



RÉPUBLIQUE  
FRANÇAISE

*Liberté  
Égalité  
Fraternité*



EXPERTISE  
FRANCE  
GROUPE AFD



## Expertise France AND **Culture**



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**10**

projects ongoing in 2023

**€26.6 M**

committed in 2023

**12**

countries of operation

The preservation and enhancement of cultural heritage, diversification of tourism and support to cultural and creative industries are key drivers of economic development, contributing to social cohesion and the attractiveness of territories.

Culture is a vehicle for peace and reconciliation. It contributes to the inter-community dialogue at the local and global levels and to the mutual understanding of societies.

**Know-how in Common**

# Culture at Expertise France

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As the French public international technical cooperation agency, Expertise France works with its partners to mobilise France's internationally recognised cultural expertise and know-how.

With French and European funds, the agency implements a wide-ranging portfolio of activities in various fields: feasibility studies for the restoration and enhancement of heritage sites, assistance to the contracting authority on restoration sites, support for public policies, modernisation and governance of cultural institutions, and support for cultural and creative industries.

## Building dialogue among cultural know-how

Through its partners and network of experts, Expertise France works to transfer skills via **peer-to-peer exchanges** and the organisation of **training and experience-sharing activities** between French and international cultural institutions.

Expertise France develops several lines of action adapted to local issues, including the preparation of cultural and scientific programmes, capacity building on collection management and conservation, training for guides and staff responsible for receiving the public, support for the museography and scenography of spaces, and the definition of commercial and marketing strategies.

For example, Expertise France is implementing the AFD-funded project to **restore the National Palace of Addis Ababa and open it to the public**. In France, it is mobilising the Public Establishment of the Palace, Museum and National Estate of Versailles, the Museum of Decorative Arts and the National Museum of Natural History to assist the Ethiopian Palace Administration with its institutional transformation.



## Restoring and enhancing heritage sites

The **preservation and enhancement of heritage** are key drivers of social cohesion and economic development. Expertise France works on both protection and restoration issues, as well as on the promotion of tourism and commercial assets to contribute to improving living conditions for local people.

To address the needs of its partners, Expertise France develops an approach tailored to the context and the particular local circumstances. It implements a **wide range of technical and institutional cooperation activities**, such as feasibility studies, assistance to the contracting authority on restoration sites, strengthening the legal framework for protection, training in preventive conservation techniques, cultural mediation, and the organisation of activities on sites.

Expertise France mobilises leading and prestigious actors, such as the French National Heritage Institute and the chief architects of historical monuments (ACMH).

With European financing, Expertise France is implementing the ambitious programme for the **Requalification of Byrsa Acropolis and rehabilitation of the Carthage National Museum** in Tunisia. With the Aliph Foundation, it is supporting the project for **architectural rehabilitation and the creation of a heritage trail in Amedi**, in Iraqi Kurdistan.

In Benin, Expertise France is implementing the AFD-funded project for the **creation of the Museum of the Epic of the Amazons and Kings of Dahomey**. In this context, it has launched a **field school with the French Compagnons du Devoir** organisation of craftsmen and artisans to train over 1,000 learners in construction techniques and craftsmanship related to the historical cultural heritage of the royalty.



## Supporting cultural entrepreneurship and cultural and creative industries

Expertise France takes a holistic approach to cultural and creative industries (CCI) to embrace the full diversity of this sector with strong potential for growth and employment: visual arts, performing arts, music, books, audiovisual creation and even video games.

Expertise France helps structure CCI, especially in Africa, by supporting innovative and digital entrepreneurship and developing top talent. It also specifically works on cultural entrepreneurship through a wide range of cross-cutting activities to help build local ecosystems and structure cultural and creative sectors at all their stages of development. This includes strengthening the legal and regulatory framework, technical and financial assistance and networking.

Through its role as a lead contractor, in particular for French public expertise, Expertise France has an extensive multi-stakeholder network of training centres, higher education institutions, local authorities and private actors: incubators, publishers, digital broadcasting platforms and festivals.

For example, Expertise France is helping to **structure the music industry in Palestine, in partnership with the Jafra Production music label and SACEM**, with AFD financing.

A project to **strengthen the cultural sector** is also ongoing in **Mozambique** with a multi-faceted operation financed by the European Union: training, incubation programme, calls for projects, networking and capacity building with the teams of the Ministry of Culture.

