PROJECT FACTSHEET

ევროკავშირი საქართველოსთვის
The European Union for Georgia

Creative Compass Georgia

Duration: 01.10.2023 - 31.10.2027

Countries:
Georgia

EU contribution: € 4 600 000

Total budget: € 4 800 000

Implementer:
Goethe-Institut e.V.

Funded by the European Union

Social media:
instagram.com/goetheinstitut_georgien/,
facebook.com/goetheinstitut.georgien

Website(s): www.goethe.de/CreativeCompassGeorgia

Project description:

The Creative Compass Georgia (CCG) is a 4-year project funded by the European Union and co-funded and implemented by Goethe-Institut Georgien, which empowers cultural and creative industries across regions of Georgia. The project's overarching goal is to enhance the socio-economic environment of the country by strengthening the cultural and creative sector.

The primary objective of Creative Compass Georgia is to enhance sustainable growth and employment within the cultural and creative industries (CCI) in the regions of Georgia, with a specific focus on industrial and post-industrial cities and towns outside Tbilisi, the national capital. This goal will be realised by facilitating capacity building, promoting networking and collaboration, and offering funding opportunities to different CCI stakeholders.

To achieve these aims, the project works in different directions - identifying, strengthening, and utilising creative resources, developing creative spaces, creating funding opportunities, promoting entrepreneurship, and deepening both cross-sectoral and international cooperation. The project applies a multi-stakeholder approach in which funding is meant to be given to different stakeholder for different activities.

The initiative aims to establish and strengthen eight local public-private partnership platforms that will cooperate within the nationwide network of creative (post)industrial cities. Serving as knowledge-sharing and communication hubs for various CCI stakeholders within municipalities, such as local authorities and civil society organisations, as well as creative businesses and independent artists, these platforms will operate as local entities implementing and channelling project-related activities. The overarching network is positioned to make a substantial contribution to the sustainable development of the CCI sector in the country.

Expected results:

- Increased capacity of selected Georgian post-industrial cities to generate and support cultural and creative industries.
- Improved capacities of CCI stakeholders and start-ups.
- Improved awareness of the municipalities, CCI actors, investors, and civil society on the CCI potential of the participant municipalities and CCI projects.
- Improved capacity of the authorities in CCI development potential and on possible strategies.

Over the four-year timeline, the project will generate various opportunities for different stakeholders around the country, including:

- Encouraging cross-sectorial and cross-municipal cooperation.
- Strengthening creative businesses.
- Identifying and developing spaces for collaboration and knowledge sharing.
- Supporting international and regional exchange and mobility.
- Promoting local creative resources.

As part of the project, a grant of €5,000 each was provided to 35 municipalities to support them in identifying, mapping, and photo documenting creative spaces or spaces with the potential for creative use in the future. The mapping was implemented between April and June 2024. Creative Compass Georgia will continue its implementation to sustainably support the cultural and creative sector in the regions of Georgia.