



EMEA WEBINARS FALL CYCLE

# IMPACTS OF COVID-19 ON THE CULTURAL AND CREATIVE INDUSTRY (CCI) IN THE MEDITERRANEAN: WHAT ROLE FOR DIGITALISATION?

Thursday 19 November 2020, 15:00- 16:30 CET

## Speakers:

**Nizar Hariri**

Associate Professor and Researcher, Faculty of Economics, OURSE, Saint Joseph University, Lebanon

**Sana Ouchtati**

Coordinator, Cultural Relations Platform, Founder of So Cult, Belgium

**Michele Rizzi**

Programme Manager in charge of Culture and Cultural Heritage, EU Delegation, Egypt

**Jihen Boutiba**

Secretary General, BUSINESSMED, Tunisia

**Mauricio O'Brien**

Country Manager for Spain, European Crowdfunding Network (ECN)

## Moderator:

**Prof. Rym Ayadi**

President, Euro-Mediterranean Economists Association (EMEA) and Professor at the Business School (Former CASS), City, University of London

## Discussant:

**Mohammed Elrazzaz**

Project Analyst, Business Development and Employment Division, Secretariat of the Union for the Mediterranean (UfM)



EURO-MEDITERRANEAN  
NETWORK FOR ECONOMIC STUDIES  
الشبكة الأوروبية المتوسطية للدراسات الاقتصادية

The COVID-19 pandemic has impacted labour markets worldwide. According to ILO forecast as of the second quarter of 2020, 495 million full-time jobs globally are lost. Lower and Middle-Income countries suffer the most with an estimated 23.3% drop in working hours – equivalent to 240 million jobs during the same period. Along with the tourism sector, the cultural and creative industry (CCI) are the most affected sectors during the pandemic. According to the OECD, the jobs at risk range between 0.8% and 5.5% of employment. Museums, performing arts, live music, festivals and cinema are hardly hit by the containment measures adopted to halt the viral contagion. The declining demand for the cultural and creative services led to an abrupt drop in revenues, putting at risk existing jobs and disrupting the value chains of the suppliers. In the Mediterranean countries, the health crisis further exposed the structural vulnerabilities of micro firms, creative auto-entrepreneurs, other non-for-profit organizations and artisans active in handicrafts and other cultural products. The demand for these products driven by the touristic sector evaporated due to the consequences equally suffered by this sector. Despite the policy measures adopted by governments across the globe in particular the social measures to support workers, SMEs and the vulnerable population, as shown in EMEA COVID-19 Policy Response Monitor there is no evidence that these measures targeted the cultural and creative sector. At the same time, the sector was subject to a rapid innovation powered by accelerated digitalization and emerging technologies. Companies that adapted and was already prepared to transform could offer new creative cultural experiences, business models and new markets. The virtual space become suddenly the new meeting point of many producers and creators and the online demand for creative contents emerged. To capitalize on the accelerated digital transition, addressing digital skills shortages in the sector and improve the digital infrastructure in the urban and rural areas could be used as a buffer to limit the losses of activities, revenues and jobs.





The cultural and creative sector is a driver for economic value, innovation, job creation and social impact. The COVID-19 and its policy mitigation responses are threatening the acquis of this sector. Long-term policy responses to support the sector are certainly needed to drive a sustainable and inclusive transformation.

In November 2020, EMEA is launching a new research initiative together with its network EMNES to explore the channels of value and job creation in the CCI in the Mediterranean and Africa post COVID-19 and to propose recommendations to enhance the capacity for the sector to become an engine of innovation powered by digitalization and to transform towards more sustainability and inclusion. A new project CREAT4MED co-funded by the European Union and led by EMEA aims at uncovering the untapped potential of CCI to enhance economic growth, create decent jobs and promote social inclusion in the Mediterranean by exploring the strengths and weaknesses of the sector, providing training, and sub-granting for projects led by women and youth.

This webinar aims to explore the impacts of COVID-19 on the CCI in the Mediterranean and discuss the role of digitalisation as a vector of resilience during and post health crisis.

At this juncture, EMEA is launching the Regional Integration Monitor (RIM) for the Mediterranean and Africa embedded in the TRIS model for development. The RIM will assess the process of regional integration over the last decades while exploring its compliance with TRIS. Further research is being done to assess the consequences of COVID-19 on the process of regional integration using the lenses of this paradigm shift.

This webinar aims to discuss the process of regional integration in the Euro-Mediterranean and Africa prior and during the COVID-19 period and will inform on future prospects.

## Moderator:



### Rym Ayadi

President and co-Founder  
Euro-Mediterranean Economists Association

Professor Rym Ayadi is the Founder and President of the Euro – Mediterranean Economists Association (EMEA). She is Founder and Director of the Euro-Mediterranean Network for Economic Studies (EMNES). She is Senior Advisor at the Centre for European Policy Studies (CEPS); Professor at the Business School, City University of London; and Member of the Centre for Banking Research (CBR); Academic member and Chair (2018-20) of the European Banking Authority – Banking Stakeholders Group (EBA-BSG). She is also Associated Scholar at the Centre for Relationship Banking and Economics (CERBE) at LUMSA University in Rome.

