

PROJECT SUMMARY

TITLE: PROMOTING CARIFORUM CREATIVE INDUSTRIES (CI)¹

COST: € 1.15 million

LOCATION: CARIFORUM Countries: Antigua & Barbuda ; Bahamas; Barbados; Belize; Dominica; Dominican Republic; Grenada; Guyana; Haiti ; Jamaica; St. Kitts & Nevis; St. Lucia; St. Vincent & the Grenadines; Suriname; Trinidad & Tobago

Duration	Thirteen (13) months
Objectives	<p>The <u>overall objective</u> of the proposed project is to promote the Creative sector as a viable contributor to CARIFORUM's export diversification and export growth goals.</p> <p>More specifically, the project aims to:</p> <ul style="list-style-type: none"> • build capacity among selected Micro, Medium, and Small enterprises (MSMEs) to respond to international market demands, particularly with regard to product design and development • enhance the capacity of Caribbean Export; the Organization of Eastern Caribbean States Export Development Unit (OECS EDU) to provide improved marketing and networking services to the CI sector • increase awareness of the CARIFORUM CI sector
Partner(s)	<p>CE</p> <p>BIDC, CEI-RD, Femme en Democratie, JAMPRO, NEDCO</p> <p>WIPO</p>
Target group(s) ²	<p>CE</p> <p>MSMEs</p> <p>Statistical Bureaus</p>
Final beneficiaries ³	<p>Policy-makers</p> <p>Non-targeted MSMEs</p>

¹ Creative Industries generally refer to productive activities originating from individual creativity, skill, and talent. CI encompass a wide range of artistic and cultural products including, visual arts, furniture, textile, home accessories, architecture, designer fashion, music, film & video, publishing, software & computer services etc

² "Target groups" are the groups/entities who will be directly positively affected by the project at the Project Purpose level – See paragraph 2.3 in Section II for the list.

³ "Final beneficiaries" are those who will benefit from the project in the long term at the level of the society or sector at large

<p>Estimated results</p>	<ul style="list-style-type: none"> • Improved quality in product design and development of targeted subsectors of the CARIFORUM Creative Industries sector • Enhanced marketing and market linkages established in the sector • Strengthened institutional capacities to provide relevant services to the sector • Increased awareness, particularly among key stakeholders, on activities within and potential of the CARIFORUM CI sector <p>Additionally, this project is a precursor to a Caribbean initiative on the sector expected to be funded under the 10th European Development Fund. Therefore the outputs of this project are expected to be inputs for this larger initiative.</p>
<p>Main activities</p>	<ul style="list-style-type: none"> • Training/seminars in product development, data gathering, and marketing • Development of information and marketing platforms • Development of an Export Marketing Strategy • Undertaking of a National Study on the contribution of the Creative Industries Sector to the Economy • Support to implementation of A Trade show (Design Caribbean) • Promotion of partnerships