of the co-productions.
- Make co-creation content accessible to a broader audience, including audience with disabilities, by offering subtitles in multiple languages and, if feasible, dubbing in different languages.

An effective mechanism shall be put in place, ensuring that activities related to market, networking and co-production do not duplicate with the ones financed under Creative Europe MEDIA, and synergies are created.

In addition, all activities above will support youth participation, as well as engagement and empowerment activities in line with the Youth Action Plan in EU External Action<sup>24</sup>.

The programme will directly contribute to the promotion of human rights, cultural diversity, and intercultural dialogue throughout its cycle. By creating safe spaces for artistic expression, exchanges, co-creation and debates between Africa and Europe, it will promote cultural and democratic rights, and open dialogue among cultures in

line with the 2005 UNESCO Convention. This approach safeguards heritage, boosts creative industries, and encourages cultural diversity.

The Action will also address digital cultural expressions, enhancing digital skills and facilitating the co-creation, co-production, and dissemination of cultural audio-visual content between Africa and Europe, thus aligning with the EU Action Plan on Human Rights and Democracy<sup>25</sup> (which includes opportunities for enhancing cultural expression and leveraging the benefits of digital technologies).

Moreover, EU-African co-created content and exchanges will offer the opportunity to learn and reflect about human rights, emphasizing equality and non-discrimination. Youth empowerment and participation will also be strengthened in this Action.

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### **Disability**

As per OECD Disability DAC codes identified in section 1.1, this action is labelled as D0. This implies that while the primary goal of this initiative is not centred around disability-related issues, it will carefully evaluate and cater to the specific requirements of beneficiaries with disabilities. This encompasses ensuring their access to the facilities supported by this intervention.

The action will explore measures to offer opportunities to disabled professionals and audiences. It will include plans and provisions to assure that the working environment is inclusive and does not present infrastructural or technical barriers that could prevent persons with disabilities to participate (as professionals or audiences). Furthermore, contents supported by the Action (i.e. films, series, video-games, etc.) will pay particular attention at how disabled people participate and are represented in order to promote a inclusive behaviour among communities.

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### **Reduction of inequalities**

While inequality reduction is not the main objective of this Action, the programme will contribute indirectly to fight inequality.

The Action will provide training and professional opportunities, especially for youth and for economically-disadvantaged people, and on the long term will reduce the dependency of the audio-visual sector from foreign aid, fostering the consolidation of an industry that will be able to stand on equal footing with its international competitors and contribute significantly to local economic development.

Particular attention will be devoted to balancing support to actions in urban and rural areas, to promote audio-visual accessibility and across different borders, in order to reduce the digital divide and provide equal opportunities to professional and audiences despite their different geographical locations or cultural origins.

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### **Democracy**

By supporting the production and circulation of sub-Saharan African audio-visual contents, the Action will foster the consolidation of democracy across the region and will enhance greater freedom of expression for the civil society. Audio-visual production opens up new spaces for the expression of the civil society, and thus reinforces the chances for the civil society to play an active role in defining the destiny of the community it belongs to.

Democracy has its roots in everyday life behaviours and choices. For this reason, the activities supported by the Action will show a particular sensibility in developing inclusive and democratic professional environments. This same attitude will be reflected in the content (i.e. films, series, video-gaming) supported by the action, which will explicitly promote values and ideals that mirrors EU's commitment to democracy, human rights justice and inclusivity.

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### **Conflict sensitivity, peace and resilience**

The proposed Action recognises the importance to intensify efforts to mainstream conflict sensitivity, peace and resilience. By fostering regional, cross-border and international cooperation and exchange between Africa and the

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<sup>25</sup> [EUR-Lex - 52020JC0005 - EN - EUR-Lex \(europa.eu\)](#)

EU, promoting the dialogue between communities and a better mutual comprehension, it will also strengthen common identities and build solidarity networks, indirectly contributing to conflict prevention, to more prevailing human fundamental rights, freedom of expression, and the rule of law.

