



Unione delle Università del Mediterraneo  
Mediterranean Universities Union  
Union des Universités de la Méditerranée  
إتحاد الجامعات المتوسطية

## UNIMED WEEK

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Presentation by Elise Cuny, speaker in the session  
“Leveraging Science, Education and Culture for a Transformative  
Africa–Europe Partnerships”  
moderated by the Africa–Europe Foundation



## Skills Foresight. The Creative Economy and Untapped Potential of Cultural Cooperation for Africa–Europe Youth

How can cultural cooperation nurture skills development among creative youth in Africa and the EU?

EU definition of CCI: “architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design (including fashion design), festivals, music, literature, performing arts, (including theatre and dance), books and publishing, radio, and visual arts.”

UNCTAD definition of creative industries / economy: advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, and TV/radio.

A research on cultural cooperation fit for future  
→ essential education & academic partnerships

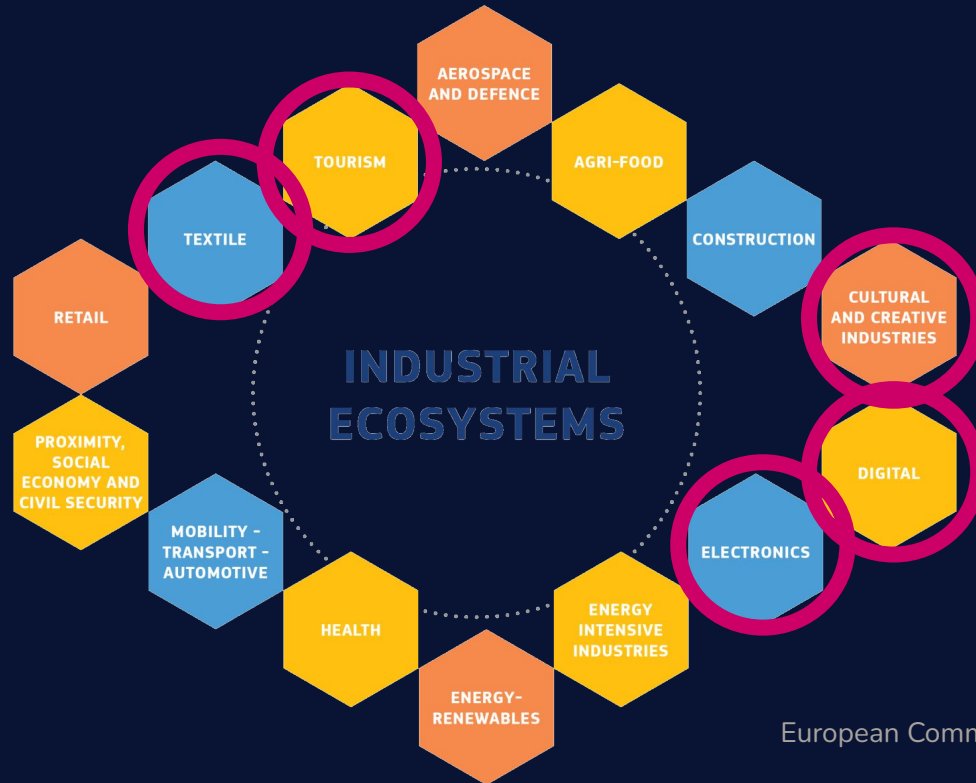
“Challenges persist in ensuring equitable access to digital resources and preserving cultural authenticity in the digital realm. Key challenges include inadequate digital infrastructure, insufficient funding, and limited digital literacy.” UNESCO survey on Mondiacult, 2024 report.

CCIs at the crossroad of  
Digitalisation - Innovation - Education  
*for Euro-Mediterranean relation and for  
Africa-EU cooperation*

## Recommendations

1. Realise CCIs' potential for employment (social -> economic value of culture).
2. Assess successful cultural cooperation projects who have led to more jobs & skills.
3. Bridge programmes supporting digital innovation with creative projects (and scale up existing ones).
4. Bridge new programmes & agendas with ecosystems in place.
5. Consider local realities and needs (of creators & of the market).
6. Support academic partnerships on Intellectual Property Law.

# CCIs in the European industrial strategy (2021)



European Commission

## Positive examples

Lacina Koné (Director General, Smart Africa):

"Africa seeks to create the most useful artificial intelligence, not the most powerful."



<https://starts.eu/starts-prize-africa/>

# Positive examples

*"New heritage body will use AI tools to help protect key sites from war and environmental crises"*

A 3D scan of the Mosque of Agadez, in Niger, made by Iconem, one of the founding partners of [HeritageWatch.AI](#), for an existing project funded by another founding partner, the Aliph foundation. The mosque is an example of earthen architecture under threat from impact of desertification, one of the types of project that HeritageWatch.AI plans to address.



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# Policy framework: connections to be made

Cultural cooperation & support to CCIs will create new opportunities answering pressing needs for youth and employment:

