

GLOBAL PRICE SPECIFIC TERMS OF REFERENCE PART A

Request for Services n° SEA-2023-24682

LOT 12 - Education, Culture and Youth

**Assessment of PROCULTURA – Employment generation in the cultural sector in
PALOP countries and East Timor**

and

Identification and formulation of a follow-up project

1 BACKGROUND INFORMATION

The Portuguese-speaking African Countries and East Timor (PALOP-TL) are an informal group of six countries with a common historical and linguistic background (Angola, Cape Verde, Guinea-Bissau, Mozambique, São Tomé and Príncipe, East Timor) corresponding to around 70 million inhabitants.

The PALOP-TL - EU Co-operation aims to strengthen the relationship between Portuguese-speaking African Countries and East Timor with the EU and its Member States. It has been active since 1992 (for the PALOP countries) and was extended to East Timor in 2007. It is based on historical and cultural affinities between these countries, with the foundation of the official language and the common traits that characterise the inherited system of governance, particularly in public administration, justice systems and management of public finances, as well as the historical and political paths following independence. On the other hand, they are all part of the Community of Portuguese-Speaking Countries (CPLP), whose creation in 1996 was essentially translated into co-operation for mobility between the countries, and also (to a lesser extent) in common initiatives such as the cultural dynamisation of these countries.

Under the 11th EDF, cooperation between the EU and its Member States with the PALOP-TL was based on a Regional Programme: the Multiannual Programme 2014-2020 PALOP-TL/UE, which had a financial envelope of EUR 30 million. The EU/PALOP-TL Programme identified governance and culture (particularly creative/cultural industries (CCIs)) as priority policy domains for cooperation due to their potential for regional synergies and contribution to development. In the framework of the current EU programming cycle 2021-2027 there is no longer a specific programme for PALOP-TL, but this cooperation continues under the Sub-Saharan Africa Regional Indicative Programme.

The cultural and creative industries have a key role to play in sustainable development and can help to promote economic growth, eradicate poverty, create decent jobs and reduce inequalities within and between countries. In the PALOP-TL countries, the cultural sector is at different stages of development, but several of the challenges are common to all the countries, such as the lack of qualified human resources, scarcity of public funding, small audiences, and the difficulty in accessing markets. Despite the shared language and values,

the dynamics of exchanges and the creation of partnerships at regional level are weak, both in terms of promoting markets for the creative industries as well as professional and institutional co-operation. These common challenges are also opportunities to develop joint actions.

The PALOP-TL project PROCULTURA started its implementation in 2019 to address the above mentioned constraints, with a focus on job and income generation, by working specifically on three aspects: i) skills and technical competences in the cultural sector; ii) dissemination and commercialisation of PALOP-TL cultural products, in particular for music and performing arts; and iii) creation and dissemination of children and youth literature and publications. PROCULTURA aims to reinforce cultural institutions and operators' regional networking and to increase knowledge on cultural sectors' contribution to development. PROCULTURA is financed by the EU with co-financing from Camões, I.P. and the Calouste Gulbenkian Foundation, totalling EUR 19,040,000. The project, implemented by Camões, I.P., had an initial duration of 51 months but was extended by 12 months, until 30/06/2024. A further extension is currently under consideration (until June 2025).

While the project is coming to an end, the importance of the cultural sector was confirmed at the XIV Meeting of the National Authorising Officers of the PALOP-TL with the European Union in November 2021, which selected "job creation in the field of culture" as one of the priority areas for cooperation in the EU funding cycle (2021-2027) –together with 'governance/rule of law' and 'public finance management'.

The objective of the assignment is to i) perform an assessment of PROCULTURA –taking into account that the project was object of two Result Oriented Monitoring exercises in 2021 and 2023; and ii) the identification and formulation of a follow-up programme to promote job creation in the cultural sector in the PALOP-TL countries, with a tentative budget of EUR 10 million. The new programme shall be in line with at least one of the objectives contained in the Sub-Saharan Africa Multi-indicative programme 2021 - 2027 which are: i) strengthen the EU-Africa and intra-Africa cultural cooperation and intercultural dialogue, and ii) protect and promote African cultural heritage, becoming a vector for social cohesion, stability, cultural tourism, jobs and sustainable growth and the cultural diversity are promoted across the continent..