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**Disaster Risk Reduction**

N/A

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**Other considerations if relevant**

N/A

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### 3.4 Risks and Lessons Learnt

Category	Risks	Likelihood (High/ Medium/ Low)	Impact (High/ Medium/ Low)	Mitigating measures
	Risk 1 - Capacity/organizational weaknesses of the regional organisations and individuals, in particular from smaller countries with less competitive audio-visual ecosystems.	<b>High</b>	<b>Medium</b>	<p>Ensure fair and equal participation from smaller and less capacitated countries and regions by ensuring proper communication, capacity building and ad hoc accompanying measures. Targeted capacity building and monitoring actions will be ensured by the selected Implementing Partner(s) throughout the implementation of the action and corrective measures will be ensured if needed.</p> <p>Tailor-made communication activities in all countries benefitting from the Action (channels, tools, language and tone should be adapted accordingly).</p> <p>The requirements of the calls will be developed in a way to ensure inclusiveness and geographical balance.</p>
	Risk 2 – Weak or unbalanced cooperation between major events/festivals and emerging realities	<b>Medium</b>	<b>Medium</b>	<p>Establish selection criteria that foster inclusivity and encourage the active involvement of smaller and emerging entities, in addition to well-established players. Develop mechanisms that ease the involvement of young talents, women, and individuals from diverse and marginalised backgrounds.</p>

	Risk 3 - little synergies with the EU internal actions and programme in support to the sector or with other relevant interventions	<b>Medium</b>	<b>Medium</b>	<p>Work closely with the EU Delegations, and other DGs and Agencies to ensure synergies and complementarities between internal and external actions and programmes.</p> <p>Create partnerships and hooks with the opportunities and networks supported by Creative Europe MEDIA.</p> <p>Liaise with Member States in order to promote synergies and cross-sectoral linkages</p>
	Risk 4 - A gender-blind, neutral or negative context and problem analysis could reinforce existing gender inequalities and non-realization of human rights in the sector, and hinder the efficiency, effectiveness and sustainability of the Action	<b>Medium</b>	<b>Medium</b>	<p>Use gender-sensitive monitoring, use of sex-(and disability where relevant) disaggregated data, and gender-sensitive indicators. Gender mainstreaming is applied in all phases of the support services.</p>
	Risk 5 - long term sustainability constraints given the difficulties to be competitive in broader international markets	<b>Hight</b>	<b>Medium</b>	<p>Create long-term creative and business relationships between Europe and Africa and enabling conditions to succeed on an international scale.</p> <p>A customised approach will be put in place based on need and opportunities along the value chains.</p> <p>Create a strong pipeline of projects on the ground that could attract local and international investors who would be wishing to make risk-adjusted investments through existing innovative financing initiatives, such as CreaTifi, EFSD +, etc...</p>

#### **Lessons Learnt:**

The EU has been supporting the audio-visual sector in Africa since decades, lastly through the “ACP-EU towards a viable cultural industry” (ACP-EU Culture) programme. These actions have been successful in fostering the growth of EU-Africa collaborations and coproductions, and in contributing to the consolidation of the sub-Saharan African audio-visual ecosystem. However, the sector continues to be affected by major challenges, including lack of training opportunities, inefficient or insufficient distribution networks, lack of institutional support, uneven geographical distribution of funding resources, lack of gender balance and support for minority groups. In this respect, the mid-term

evaluation of the ACP EU Culture programme highlighted a few areas of intervention that the future Action should address.

First of all, the industry is in need of intervention along the entire value chain, as an exclusive focus on co-production – implemented by previous programmes - fails to address a number of issues affecting the industry beyond production funding. Another lesson learnt is the need to ensure wide capacity building and accompanying measures to ensure that emerging young talents develop the skills needed to succeed in the sector. Support to mentorships, coaching and training initiatives will thus be expanded to all areas from development to distribution (i.e. pre-production, executive production, writing, filming, editing, sound engineering, color grading, distribution, etc.).

Distribution and access to market has also been highlighted as a particularly relevant sector for the consolidation of a viable and sustainable audio-visual industry, partially left aside by previous programmes. In this respect it has been suggested to invest specifically in supporting digital distribution networks so as to take advantage of the new opportunities offered by technological innovation. This will also increase the capacity to reach out to the younger population, which constitutes the majority of the potential audience for EU-Africa coproductions.

In order to address these different needs, consultations have showed the need to better reach different geographical regions and demographics. Existing schemes have implicitly made access difficult to particular geographic regions and to particular demographics (i.e. young professionals in their first experiences). The Action proposed here will thus articulate existing funding opportunities with new schemes designed to respond to more specific regional and demographic features.