## Discussant:



### Mohammed Elrazzaz

Project Analyst, Business Development and  
Employment Division, Secretariat of the Union for  
the Mediterranean (UfM)

Mohammed Elrazzaz (Cairo, 1976) is a Barcelona-based staff member of the Secretariat of the Union for the Mediterranean (UfM) since 2013. Part of the Economic Development and Employment Division at the Secretariat, he is in charge of Creative Economy, Digital Economy and Social Economy. Prior to his engagement with the UfM, he had worked for 10 years as Financial Analyst and Head of Investor Relations at the Commercial International Bank (CIB), Egypt's premiere bank, where he received the Goldman Sachs 'Transaction of the Year' Award in 2006 for the successful gearing of the bank's shareholding structure.

In parallel, he is Professor of Mediterranean Heritage at the International University of Catalonia in Barcelona (UIC) since 2015. His second book, titled "The Mediterranean: A Shared Heritage" was published by the Euro-Mediterranean University (EMUNI, Slovenia) in 2018.

Mr. Elrazzaz holds a BA in Economics (Cairo University), Postgraduate in History (University of Granada) and MA in Arts and Cultural Management (UIC, Barcelona).

## Speakers:



### Nizar Hariri

Associate Professor Faculty of Economics Saint-Joseph University  
Director of the Observatoire Universitaire de la Réalité  
Socio-Economique (OURSE)

Associate Professor at the Faculty of Economics at the Saint-Joseph University in Beirut, Lebanon, an elected member of the Faculty board since 2014, and a member of the Ethical comity (IRB) of the University since 2016. He conducted several research and training projects on topics related to Heritage, Cultural Economics and urban economics (partook in the Creative Economy Report 2013 (UNESCO, UNDP, MEDCULTURE, MEDNETA). Between 2013 and 2016, he also was national coordinator for the European project TEMPUS PACOME, that launched an observatory for the Labor Market in Lebanon. Nizar Hariri is currently the director of the Observatoire de la Réalité Socio-Economique at USJ. Finally, since 2019, and the coordinator of the European project CONECTE (Erasmus+ Capacity Building).



### Sana Ouchtati

Coordinator, Cultural Relations Platform,  
Founder of So Cult, Belgium

Sana Ouchtati, as an independent cultural relations consultant, is steering important initiatives dedicated to International Cultural Relations. She is the Team Leader of the Cultural Relations Platform and is also coordinating MORE EUROPE – external cultural relations- initiative since 2012. She has two Master's degrees, in European Union policies and in International Relations & Business Administration. In 2001-2011, she worked at the European Institutions in Brussels, mainly on trade multilateral and bilateral agreements and has been responsible for the cultural dimension of the EU external relations mainly with ACP Countries, MENA Countries and Emerging Countries before becoming an independent consultant. She has a thorough knowledge of the cultural field, international relations as well as EU processes, policies and instruments dedicated to external relations, culture and intercultural dialogue. She has a thorough knowledge and experience in MENA region



### Michele Rizzi

Programme Manager in charge of Culture and  
Cultural Heritage, EU Delegation, Egypt

Michele is the programme manager in charge of culture and cultural heritage at the EU Delegation to Egypt. The portfolio he manages spans from large interventions in museums and heritage sites, the support to cultural operators and the organisation of public diplomacy actions, such as music events and festivals. Before his current appointment, he spent four years at the EU Delegation to Pakistan, where he worked mostly on communication and public diplomacy.



## Jihen Boutiba

Secretary General, BUSINESSMED, Tunisia

Mrs. Boutiba is the General Secretary of the Union of Mediterranean Confederations of Enterprises-BUSINESSMED since 2014 which is consisted of 22 employers' organizations from the EuroMed region. She has been a stable strong leader of this organization for the past 15 years coordinating and enhancing cooperation diversity all around the Mediterranean. Over the past decade she also had an experience at the U.S Department of States in Tunisia within the Political and Economic section for foreign grants assistance on the Economic Support funds. She has an extensive experience in managing large programs at international levels, responsible of partnership and networking relations with diplomatic Institutions and Business Development Providers in the Euromed/MENA Regions. Mrs. Boutiba holds several Expert Positions within the Economic field and in particularly with the political diplomacy and institutional partners. She is currently the Executive Director of the EU-project "Enhancing Business Support Organizations-EBSOMed" in the EuroMed region, Consultant in Euro-Mediterranean diplomatic trainings with ENA "Ecole Nationale d'Administration & Deputy Director of the South Mediterranean Social Dialogue Project "SOLiD".



## Mauricio O'Brien

Country Manager for Spain, European Crowdfunding Network (ECN)

Mauricio O'Brien is country manager at European Crowdfunding Network (ECN) which is an independent, professional network promoting adequate transparency, (self) regulation and governance while offering a combined voice in policy discussion and public opinion building in relation with the crowdfunding ecosystem. Advocate of social innovation and passionate about eco-design thinking and co-creation, also devoted to the rural development and social entrepreneurship.

**SAVE THE DATE: Next webinar taking place on 03 December at 15:00 CET on the External Dimension of the EU Green Deal.**



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