PROCULTURA is managed by the EU Delegation in Mozambique, which also coordinates PALOP-TL cooperation –with the EUDs established in the other five PALOP-TL countries.

Information about the EU's approach to culture and the CCI in its development cooperation and external action, as well as the major regional/global ongoing projects can be found in the following website: https://international-partnerships.ec.europa.eu/policies/human-development/culture_en

The new project should support the new EU Global Gateway Strategy that in Africa seeks to accelerate sustainable growth and decent job creation, the green and digital transition, and improve education and training. The project should harness the development potential of cultural and creative industries for creating jobs and growth, and should promote connectivity between goods, people and services in a sustainable way.

2 OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Global objective

The global objective of this assignment is to support the EU Delegation to Mozambique in designing a programme to promote employment and create income generating opportunities in the cultural and creative industries in the PALOP-TL countries, taking into account the lessons learnt of PROCULTURA.

2.2 Specific objective(s)

The specific objectives of this assignment are:

- Conduct an assessment of the PROCULTURA project (11th EDF)
- Identification and formulation of a follow-up programme to promote employment in the cultural and creative industries in the PALOP-TL countries.

2.3 Requested services, including suggested methodology

The contractor is requested to propose a pragmatic methodology taking into account the complexity of the PROCULTURA project (i.e. covering diverse workstreams in 6 countries). Following a desk phase, in which project documents, reports, and the Result Oriented Monitoring reports will be analysed, the team of experts should organise a process of consultation in the 6 PALOP-TL countries with a combination of field visits and video conferences (e.g. using surveys, bilateral interviews, focus groups, etc). Consultations should involve a wide range of stakeholders, including the implementing partners, the staff and technical assistants involved in the implementation of PROCULTURA, EU Member States, INTPA HQ, the EU Delegations, EUNIC network, other technical and financial partners, Government authorities (NAO and line ministries), past and potential future beneficiaries, etc.

Phase I: Tasks related to the assessment of the PROCULTURA project to date and identification of the new NDICI programme to promote employment in the culture and creative industries in the PALOP-TL countries.

The assessment of the programme should start from the analysis of relevance, effectiveness, efficiency, sustainability, impact, and added-value criteria – taking into account the reports from the Results Oriented Monitoring and updated information gathered during the consultations. The identification process should follow, and be based on the findings of the assessment and stocktaking of PROCULTURA.

The assessment of PROCULTURA should be performed taking into consideration that the new project will have a reduced budget (EUR 10 million), hence the need to clearly identify the components that have more potential success and sustainability. The new project should be in line and support the EU Global Gateway strategy in Africa, making the most of the potential of private sector in the CCI for decent job creation.

In particular, but not exclusively, the following outstanding issues and questions are to be considered:

Relevance

- Does PROCULTURA objectives and design responded/continue to respond to the PALOP-TL countries needs and to EU policies and strategies?

Effectiveness:

- Was the Theory of Change effective? Did the project produce the expected results?
- Which were the main results achieved by the programme? Which components of the programme were the most effective, and should be continued or up scaled to increase impact in the future programme?
- Did the Monitoring and Evaluation system of the project served its purpose?

Efficiency

- Was the implementation model adequate? Did the model function well, what were its weaknesses and what were its strengths? Which model features should be adopted in the coming programme; and which should be discontinued?
- Was the funding available for the programme adequate? Was the programme good value for money?
- What were the reasons of the delays in the implementation of the project and how could they be avoided in a future project?

Sustainability

- Which impacts will continue after the programme ends?
- Which activities will be continued even without EU funding?

EU Added Value

- Did PROCULTURA bring additional benefits to what would have resulted from EU MS interventions only in the partner countries? How could a stronger Team Europe approach be promoted in the future project?