Finally, assessment reports have highlighted the fact that the audio-visual ecosystem is developing quickly but that existing funding frameworks do not facilitate the interaction and collaboration between the new existing initiatives. This Action will respond to this need by tailoring activities that can facilitate collaboration networks among existing initiatives so as to bring the formalization of the existing ecosystem to the next level, and to favour the vertical integration of the sub-Saharan African audio-visual production and distribution value chain.



### 3.5 The Intervention Logic

The overall objective of the action is to strengthen the socio-economic relations between Sub-Saharan Africa and the EU, and foster intercultural dialogue among citizens on both continents.

With its cross-border and digital nature, the audio-visual sector has the power to promote cultural diversity, to increase mutual understanding, and therefore to strengthen the partnership between the European Union and Sub-Saharan Africa. At the same time, supporting cooperation and co-production along the value chain has the potential of creating economies of scale and win-win partnerships on both continents. By linking those two aspects, the programme will aim at developing a solid cooperation between the two continents and to reach economies of scale across different supported activities and create impact across the value-chain.

Specifically, by addressing skills development and access to market, the action will contribute to unlock the tremendous potential of the audio-visual sector of the region, contribute to economic growth, and to strengthen regional and intercontinental ecosystems and markets. It will strengthen the capacity of the audio-visual sector to operate transnationally and internationally, including through knowledge-sharing, networking capabilities, talent development, marketing, promotion and innovation.

By promoting talents exchanges/networks and boosting mutually beneficial international mobility, the action will indirectly contribute to the skills/jobs/talent partnership and migration agenda, including a focus on youth inclusion.

Furthermore, there is an emerging desire for increased and improved interaction, co-creation, and dialogue, especially in view of the strengthened partnership between the European Union and Africa. Consultations have underscored the importance of enhancing cooperation on an equitable basis, and the necessity of forging a new collective narrative for cultural relations between them. Therefore the action will support co-creation and co-productions, thus promoting mutual learning and collaboration between Africa and Europe and unlocking untapped economic opportunities and fostering mutually beneficial relationships in the market. This will also tackle the limited access that young individuals have to Afro-European audio-visual content and will contribute *inter alia* to shape future perceptions about the European presence in the continent as well as about Europe as a whole, and at the same time stimulate the production and circulation of African representations of African realities. It will promote the local and international circulation of EU-Africa co-created works, whilst strengthening the position of the youth, women, persons with disabilities and members of minority groups in the industry.

Creative Africa – Audio-visual will be part of a synergic set of initiatives, including the EU-UNESCO Facility II, supporting partner governments and local authorities to establish and enforce stable and favourable legal environment for Culture and Creative industries. In addition, it will function as a catalyser of private sector investments, by creating enabling conditions that would allow content producers to monetize their work and open up possibilities for attracting local and international investors, including the private sector. It will contribute to the creation of an ecosystem and pipelines of projects that might then be leveraged with private sector involvement through blending and guarantee instruments, such as the CreaTifi programme, opening up possibilities for attracting local and international investors who would be wishing to make risk-adjusted investments in viable business into the audio-visual value chains identified by the Action.

Particular emphasis will be put on accessible digitalisation, building on the opportunities fostered by the Digital for Development (D4D).

### 3.6 Logical Framework Matrix

This indicative logframe constitutes the basis for the monitoring, reporting and evaluation of the intervention.

On the basis of this logframe matrix, a more detailed logframe (or several) may be developed at contracting stage. In case baselines and targets are not available for the action, they should be informed for each indicator at signature of the contract(s) linked to this AD, or in the first progress report at the latest. New columns may be added to set intermediary targets (milestones) for the Output and Outcome indicators whenever it is relevant.

- At inception, the first progress report should include the complete logframe (e.g. including baselines/targets).
- Progress reports should provide an updated logframe with current values for each indicator.
- The final report should enclose the logframe with baseline and final values for each indicator.

The indicative logical framework matrix may evolve during the lifetime of the action depending on the different implementation modalities of this action.

The activities, the expected Outputs and related indicators, targets and baselines included in the logframe matrix may be updated during the implementation of the action, no amendment being required to the Financing Decision.

