

CULTURAL & CREATIVE INDUSTRIES

ACTIVITY REPORT 2025



A growing stimulus for innovation, jobs and social cohesion

The year 2025 confirms the role of cultural and creative industries (CCIs) as a cross-cutting issue for sustainable development. AFD Group is expanding its commitment to the sector by mobilizing various types of financing and its recognized expertise to back up employment, innovation, social cohesion, and the attractiveness of the areas where those CCIs are found.

The 2025 trends

- Diversified financial tools
- A stronger role for Expertise France
- Enhanced partnerships in France and abroad

A few key figures

€77.5 M
committed

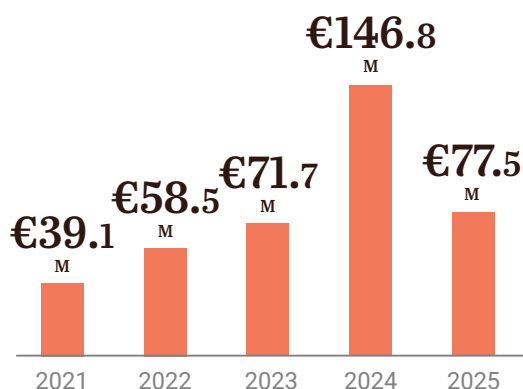
16
countries and territories

133
projects under implementation, including **53** committed in 2025

€452.3 M
project portfolio under implementation

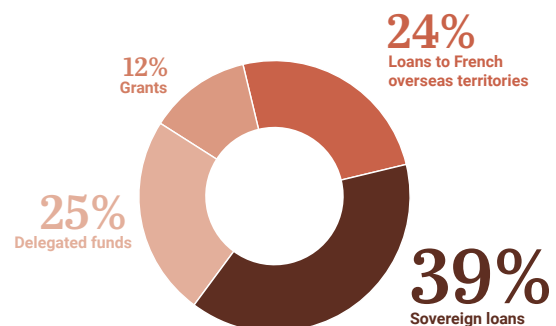
AFD Group's commitments

5-YEAR TREND



Since 2018, more than €565 M has been invested in foreign countries and French overseas territories, for more than **340 projects** and **180 micro-projects**.

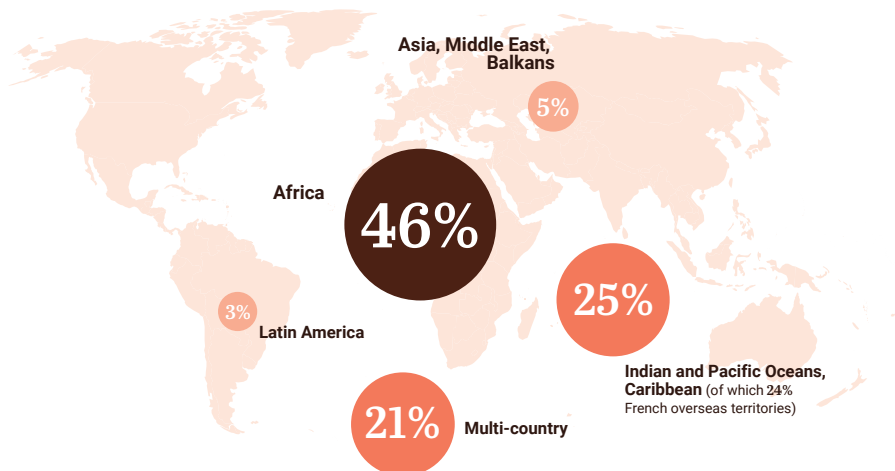
BREAKDOWN BY FINANCIAL TOOL



Various tools are used for financing CCIs. The share of loans is increasing, and financing is now open to investment funds.

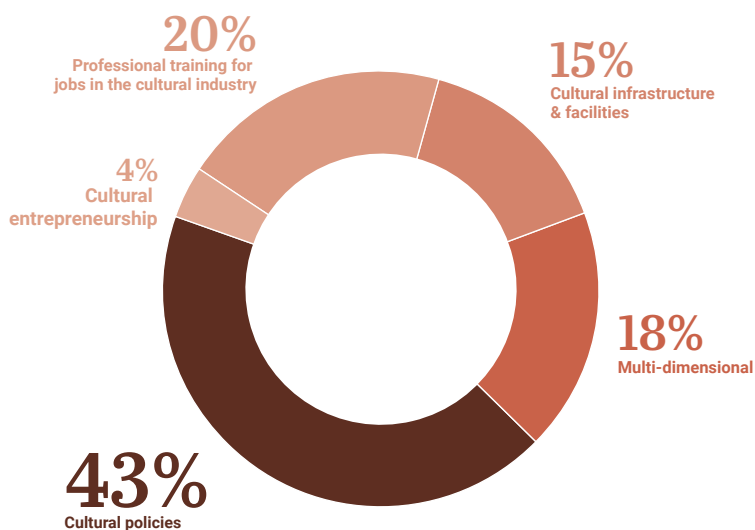
On the ground

GEOGRAPHICAL BREAKDOWN OF COMMITMENTS



AFD Group is continuing its commitments in all the areas where it operates, with the share dedicated to Africa dropping in favor of other zones.

BREAKDOWN BY THEME



Culture plays a cross-cutting role in achieving the Sustainable Development Goals, and AFD-financed projects contribute to several of them.

The European Union, an important partner of AFD Group



Since 2019, nearly €60 M in European funding has been entrusted to AFD Group, including approximately €20 M implemented by Expertise France, in particular through museum, audiovisual, and cultural heritage cooperation projects between Europe and Africa.

Since 2018, through AFD-financed projects:

5.4 million
people have enjoyed improved access to cultural facilities and infrastructure.

12,000+
people have received training in CCI professions (technical or managerial), with special attention paid to the most disadvantaged population segments.

2,000+
entrepreneurs have been given support in developing their activities in CCIs (incubation programs in Africa).

700
initiatives carried out as part of the projects have facilitated the establishment of regulatory frameworks that promote CCIs.

Did you know?

In 2025, AFD Group showcased its expertise on cultural and creative industries through six new studies focused on Africa.

Discover them on the AFD website.