Additional tasks concerning the identification of the new project are as follows:

- *Context:* describing the general context of the countries' cultural sector dynamics; analysing the EU policy and strategic framework and the EU interventions in support of cultural sector in the PALOP-TL countries; needs assessment;
- *Stakeholders analysis:* identifying key stakeholders and target groups; analysing their needs, capacities, interests and agendas;
- *Intervention logic:* defining the overall objective, specific objectives, the expected results and indicative activities of the action; identifying indicators and sources of verification; assessing the risks and assumptions of the action and proposing mitigation measures;
- *Lessons learnt:* analysing lessons learnt from previous/ongoing interventions (PROCULTURA as well as other projects supported by the EU, MS or other stakeholders) in order to integrate them into the design of the action. In particular

lessons learned from the other PALOP-TL projects (e.g. PRO PALOP and PACED) should be looked at in relation to the governance mechanism. It is to be noted that some of the PALOP-TL countries have cultural bilateral project (e.g. Cultiv'Arte in Mozambique)) and may be covered by regional/global projects (e.g. ACP-EU Culture, CREATIFI);

- *Donor coordination:* analysing the level of donor coordination and identifying complementarities and synergies with other ongoing or planned actions;
- *Cross-cutting issues:* analysing the following cross-cutting issues: climate change and environmental protection, gender equality and empowerment of women and girls; Human Rights; disability; democracy; conflict sensitivity, peace and resilience, disaster risk reduction, youth;
- *Action scenarios:* identifying scenarios for action, including recommendations for the next step of formulation of the new project.
- *Implementing arrangements:* identifying the most appropriate implementation modality of the action, including preliminary budget and implementation period; identifying possible implementing partners; proposing scenarios, considering that response strategies should be adapted to each respective countries, avoiding a “one size fits all” approach.

At the end of Phase 1, a debriefing meeting (VC or hybrid) with the EU Delegations and relevant stakeholders should take place.

Phase II: Tasks related to the formulation of the NDICI PALOP-TL support to the cultural sector

- *Intervention logic:* confirming/reviewing the logic of intervention; drafting the logframe; identifying and reviewing smart indicators, with targets, baselines and sources of verification and their links to the EU Results Framework and the countries’ development strategies; clearly establishing how change will occur, and on which assumptions the intervention is based on; fine-tuning the activities; defining the sectorial focus; eventually defining the indicative value of the grants for regional partnership, as well as for national projects;
- *Implementation arrangements:* reviewing management modes, budget and duration of the action; assessing the capacities and justifying the selection of the implementing partners.
- *Monitoring and evaluation:* defining the actions’ monitoring and evaluation mechanism.
- *Cross-cutting issues:* reviewing and adapting, if necessary, the cross-cutting issues.

At the end of Phase II a final workshop should be organised in Mozambique to present the main results of the assignment to an audience of relevant stakeholders (hybrid format). The language of the workshop will be Portuguese. Relevant observations and recommendations coming out from this workshop should be incorporated in the final version of the formulation report and the Action Document.

2.4 Required outputs

- 1) An assessment report of the ongoing PROCULTURA programme,
 - 2) A short identification report for the new project, including the draft Action Document (including the areas indicated in point 2.3 above; the AD will be finalised during Phase II)
 - 3) A final workshop to present the main results of the assignment to an audience of relevant stakeholders (hybrid format). The language of the workshop will be Portuguese. Relevant observations and recommendations should be incorporated in the final version of the formulation report and the Action Document.
 - 4) A short formulation report for the new project, and the final draft Action Document
- The documents will be prepared in English with a translation to Portuguese.
The identification and formulation will be prepared according to the templates provided (Action Document template).

2.5 Language of the Specific Contract

English / Portuguese

3 LOGISTICS AND TIMING

Please refer to Part B of the Terms of Reference.

4 REQUIREMENTS

Please refer to Part B of the Terms of Reference.

5 REPORTS

Title	Content	Language	Deadline for submission
Inception report	Inception report and proposed work plan and updated methodology (maximum 10 pages, excluding annexes)	English	7 days after start of the project
Assessment and identification reports	Assessment report of PROCULTURA (max. 30 pages) Identification report of the new project (max. 30 pages)	English	7 June 2024

	Including a draft Action Document (max 20 page) in annex.		
Final workshop	The experts will present the main results of the assignment to an audience of relevant stakeholders (hybrid format). Relevant observations and recommendations will be incorporated in the final report.	Portuguese	01/07/2024
Draft final report	Draft final report has the same content as the final report.	English	12/07/2024 <i>(this submission date must be respected in order to allow the timely approval of the AD for the AAP2025 in HQ)</i>
Final Report	Final report should include a sufficiently detailed description of achievements, problems encountered and possible recommendations. It should take into account the comments received by the parties on the draft report and at the final workshop It should include all the required outputs indicated in Part A of the ToRs: 1) An assessment of the ongoing PROCULTURA programme; 2) the identification/formulation for the new project (max. 25 pages), and the respective Action Document (max. 20 pages)	English, and Portuguese translation	15/07/2024

6 MONITORING AND EVALUATION

- Definition of indicators

There are no specific performance indicators in this contract.