PROJECT MODALITY (3 levels of results / indicators / Source of Data / Assumptions - no activities)

Results	Results chain (@): Main expected results (maximum 10)	Indicators (@): (at least one indicator per expected result)	Baselines (values and years)	Targets (values and years)	Sources of data	Assumptions
<b>Impact</b>	To strengthen the socio-economic relations between Africa and the EU, and foster intercultural dialogue among their citizens.	1. Percentage distribution of employed population in the audio-visual sector, disaggregated by sex and country	1. TBD in the inception phase	1. TBD in the inception phase	1. TBD in the inception phase	<i>Not applicable</i>
<b>Outcome 1</b>	1 Strengthen cooperation between actors of the African and European audio-visual industry across the value chain.	1.1. Number of African-European collaborative projects in the audio-visual sectors  1.2. Number of African and European professionals involved in audio-visual cooperation schemes, disaggregated by sex, age, country, disability where relevant  1.3. Employment in the audio-visual sector as a result of cooperative projects between	Baselines and indicators to be defined on the first year of the programme by the implementing partners.	Targets to be defined on the first year of the programme by the implementing partners.	1.1 Progress reports for the EU-funded intervention  1.2 Baseline and endline surveys conducted and budgeted by the EU-funded intervention; Database of beneficiaries/participants  1.3 Baseline and endline surveys conducted and budgeted	The political climate in African countries and the security problems evolve positively, allowing stability and continuity in the programme's implementation  The sanitary situation remains stable, ensuring adequate

		Africa and Europe, disaggregated by sex (number)			by the EU-funded intervention; Ministry/agency administrative data	<p>conditions for cooperation initiatives</p> <p>There is a favourable environment in Africa and Europe, both at institutional and civil society's level, to engage in joint initiatives boosting cooperation on an equal footing and re-imagining partnerships</p>
<b>Outcome 2</b>	2 Connected European and African talents to develop together on a professional level, 1. with a special emphasis on women.	<p>2.1. Number of partnerships established between producers from Africa and Europe</p> <p>2.2. Number of organisations that established co-operation and partnerships with Creative Europe MEDIA networks and beneficiaries</p>	Baselines and indicators to be defined on the first year of the programme by the implementing partners.	Targets to be defined on the first year of the programme by the implementing partners.	<p>2.1 Baseline and endline surveys conducted and budgeted by the EU-funded intervention; Database of beneficiaries/participants</p> <p>2.2 - Baseline and endline surveys conducted and budgeted by the EU-funded intervention; Database of beneficiaries/participants; Pre- and post-training test reports.</p>	National authorities and regional bodies are taking appropriate measures to enable cooperation initiatives at national, regional and international levels in the support to audio-visual sector in African countries and with the EU
<b>Outcome 3</b>	3. Increased access to Sub-Saharan Africa-EU co-productions for audiences, especially younger generations	3.1. Cumulative number of African films in European VOD platforms and of	Baselines and indicators to be defined on the first year of the programme by the	Targets to be defined on the first year of the programme by the implementing partners.	<p>3.1 Progress reports for the EU-funded intervention</p> <p>3.2 Progress reports for the EU-funded intervention ;Reports and</p>	Audiences are interested in consuming content that goes beyond national or regional boundaries, and that they are

		<p>European films in African VOD platforms</p> <p>3.2. Cumulative number of African films distributed in festivals in Europe and European films in African countries</p> <p>3.3. Number of people who have accessed or consumed cultural content distributed or promoted with EU support (disaggregated by sex, age, country)</p>	implementing partners.		<p>analyses from governmental and non-governmental organisations that track the development of Euro-African cooperation in the audio-visual sectors</p> <p>3.3 Baseline and endline surveys conducted and budgeted by the EU-funded intervention</p>	<p>receptive to the idea of cross-cultural storytelling and artistic expression</p> <p>Governments, businesses, and stakeholders in both Sub-Saharan Africa and the European Union are willing to invest in and support initiatives that promote such collaboration, seeing it as a means of fostering economic development and cultural exchange to ensure sustainability</p>
<b>Output 1 relating to Outcome 1</b>	1.1 Strengthened co-creation / productions and cross-border cooperation opportunities among Sub-Saharan African and European audio-visual industries	<p>1.1.1. Number of audio-visual products co-created or co-produced between African and European producers, cultural entities or actors with support of the EU-funded intervention, disaggregated by country</p> <p>1.1.2. Number of audio-visual projects involving collaborations across borders supported by the</p>	Baselines and indicators to be defined on the first year of the programme by the implementing partners.	Targets to be defined on the first year of the programme by the implementing partners.	<p>1.1.1 Progress reports for the EU-funded intervention; Baseline and endline surveys conducted and budgeted by the EU-funded intervention; Database of beneficiaries/participant</p> <p>1.1.2 Progress reports for the EU-funded intervention; Baseline and endline surveys conducted and budgeted</p>	<p>Supportive legal and regulatory frameworks are in place to facilitate international co-productions and collaborations</p> <p>The necessary communication and technology infrastructure is in place to enable collaboration,</p>