# Supporting the preservation and enhancement of cultural heritage

#1

Supporting cultural entrepreneurship and cultural and creative industries

## TUNISIA

REQUALIFICATION OF BYRSA ACROPOLIS AND REHABILITATION OF THE CARTHAGE NATIONAL MUSEUM

2019-2027 | €19 M  
European Union

#2

Creation of museums and cultural cooperation

## GHANA

SUPPORT FOR THE MUSIC INDUSTRY

2023 | €0.5 M  
Agence Française de Développement

#3

Restoration and enhancement of heritage sites

## BENIN

CREATION OF THE MUSEUM OF THE EPIC OF THE AMAZONS AND KINGS OF DAHOMEY

2021-2025 | €3.2 M  
Agence Française de Développement

## CAMEROON

MODERNISATION OF THE NATIONAL MUSEUM OF YAOUNDÉ

2020-2023 | €0.6 M  
Agence Française de Développement

**PALESTINE**

**SUPPORT FOR THE MUSIC INDUSTRY**

2023-2025 | €0.5 M

Agence Française de Développement

**IRAQ**

**SUPPORT FOR THE REHABILITATION OF THE AMEDI CITADEL**

2023-2025 | €1.4 M

International Alliance for the Protection of Heritage in Conflict Areas (ALIPH)

**ETHIOPIA**

**OPENING OF THE NATIONAL PALACE OF ADDIS ABABA**

2020-2023 | €3.9 M

Agence Française de Développement

**ETHIOPIA**

**SUPPORT FOR THE RESTORATION OF CHURCHES IN LALIBELA**

2019-2022 | €0.5 M

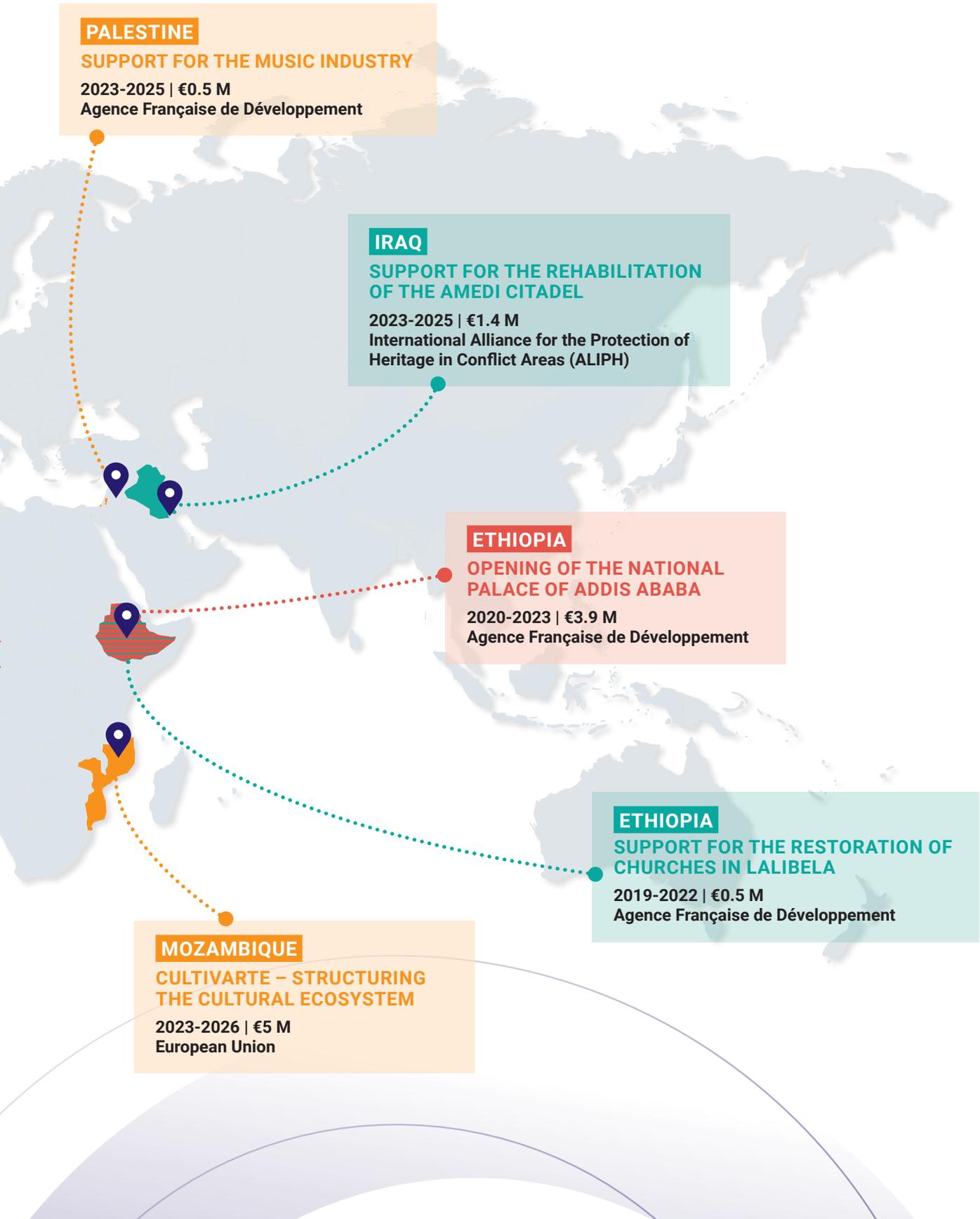
Agence Française de Développement

**MOZAMBIQUE**

**CULTIVARTE – STRUCTURING THE CULTURAL ECOSYSTEM**

2023-2026 | €5 M

European Union



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. Governance, security, climate, health, education... 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.

Find out more: [www.expertisefrance.fr](http://www.expertisefrance.fr)



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