7 PRACTICAL INFORMATION

Please address any request for clarification and other communication to the following address(es):

delegation-mozambique-fcs@eeas.europa.eu

With cc to: severine.arnal@eeas.europa.eu

N.B:

- Proposals must be sent exclusively via OPSYS/Funding & Tenders portal
- Proposals sent to project managers will be considered ineligible and the contractor will be excluded from the tender procedure.
- Proposals must be submitted in PDF format.

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TERMS OF REFERENCE – PART B

1. Benefitting zone

PALOP-TL countries (Angola, Cape Verde, Guinea-Bissau, Mozambique, São Tomé and Príncipe, East Timor)

2. Specific Contracting authority

The European Union, represented by the European Commission

3. Specific contract language

English

LOGISTICS AND TIMING

4. Location of the mission

Team Leader:

- Normal duty station of the specific mission: Homebased (minimum 20 days).
- Mission(s) outside the normal duty station and duration(s): The field phase for the **assessment/identification** will take place in *Mozambique, Angola, São Tomé e Príncipe, Cape Verde, Guiné-Bissau and Timor Leste (division of labour to be proposed in the methodology)*. The field phase for the **formulation mission** will take place in Mozambique.

Expert 2:

- Normal duty station of the specific mission: Homebased (minimum 20 days).
- Mission(s) outside the normal duty station and duration(s): The field phase for the **assessment/identification** will take place in *Mozambique, Angola, São Tomé e Príncipe, Cape Verde, Guiné-Bissau and Timor Leste (division of labour to be proposed in the methodology)*. The field phase for the **formulation mission** will take place in Mozambique.

5. Start date and period of implementation

The indicative start date is 08/04/2024 and the implementation period of the specific contract will be 180 days from this date (indicative end date: 05/10/2024).

REQUIREMENTS

6. Expertise

For this assignment, an individual expert must be proposed for each position.

The expertise required for the implementation of the specific contract is detailed below.

Team Leader and culture specialist:

General description of the post:

- *Expert Category:* Cat. I (>12 years experience)
- *Qualifications and skills:* University degree or Master's degree in cultural planning and management, or in the field of social sciences or equivalent professional experience
- *General professional experience:* Minimum 12 years of professional experience in development cooperation in general, of which at least 3 years in the cultural sector
- *Specific professional experience:* Experience in developing and/or designing and/or implementing development programmes in the sector of culture in at least 3 countries. Experience in two or more of the following areas: the design, financing, implementation, monitoring and evaluation of culture projects and programmes.
- Good understanding of the European Union and its policies of culture in external action is an asset;
- Working experience in European programmes for cultural cooperation is an advantage;
- Good knowledge of EU aid modalities and procedures
- Language skills: - English written and oral level B2 minimum. Portuguese written and oral level B2 minimum.

Number of working days: **70** days

Additional information: The Team Leader will have the responsibility of writing the Report and accompanying documents, and will lead all the contacts and cooperation with the EU Delegation.

Expert 2

General description of the post:

- *Expert Category:* Cat. II (>6 years experience)
- *Qualifications and skills:* University degree or Master's degree in social sciences or similar field or equivalent professional experience.
- Excellent drafting skills, good communication skills, adaptability and social awareness; Ability to synthesise, analyse, collect and evaluate data.
- *General professional experience:* Minimum 5 years of professional experience in the cultural sector in development cooperation
- *Specific professional experience:*
Experience in one or more of the following areas: design, financing, implementation, monitoring and evaluation of culture projects and programmes.
- Previous experience in EU project management would be an asset; knowledge and experience of EU international development cooperation procedures. Experience in organising consultations/surveys.

- Good knowledge of the culture sector and system in several PALOP-TL countries.
- At least 3 years of work experience in the culture sector in the PALOP-TL countries.
- Good knowledge and experience of EU international development cooperation procedures (evaluation, identification and formulation).