		EU-funded intervention in Africa and Europe			by the EU-funded intervention; Database of beneficiaries/participant	<p>regardless of geographical distance</p> <p>There are sufficient skills and capacities within the audio-visual industries in both continents to engage in high-quality co-creation and production activities</p>
<b>Output 2 relating to Outcome 1</b>	1.2 Improved funding, advocacy and marketing mechanism for Sub-Saharan African-EU audio-visual cooperation	<p>1.2.1. Number of collaborations and partnerships between audio-visual producers in Africa and Europe facilitated by the EU-funded intervention (disaggregated by sex, country and disability (where relevant))</p> <p>1.2.2. Number of capacity-building and mentorship programmes for audio-visual professionals established between Africa and Europe with support of the EU-funded intervention</p>	Baselines and indicators to be defined on the first year of the programme by the implementing partners.	Targets to be defined on the first year of the programme by the implementing partners.	<p>1.2.1 Progress reports for the EU-funded intervention; Progress report from the subcontractor</p> <p>1.2.2 Progress reports for the EU-funded intervention; Progress report from the subcontractor</p>	<p>Conditions are improved to boost promotion, distribution and circulation of audio-visual works at intra-African and Africa-EU levels</p> <p>Supportive legal and regulatory frameworks are in place to facilitate international co-productions and collaborations</p> <p>Governmental and non-governmental organisations responsible for promoting and overseeing audio-visual cooperation have the necessary capacity, expertise and resources</p>

						The availability of commercial distribution, festivals and digital platforms makes it easier to promote, distribute, and circulate audiovisual works across borders
<b>Output 1 relating to Outcome 2</b>	2.1 Enhanced capacities of actors along the value chain of audio-visual industries in terms of content development, pre-production, production, distribution and audience engagement	2.1.1 Number of staff of educational and training entities in Sub-Saharan Africa trained by the EU-funded intervention with increased knowledge and/or skills along the entire value chain (including content development, pre-production, production, distribution and audience engagement), disaggregated by sex and country 2.1.2 Number of trained, coached or exposed to peer-learning and exchange opportunities by the EU-funded intervention, disaggregated by sex or gender (if figures for gender are available this is the preferred option), country and disability	Baselines and indicators to be defined on the first year of the programme by the implementing partners.	Targets to be defined on the first year of the programme by the implementing partners.	2.1.1 Baseline and endline surveys conducted and budgeted by the EU-funded intervention; Database of beneficiaries/participants; Pre- and post-training test reports  2.1.2 Baseline and endline surveys conducted and budgeted by the EU-funded intervention; Database of beneficiaries/participants	Conditions are improved to boost promotion, distribution and circulation of audio-visual works at intra-African and Africa-EU levels  Supportive legal and regulatory frameworks are in place to facilitate international co-productions and collaborations  Governmental and non-governmental organisations responsible for promoting and overseeing audio-visual cooperation have the necessary capacity, expertise and resources  The availability of commercial distribution, festivals and digital



