

## Project key-figures

500 000

EUROS

24

MONTHS OF ACTIVITY

## Support throughout the project



IMPLEMENTATION  
PHASE



AWARNESS CAMPAIGN



MUSIC  
STAKEHOLDERS  
CONFERENCE



CAPACITY BUILDING  
ACTIVITIES



ESTABLISHMENT OF AN  
EXPERTISE PLAN

## Project stakeholders

This project is funded by AFD (Agence Française de Développement) and implemented by Expertise France in partnership with JAFRA Productions and SACEM.

Expertise France is a public agency and the interministerial actor in international technical cooperation, subsidiary of the Agence française de développement Group (AFD Group). As the second largest agency in Europe, it designs and implements projects that sustainably strengthen public policies in developing and emerging countries. It operates in key areas of development and contributes alongside its partners to the implementation of the Sustainable Development Goals (SDGs). For a world in common.

JAFRA Productions is an independent and record label and music business incubator. It was established in 2010 to develop the Palestinian music industry. JAFRA Productions has served as a catalyst for many emerging Palestinian artists, and has also contributed to many local, regional and global music initiatives and projects that showcase the Palestinian music industry with the stated ambition of preserving, developing and diversifying Palestinian heritage.

SACEM is the world leader in the collective management of copyright. It collects and distributes the music creators and publishers copyrights. It is committed to providing ever greater value to creation and offers social protection schemes coupled with a high level of services and monitoring to support its members at every stage of their professional lives.

## Contact

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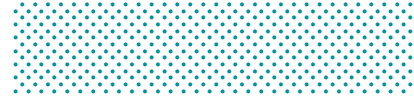


SUPPORTING THE STRUCTURATION AND  
THE DEVELOPMENT OF THE PALESTINIAN  
MUSIC ECOSYSTEM

The Palestinian Territories has the highest number of artists per capita in the Middle East. The music sector has considerable economic potential and contributes to the resilience and preservation of the Palestinian identity.

As the law on the copyrights has been established in 1924, it should be adapted to answer the current needs of the sector. A strong and efficient legal framework could contribute and foster the production, distribution and promotion of artists' music and give them the opportunity to make a living from their creations.

Moreover, the music industry is a vector of cultural, social, economic, employment and tourist development in Palestine.



## Activities of the project

The project relies on 3 main components:

### ① Component 1

- Support the remuneration and protection of the artists

### ② Component 2

- Development of entrepreneurship and professionalization of the sector

### ③ Component 3

- Innovation and development of digital technology



## Territorial Attractiveness, Culture and Heritage Unit

Expertise France mobilises France's internationally recognised expertise and know-how. The agency implements a wide-ranging portfolio of activities in various fields: feasibility studies for the restoration and development of heritage sites, assistance to the contracting authority on restoration sites, support and technical assistance for public policies and the upgrading and governance of cultural institutions. Expertise France is also committed in the cultural and creative industries related topics and more precisely on the support of music industries.