7. Incidental expenditure

Not applicable

8. Lump sum costs

Not applicable

9. Audit of expenditure

Not applicable

10. Other details

N/A

ANNEX – Summary of PROCULTURA

A. TÍTULO DO PROJETO:	Promoção do Emprego nas Atividades Geradoras de Rendimento no Setor Cultural nos PALOP e Timor-Leste
B. PAÍS/REGIÃO:	PALOP e Timor-Leste
C. SETOR E/OU EIXO/ÁREA:	Cultura/ Emprego
D. ODS:	Objetivo 8: Trabalho Decente e Crescimento Económico Objetivo 10: Redução das Desigualdades Objetivo 16: Paz, Justiça e Instituições Fortes
E. OBJETIVO DA INTERVENÇÃO:	Contribuir para o aumento do emprego e criação de atividades geradoras de rendimento nos PALOP-TL
F. GRUPOS-ALVO E/OU BENEFICIÁRIOS FINAIS:	Instituições de ensino técnico e formação profissional; instituições de ensino superior (IES) com cursos nas áreas da cultura; estudantes do ensino secundário e superior, com atenção especial para jovens mulheres; criadores e profissionais líderes nos setores culturais, com atenção especial para mulheres e jovens; empresas e outros operadores económicos nos setores da música, artes cénicas e literatura, com atenção especial para mulheres; OSC, nacionais e internacionais, com atividade residente nos PALOP-TL e nos setores da cultura; educadores e professores
G. DOCUMENTO DE PROGRAMAÇÃO	Plano Indicativo Multianual 2014-2020 da UE para os PALOP e Timor-Leste Domínio Prioritário 1 – Promoção do Emprego Documento de Ação para a Promoção do Emprego nas Atividades Geradoras de Rendimento no Setor Cultural (MTR/FED/038-666)

H. MODALIDADE DE EXECUÇÃO	Gestão Indireta pelo Camões, I.P. (Portugal)			
I. CÓDIGOS SETORIAIS CAD/CRS	16020 e 16061			
J. MARCADORES CAD/CRS	Objetivos estratégicos gerais	Objetivo não visado	Objetivo importante	Objetivo principal
	Desenvolvimento da participação/ boa governação	X		
	Ajudas no domínio do ambiente	X		
	Igualdade de género (incluindo a participação das mulheres no desenvolvimento)		X	
	Desenvolvimento do Comércio		X	
	Saúde reprodutiva, materno-infantil	X		
	Marcadores da Convenção do Rio	Objetivo não visado	Objetivo importante	Objetivo principal
	Diversidade biológica	X		
	Luta contra desertificação	X		
	Mitigação alterações climáticas	X		
	Adaptação às alterações climáticas	X		

	<p>Em Portugal Associação para a Cooperação entre os Povos (ACEP) Fundação Calouste Gulbenkian (FCG)</p> <p>Organizações internacionais Agência Brasileira de Cooperação (ABC) Agência Espanhola de Cooperação Internacional e Desenvolvimento (AECID) Associação das Universidades e Língua Portuguesa (AULP) Clusters ou institutos EUNIC – Rede de Institutos Nacionais de Cultura da União Europeia Comunidade dos Países de Língua Portuguesa (CPLP)</p>
K. PARCEIROS:	<p>Nos PALOP-TL</p> <p><u>Em Angola</u> Ministério da Cultura, Turismo e Ambiente Ministério da Economia e Planeamento - Serviços de Apoio ao Ordenador Nacional Ministério da Educação</p> <p><u>Em Cabo Verde</u> Ministério da Cultura e Industrias Criativas (MCIC) Ministério da Educação Ministério das Finanças Ministério dos Negócios Estrageiros e Comunidades - Serviço de</p>