						platforms makes it easier to promote, distribute, and circulate audio-visual works across borders
<b>Output 2 relating to Outcome 2</b>	2.2 Strengthened networks of artists, professionals and businesses	<p>2.2.1. Number of professional networks created or strengthened between African and Europe in the audio-visual sector thanks to the support of the programme</p> <p>2.2.2. Number of partnerships established between audio-visual producers at intra-regional level and with Europe with support of the EU-funded intervention</p> <p>2.2.3. Number of forums, collaborative networking events and business market events promoting knowledge-transfer, building partnerships and strengthening EU-Africa cooperation in the audio-visual sector</p>	Baselines and indicators to be defined on the first year of the programme by the implementing partners.	Targets to be defined on the first year of the programme by the implementing partners.	<p>2.2.1 Progress reports for the EU-funded intervention; Baseline and endline surveys conducted and budgeted by the EU-funded intervention; Database of beneficiaries/participants</p> <p>2.2.2 Progress reports for the EU-funded intervention</p> <p>2.2.3 Progress reports for the EU-funded intervention; reports from the subcontractor</p>	<p>There is a willingness among audio-visual organisations and professionals in Africa and in Europe to network and collaborate</p> <p>There are accessible platforms (conferences, online forums, professional associations, networking events...) and reliable communication tools allowing stakeholders to meet and connect</p> <p>A joint vision by public institutions and private stakeholders allow to develop strategies, plans and actions that fully unlock the value of cinema as economic and cultural industry</p>

						Gender equality, human rights and inclusivity are promoted in all networking activities
<b>Output 1 relating to Outcome 3</b>	3.1 Improved distribution mechanisms for Sub-Saharan Africa-EU co-productions on all platforms	<p>3.1.1 Number of professionals and young talents participating (physically and online) to international markets and fairs, and other platforms with support of the EU-funded intervention confirming their skills and/or knowledge on marketing, distribution and audience engagement has improved, disaggregated by sex or gender ,country and disability</p> <p>3.1.2 Number of film festivals, fairs or industry events where the co-productions have been screened or showcased</p>	Baselines and indicators to be defined on the first year of the programme by the implementing partners.	Targets to be defined on the first year of the programme by the implementing partners.	3.1.1 Progress reports for the EU-funded intervention; Database of beneficiaries/participants 3.2.1 Progress reports for the EU-funded intervention	<p>There is a growing recognition of the importance of better distributing African and European audio-visual and cinema productions in both continents for the mutual benefit and growth of both industries</p> <p>The co-productions are of high quality and culturally relevant, meeting the standards and expectations of both African and European audiences</p> <p>There is an increased awareness and interest among audiences in both continents for co-produced contents</p> <p>There are accessible distribution platforms available that cater to a wide</p>

						audience in both Africa and Europe
<b>Output 2 relating to Outcome3</b>	3.2 Increased awareness and knowledge of the general public (including remote and marginalised groups) about Sub-Saharan Africa and EU audio-visual content and the wider Africa-EU cultural relations	<p>3.2.1 Number of co-productions with subtitles developed with support of the EU-funded intervention</p> <p>3.2.2. .Number of partnerships - supported by the EU funded intervention - established with alternative spaces, such as schools, young movements, women's association, organisations of persons with disabilities etc...</p> <p>3.2.3Total number of people reached through campaigns, events or programs aimed at promoting African and European audio-visual content, disaggregated by sex, geographic division and disability</p>	Baselines and indicators to be defined on the first year of the programme by the implementing partners.	Targets to be defined on the first year of the programme by the implementing partners.	<p>3.1.2 Progress reports for the EU-funded intervention</p> <p>3.2.2 Progress reports for the EU-funded intervention</p> <p>3.2.3 Baseline and endline surveys conducted and budgeted by the EU-funded intervention</p>	<p>There is an increased awareness and interest among audiences in both continents for co-produced contents</p> <p>The co-productions are of high quality and culturally relevant, meeting the standards and expectations of both African and European audiences</p> <p>Contents are easily accessible to audiences in both continents, through various platforms and in different languages</p> <p>There are effective strategies and tools in place for communicating and promoting the audiovisual content and cultural relations initiatives</p> <p>Governmental and non-governmental organisations responsible for promoting and</p>

						overseeing audiovisual cooperation actively support and promote the awareness and knowledge-sharing initiatives
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## 4 IMPLEMENTATION ARRANGEMENTS

### 4.1 Financing Agreement

In order to implement this action, it is not envisaged to conclude a financing agreement with partner country.

### 4.2 Indicative Implementation Period

The indicative operational implementation period of this action, during which the activities described in section 3 will be carried out and the corresponding contracts and agreements implemented, is 60 months from the date of adoption by the Commission of this Financing Decision.

