

TC ABSTRACT

I. Basic Project Data

▪ Country/Region:	REGIONAL/IDB
▪ TC Name:	Promoting Digital Technologies for the LAC Creative Industries
▪ TC Number:	RG-T3974
▪ Team Leader/Members:	GRAZZI, MATTEO (IFD/CTI) Team Leader; GRANT, KAYLA SHAREE (IFD/CTI) Alternate Team Leader; ACEVEDO CALLE, DANIELA (LEG/SGO); SIERRA LIRANZO, MAYRETT (IFD/CTI); MARIA ALEJANDRA GALEANO (IFD/CTI); MARTINEZ LOPEZ, CYNTHIA GUADALUPE (IFD/CMF); CARDENAS VARON, GINA STEFANY (IFD/CTI); BRIANA VELASQUEZ (IFD/CTI); GENESIS MORALES (IFD/CTI)
▪ Taxonomy:	Client Support
▪ Number and name of operation supported by the TC:	N/A
▪ Date of TC Abstract:	05 Aug 2021
▪ Beneficiary:	Innovation agencies, Ministries of culture, entrepreneurship support entities
▪ Executing Agency:	INTER-AMERICAN DEVELOPMENT BANK
▪ IDB funding requested:	US\$150,000.00
▪ Local counterpart funding:	US\$0.00
▪ Disbursement period:	24 months
▪ Types of consultants:	Individuals; Firms
▪ Prepared by Unit:	IFD/CTI - Competitiveness, Technology and Innovation Division
▪ Unit of Disbursement Responsibility:	IFD/CTI - Competitiveness, Technology and Innovation Division
▪ TC included in Country Strategy (y/n):	No
▪ TC included in CPD (y/n):	No
▪ Alignment to the Update to the Institutional Strategy 2010-2020:	Productivity and innovation ; Gender equality; Diversity

II. Objective and Justification

- 2.1 The general objective of this technical cooperation is to strengthen the regional entrepreneurial and innovation ecosystem for supporting the development of innovative digital technological solutions for the cultural and creative industries.
- 2.2 While the cultural and creative industries (CCIs) have been an important and long-standing contributor to national and global economies, they are largely made up of informal micro, small and medium-sized companies, and self-employed workers, many of which were severely impacted by the COVID-19 pandemic. The pandemic increased the vulnerability of creative entrepreneurs and firms, particularly those who relied on live interaction with the public or tourist flows. In this context, the main resilience strategy has been the adoption digital technology, to overcome the obstacles created by the isolation measures taken to contain the pandemic. Therefore, creative entrepreneurs in the region have been faced with a plethora of new digital tools and methods aimed at support the creativity and innovation process, with the objective of increasing their productivity and competitiveness. However, there is still a general lack of knowledge on the available digital tools in the market and how to

effectively adapt them for firms operating in CCIs. This situation calls for interventions aimed at facilitating the development of digital technological solution for CCIs, in order to support them to recover from this unprecedented crisis and take advantage of the new opportunities that might surge in the new scenario. The IDB Creative Tech Lab (CTL) seeks to close the aforementioned gaps and to support creative firms in realizing the full potential of digital technology for the creative industries. The CTL is an open collaboration methodological tool that brings together diverse individuals interested in designing the future of the creative industries. It exposes creative entrepreneurs to digital tools available for improving and generating a sustainable revenue flow. However, the pilot implementation of CTL in Jamaica (2019), Haiti (2020), and Trinidad & Tobago (2021) showed some limitations of the instrument, in terms of the need for supporting teams from moving forward from the ideation stage, and the necessity of modifying the current delivery model in order to expand its reach and impact. As such, the proposed TC will support an updating of the CTL methodology, as well as capacity building and training activities benefitting institutions that support innovation and entrepreneurship in countries that have expressed a demand for utilizing and implementing this tool to foster the competitiveness of the local CCIs.

III. Description of Activities and Outputs

- 3.1 **Component I: Development and Testing of the Creative Tech Lab 2.0** . Development and testing of an extension of the CTL methodology on the incubation and acceleration of creative solutions originated in the CTL. (i) review of global best practices to support the development of cultural and creative start-ups, differentiated by sub-sectors of activity; (ii) design of an extension of the CTL methodology, with the incubation and acceleration phase; (iii) testing of this CTL methodology in the beneficiary countries; (iv) drafting of an updated CTL toolkit.
- 3.2 **Component II: Capacity Building and Institutional Strengthening** . Promote actions to strengthen the capacities of LAC public and private entrepreneurship support institutions to effectively support CCIs. In particular, the component will finance the design and delivery of a training of trainers program, to generate the capacities to deliver CTLs in the entrepreneurship support institutions of the beneficiary countries, expanding the reach of the program
- 3.3 **Component III: Communication and Dissemination.** Promote the dissemination of the results of the project. This includes: i) the production of video tutorials to facilitate the replication of the CTL; ii) a promotional campaign aimed at increasing awareness on the importance of developing digital solutions for the development of regional CCIs

IV. Budget

Indicative Budget

Activity/Component	IDB/Fund Funding	Counterpart Funding	Total Funding
Development and Testing of the Creative Tech Lab 2.0	US\$100,000.00	US\$0.00	US\$100,000.00
Capacity Building and Institutional Strengthening	US\$20,000.00	US\$0.00	US\$20,000.00
Communication and Dissemination	US\$30,000.00	US\$0.00	US\$30,000.00
Total	US\$150,000.00	US\$0.00	US\$150,000.00

V. Executing Agency and Execution Structure

- 5.1 The execution of this TC will be carried out by the Bank through the Competitiveness and Innovation Division (IFD/CTI) and the disbursement period will be 24 months and

the UDR will be IFD/CTI. The procurement of individual consulting services will be carried out by the IDB in accordance with Human Resources (HRD) Complementary Workforce Policy (AM-650). The procurement of consulting firms will be carried out by the IDB in accordance with the Policy for the Selection and Contracting of Consulting Firms for Bank-executed Operational Work (GN-2765-4) (OP-1155-4). The procurement of consulting services different from consultants will be carried out by IDB in accordance with Corporate Procurement Policy (GN-2303-28). All knowledge products derived from this Technical Cooperation will be the Bank's intellectual property. Knowledge products will be published through the Bank's web page and other means accounted for in the indicative Budget.

- 5.2 This execution of this TC will be carried out by the Bank through the Competitiveness and Innovation Division (IFD/CTI). The Bank has demonstrated its ability to coordinate and motivate actions across diverse stakeholders at both the national and regional levels. In addition, and in line with Section 2.d of Annex 10 of the Operational Guidelines for Technical Cooperation Products (GN-2629-1). The IDB will engage directly with the lead institutions on the ground to ensure they gain the practical experience of supporting technology adoption and institutional capacity building projects.

VI. Project Risks and Issues

- 6.1 No major risks are identified for the development of the project. The COVID-19 pandemic poses a challenge to any in-person gatherings in the next years. Nevertheless, as per the lessons learned from the 2020 and 2021 execution of the CTL, all CTL activities can be fully implemented virtually.

VII. Environmental and Social Classification

- 7.1 The ESG classification for this operation is "undefined".