	<p>Ordenador Nacional do Fundo Europeu de Desenvolvimento</p> <p><u>Em Moçambique</u></p> <p>Ministério da Ciência Tecnologia e Ensino Superior (MCTES) Ministério da Cultura e Turismo (MICULTUR) Ministério da Educação e Desenvolvimento Humano (MINEDH) Ministério dos Negócios Estrangeiros e Cooperação - Gabinete do Ordenador Nacional</p> <p><u>Na Guiné-Bissau</u></p> <p>Célula de Apoio ao Ordenador Nacional Secretaria de Estado da Cultura Ministério da Educação Nacional</p> <p><u>Em São Tomé e Príncipe</u></p> <p>Gabinete de Apoio ao Ordenador Nacional Ministério da Educação, Cultura e Ciências - Direção do Ensino Secundário e Técnico-Profissional e Direção Geral da Cultura</p> <p><u>Em Timor-Leste</u></p> <p>Ministério da Educação, Juventude e Desporto (MEJD) Ministério do Ensino Superior, Ciência e Cultura (MESCC) / Secretaria de Estado da Arte e Cultura (SEAC) Secretaria de Estado de Formação Profissional e Emprego Serviço do Ordenador Nacional do Fundo Europeu de Desenvolvimento</p>
L. DURAÇÃO E CALENDÁRIO PREVISTO:	<p>63 Meses</p> <p>Início – 01.04.2019</p> <p>Fim – 30.06.2024</p> <p>Período operacional: 01.04.2019 a 30.06.2024</p> <p>Período de encerramento: 01.07.2024 a 31.12.2024</p>
M. CUSTO DO PROJETO:	<p>Custo total (não inclui auditoria, avaliação e imprevistos) EUR 19.040.000,00</p>
N. PLANO DE FINANCIAMENTO:	<p>União Europeia (11.º FED/ Envelope Regional PALOP-TL): EUR 17.750.000,00</p> <p>Camões, I.P.: EUR 1.200.000,00</p> <p>Fundação Calouste Gulbenkian: EUR 90.000,00</p>
O. RESUMO DO PROJETO:	<p>A Ação tem por objetivo contribuir para aumentar o emprego e atividades geradoras de rendimento no setor cultural, domínio prioritário definido no Programa Indicativo Multianual UE/ PALOP-TL 2014-2020, perante desafios de desenvolvimento semelhantes e oportunidades coincidentes, que decorrem sobretudo de sinergias de identidade cultural desta região.</p> <p>O PROCULTURA está alinhado com as prioridades da Aliança África – Europa para Investimentos e Empregos Sustentáveis, que incluem o reforço do papel do setor privado, o investimento no desenvolvimento humano através da educação e da aquisição de competências, o reforço do comércio entre os dois continentes e a mobilização de novos recursos financeiros, públicos e privados, para a criação de emprego decentes e rendimento.</p> <p>A estratégia das Agendas Europeias para a Cultura integra o desenho do PROCULTURA, nas premissas de que a cultura contém a representação de uma ideia de civilização e da identidade dos povos, alicerça sistemas de valores, proporciona oportunidades de inclusão e coesão social, serve de base para modos de vida e criação de valor económico; e na conclusão de que a diversidade cultural é uma oportunidade para «uma ordem mundial baseada na paz, na compreensão mútua e no respeito por valores partilhados».</p>

O projeto está alinhado com o Plano de Ação de Género (2016-2020) da UE, contribuindo para a igualdade de acesso de raparigas e mulheres a educação de qualidade e emprego, e também com a Estratégia da Cooperação Portuguesa para a Igualdade de Género, no entendimento de que os papéis sociais e as condições para a autonomia de homens e mulheres são construídos a partir de fatores de socialização associados às tradições e à cultura, pelo que é necessário apoiar medidas de educação e diversificação de padrões culturais para criar condições favoráveis à mudança.

A Ação combina abordagens de i) promoção de novas competências artísticas, técnicas e de gestão nos recursos humanos do setor cultural e reforço da capacidade nacional para a sua replicação; ii) produção contemporânea e promoção de oportunidades de difusão e comercialização dos produtos dos setores da música, artes cénicas e literatura infantojuvenil. Estas abordagens concorrem para três resultados:

R1, para competências reforçadas nos recursos humanos dos setores culturais. No sentido de contribuir para as competências técnicas e de gestão, a Ação criará capacidades nacionais novas e permanentes de formação especializada para os setores da cultura, incluindo oferta de cursos de formação transversal. No sentido de contribuir para a densidade e contemporaneidade da criação nos setores abrangidos, na perspetiva dos padrões de consumo dos mercados internacionais, a Ação disponibilizará bolsas internacionais; facilitará o intercâmbio internacional de estudantes universitários PALOP-TL/ nos setores da cultura; constituirá dois polos de criação e residência artística na região; e, para garantir competências duráveis de acesso a financiamento neste setor, formará os operadores com capacidade para conduzir candidaturas aos instrumentos nacionais e internacionais disponíveis, incluindo os deste projeto. No sentido de favorecer a inovação e apoiar todas as iniciativas que tenham potencial de transformação do setor, será também criado um fundo para pequenos projetos e ações que possam contribuir para a criação de emprego e, simultaneamente, para a identidade e diversidade do setor cultural nos seis países.