Extensions of the implementation period may be agreed by the Commission's responsible authorising officer by amending this Financing Decision and the relevant contracts and agreements.

### 4.3 Implementation of the Budget Support Component

N/A

### 4.4 Implementation Modalities

The Commission will ensure that the EU appropriate rules and procedures for providing financing to third parties are respected, including review procedures, where appropriate, and compliance of the action with EU restrictive measures<sup>26</sup>.

#### 4.4.1 Indirect Management with an entrusted entity

Part of this action may be implemented in indirect management with an entity, which will be selected by the Commission's services using the following criteria:

- qualifications and resources to successfully implement to achieve the objectives mentioned in section 3 and foster transnational cooperation in the audio-visual sector between the EU and sub-Saharan Africa;
- experience in sub-granting and managing calls for proposals;
- experience in delivering programmes through a Team Europe approach and working in consortia.

The implementation by this entity entails : i) SO1 "strengthening cooperation between actors of the African and European audio-visual industry across the value chain", ii) part of SO2 in terms of strengthening the capacities of sub-Saharan African educational and training organisations, and iii) SO3 "increasing awareness and knowledge of the general public about Sub-Saharan Africa and EU audio-visual content".

#### 4.4.2 Other actions or expenditure

Part of this action may be implemented through service level agreement with by the Education and Culture Executive Agency (EACEA) in order to mobilise its expertise in the achievement of the specific objective 2.

<sup>26</sup> [www.sanctionsmap.eu](http://www.sanctionsmap.eu). Please note that the sanctions map is an IT tool for identifying the sanctions regimes. The source of the sanctions stems from legal acts published in the Official Journal (OJ). In case of discrepancy between the published legal acts and the updates on the website it is the OJ version that prevails.

#### 4.4.3 Changes from direct to indirect management mode (and vice versa) due to exceptional circumstances (one alternative second option)

If the implementation modality in indirect management outlined in section 4.4.1. cannot be implemented due to circumstances outside of the Commission's control, the action may be implemented in direct management (grants via call for proposals) with an entrusted entity which will be selected by the Commission's services based on its operational capacity, qualifications and resources to successfully implement to achieve the objectives mentioned in chapter 3 and foster transnational cooperation in the audio-visual sector between the EU and sub-Saharan Africa.

If implementation through EACEA will not be possible, that part of the action may be implemented via indirect management to an entrusted entity that will be selected by the Commission's services using the criteria specified in section 4.4.1. above.

#### 4.5. Scope of geographical eligibility for procurement and grants

The geographical eligibility in terms of place of establishment for participating in procurement and grant award procedures and in terms of origin of supplies purchased as established in the basic act and set out in the relevant contractual documents shall apply.

The Commission's authorising officer responsible may extend the geographical eligibility on the basis of urgency or of unavailability of services in the markets of the countries or territories concerned, or in other duly substantiated cases where application of the eligibility rules would make the realization of this action impossible or exceedingly difficult (Article 28(10) NDICI-Global Europe Regulation).

#### 4.6. Indicative Budget

<b>Indicative Budget components</b>	<b>EU contribution (amount in EUR)</b>
<b>Implementation modalities</b> – cf. section 4.4	
<b>Objective 1 - strengthen the socio-economic relations between Africa and the EU, and foster intercultural dialogue among citizens on both continents</b>	
Indirect management with an entrusted entity- cf. section 4.4.1	5 000 000
<b>Objective 2 - Connect European and African talents to develop together on a professional level</b>	
Indirect management with an entrusted entity- cf. section 4.4.1	2 000 000
Implementation through Service Level Agreement with EACEA	3 000 000
<b>Objective 3 - Increase access to Sub-Saharan Africa-EU co-productions for audiences, especially younger generations</b>	
Indirect management with an entrusted entity- cf. section 4.4.1	5 000 000
<b>Evaluation</b> – cf. section 5.2 <b>Audit</b> – cf. section 5.3	Will be covered by another decision
<b>Totals</b>	15 000 000

#### 4.7 Organisational Set-up and Responsibilities

The Steering Committee will be composed by the selected Implementing Partner(s), the European Commission, the executive agency EACEA and other relevant stakeholders as deemed necessary. Other stakeholders may be represented with an observer status upon invitation by the Steering Committee.



The Steering Committee will gather indicatively twice a year and will be responsible for providing strategic guidance, supervising activities, monitor the programme's implementation, promoting coherence and synergy and advising the Contracting Authority on key decisions, whilst facilitating learning and improvement.

The Steering Committee will also monitor the coherence and synergies with actions implemented with other EU-funded projects, in particular Creative Europe MEDIA.

A specific mechanism aimed at fostering regular and effective communication and participation by all parties, with a particular focus on delegations, will also be established.

## 5 PERFORMANCE MEASUREMENT

### 5.1 Monitoring and Reporting

The day-to-day technical and financial monitoring of the implementation of this action will be a continuous process, and part of the implementing partner's responsibilities. To this aim, the implementing partner shall establish a permanent internal, technical and financial monitoring system for the action and elaborate regular progress reports (not less than annual) and final reports. Every report shall provide an accurate account of implementation of the action, difficulties encountered, changes introduced, as well as the degree of achievement of its results (Outputs and direct Outcomes) as measured by corresponding indicators, using as reference the logframe matrix (for project modality) and the partner's strategy, policy or reform action plan list (for budget support).

The Commission may undertake additional project monitoring visits both through its own staff and through independent consultants recruited directly by the Commission for independent monitoring reviews (or recruited by the responsible agent contracted by the Commission for implementing such reviews).

The implementing partners will be responsible for monitoring and reporting on indicators of the logframe matrix, including the collection of baselines and data collection in the inception phase of the action.

Likewise, all monitoring and reporting shall assess how the action is considering gender equality, human rights-based approach, and rights of persons with disabilities and broader diversity. Indicators shall be disaggregated at least by sex and when possible age and disability.

### 5.2 Evaluation

Having regard to the nature of the action, a final evaluation may be carried out for this action or its components via independent consultants contracted by the Commission.

The Commission shall inform the implementing partner at least 1 month in advance of the dates envisaged for the evaluation missions. The implementing partner shall collaborate efficiently and effectively with the evaluation experts, and inter alia provide them with all necessary information and documentation, as well as access to the project premises and activities.

The evaluation reports may be shared with the partners and other key stakeholders following the best practice of evaluation dissemination. The implementing partner and the Commission shall analyse the conclusions and recommendations of the evaluations and, where appropriate, apply the necessary adjustments.

In addition, all evaluations shall assess to what extent the action is taking into account the human rights-based approach, as well as how it contributes to gender equality and women's empowerment and disability inclusion. Expertise in human rights, gender equality and disability will be ensured in the evaluation teams.

### 5.3 Audit and Verifications

Without prejudice to the obligations applicable to contracts concluded for the implementation of this action, the Commission may, on the basis of a risk assessment, contract independent audit or verification assignments for one or several contracts or agreements.

## 6 STRATEGIC COMMUNICATION AND PUBLIC DIPLOMACY

The 2021-2027 programming cycle will adopt a new approach to pooling, programming and deploying strategic communication and public diplomacy resources.

In line with the 2022 “[Communicating and Raising EU Visibility: Guidance for External Actions](#)”, it will remain a contractual obligation for all entities implementing EU-funded external actions to inform the relevant audiences of the Union’s support for their work by displaying the EU emblem and a short funding statement as appropriate on all communication materials related to the actions concerned. This obligation will continue to apply equally, regardless of whether the actions concerned are implemented by the Commission, partner countries, service providers, grant beneficiaries or entrusted or delegated entities such as UN agencies, international financial institutions and agencies of EU member states.

However, action documents for specific sector programmes are in principle no longer required to include a provision for communication and visibility actions promoting the programmes concerned. These resources will instead be consolidated in Cooperation Facilities established by support measure action documents, allowing Delegations to plan and execute multiannual strategic communication and public diplomacy actions with sufficient critical mass to be effective on a national scale.

## Appendix 1 REPORTING IN OPSYS

The intervention level for the present Action identifies as (tick one of the 4 following options);

<b>Action level (i.e. Budget Support, blending)</b>		
<input type="checkbox"/>	Single action	Present action: all contracts in the present action
<b>Group of actions level (i.e. top-up cases, different phases of a single programme)</b>		
<input type="checkbox"/>	Group of actions	
<b>Contract level</b>		
<input checked="" type="checkbox"/>	Single Contract 1	