

# Alliance for the Creative Mediterranean: Fueling Ventures and Bridging Cultures

## Manifesto

In the heart of the Mediterranean, where diverse cultures converge, and ancient traditions intertwine, we, the members of the Alliance for the Creative Mediterranean, declare our commitment to fostering a vibrant ecosystem of cultural and creative entrepreneurship.

### **Fueling Ventures:**

We believe in the transformative potential of creative entrepreneurship. Our alliance is dedicated to empowering aspiring entrepreneurs and nurturing existing ventures across the Mediterranean. By providing resources, mentorship, and networking opportunities, we aim to fuel the growth of innovative enterprises that not only drive economic prosperity but also enrich the cultural fabric of our region.

### **Bridging Cultures:**

We recognise the rich tapestry of cultures that define the Mediterranean region. From North Africa's shores to Southern Europe's coastlines, and everywhere in between, our shared history and diverse culture is our strength. We believe in the power of culture and creativity to bridge divides and foster understanding between communities and ultimately build a more connected, prosperous and inclusive society.

### **Our Commitment and Guiding Principles:**

As members of the Alliance for the Creative Mediterranean, we commit to:

1. **Empower Creativity:** We pledge to unleash the creative potential of individuals and communities across the Mediterranean
2. **Cultivate Collaboration:** We will foster collaboration and partnership among artists, creators, entrepreneurs, and cultural institutions, recognising that collective action is essential for meaningful impact.
3. **Celebrate Diversity:** We celebrate the diversity of cultures, languages, and traditions that define the Mediterranean region. We commit to promoting cultural exchange, dialogue, social inclusion, and mutual respect as pillars of our alliance.
4. **Drive Innovation:** We will promote innovation, leveraging technology, and new methodologies to catalyse growth and unlock new opportunities for creative entrepreneurs.
5. **Promote Planetary Well-being:** We are committed to promoting human development, sustainable practices and responsible entrepreneurship, ensuring that our ventures contribute to the long-term prosperity and well-being of our communities and the natural environment.

### Priority Actions:

1. **KNOWLEDGE SHARING:** the Alliance will develop actions to generate knowledge and evidence-based research, building on research and mapping carried out under [CREACT4MED](#). The aim of this exercise is to continue to identify the key figures, actors, initiatives, cultural infrastructures, opportunities and obstacles in the Southern Mediterranean, with a view to uncovering and raising awareness of unexploited entrepreneurship and employment opportunities and developing appropriate support initiatives and policy recommendations.
2. **CAPACITY BUILDING:** the Alliance will disseminate relevant opportunities for start-ups, MSMEs and budding entrepreneurs and key stakeholders in the CREAT4MED Community, directing them to tools, connections and support they need to turn their ideas into reality.
3. **ADVOCACY:** the Alliance will promote the cultural and creative industries as a key economic sector for growth, prosperity and inclusion at relevant events and among their existing network, as well as advocate for the inclusion of CCI policy in national strategies and regional development actions.

### Together, We Thrive:

In forging the Alliance for the Creative Mediterranean, we embark on a journey of collaboration, innovation, and cultural enrichment. Together, we will build a brighter future for the Mediterranean—one where creativity knows no bounds, and entrepreneurship flourishes in harmony with our shared heritage and values.

Signed,



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