R2, para produtos e oportunidades de difusão e comercialização da música e artes cénicas reforçados, com enfoque na criação de emprego e rendimento, sobretudo através da atribuição de subvenções em concurso e assistência técnica aos projetos vencedores. Serão apoiados projetos regionais de operadores PALOP-TL ou consórcios internacionais, procurando criar e reforçar canais de difusão, distribuição e comercialização nestes setores, valorizando inovação, utilização de tecnologias digitais, parcerias, eventos e estratégias de internacionalização (e.g. países CPLP, diásporas na União Europeia). Os finalistas das instituições de ensino apoiadas, bolseiros da Ação e outros empreendedores poderão também apresentar ideias de negócio em concurso, num lote dedicado ao empreendedorismo. Ao mesmo tempo, serão criadas condições mais favoráveis para percepção da identidade e produtos culturais dos PALOP-TL e aquisição de novos mercados através de uma campanha publicitária internacional “Cultura PALOP-TL”, que poderá ser utilizada por operadores económicos e institucionais.

R3, para oportunidades de criação, publicação, difusão ou comercialização de literatura infantojuvenil reforçadas, adotando uma perspetiva de recurso de identidade nacional e regional, vetor de ensino-aprendizagem e de criatividade. Nesse sentido serão atribuídas subvenções às melhores iniciativas regionais de criadores, editores e distribuidores, considerando especialmente as oportunidades para promover a leitura na infância e a difusão alargada dos suportes multimédia e de banda-desenhada. As estruturas existentes, casas de edição locais e canais de distribuição dos países PALOP-TL serão incluídas. Ao mesmo tempo, com o propósito de incorporar a utilização da literatura infantojuvenil como recurso didático-pedagógico efetivo nos sistemas educativos e de estimular novos leitores nos seis países, a Ação fará formação intensiva de educadores, professores e formadores selecionados nas escolas públicas de formação inicial de professores e outros dispositivos de formação de docentes.

Em conjunto, os três resultados deverão contribuir para aumentar o número de criadores diferenciados e de operadores técnicos especializados na economia cultural e criativa; de empresários e negócios, com mais competências de gestão, melhores organizações, conhecimento atualizado; subvencionar projetos de investimento; aumentar o emprego e o rendimento nos setores culturais, em consequência da transformação qualitativa dos operadores, do investimento e da abertura de novos mercados.

ANNEX – REFERENCE DOCUMENTS

- PROCULTURA Action Document
- PROCULTURA Project Documents (Description of the Action, Budget)
- PROCULTURA Progress reports
- PROCULTURA Website: <https://palop-tl.eu/projecto/employment-promotion-in-income-generating-activities-in-the-cultural-sector-procultura/?lang=en>
- <https://www.futuroscreativos.org/procultura/>
- PROCULTURA Result Oriented Monitoring (ROM) Reports 2021 and 2023
- Culture in EU Development Cooperation: https://international-partnerships.ec.europa.eu/policies/human-development/culture_en
- Studies about the CCI in the PALOP-TL :<https://www.futuroscreativos.org/recursos/>
- Action Document to support the African-European cultural cooperation and promotion of intercultural dialogue and cultural diversity
- Action Document of Creative Africa Audio-visual
- Action Document Strengthening African-European museum partnership
- Mid-term evaluation of the programme ACP EU culture
- Decision on the financing of multiannual action plan for Sub Saharan Africa for 2023-2028

- Study: Strategy for a stronger engagement of the EU in the Culture sector in Mozambique. https://www.eeas.europa.eu/delegations/mozambique/strategy-stronger-engagement-eu-culture-sector-mozambique_en?s=111
- Cultiv'Arte Action Document and Project Document.