La cultura es de todos | Mincultura

Strategies of the Orange Economy

CREA TALENTO CREA COLOMBIA

Constant innovation, evolution and creation

"**Culture** and **creativity** as pillars of the **COMPREHENSIVE HUMAN DEVELOPMENT OF THE TERRITORIES**"

1. Information

Strategies to generate sectoral information and knowledge that strengthens the dialogue between culture, economy, creativity and sustainable development.

Strategy 1A.
Broaden the acquisition of knowledge through diverse disciplinary approaches

- Develop the Culture and Orange Economy Satellite Account
- Develop the Information System in Orange Economy (SIENA)
- Promote and strengthen cultural observatories

Strategy 1B.
Deepen the analysis of both the value ecosystem and the territorial level

- Conduct studies and mapping
- Design novel measuring instruments
- Strengthen research centers and the processes of academia

Strategy 1C.
Organize, systematize and disseminate sectoral information and knowledge

- Implement dissemination strategies
- Do an inventory of research projects
- Articulate a sectoral information network formed by academia and the public and private sectors

2. Institutions

Strategies to generate coordination spaces, forms of financing and incentives to mitigate the risk of the agents of the cultural and creative sector.

Strategy 2A.
Design, implement, and promote the tools for the strengthening of the creative sector stipulated in the National Development Plan, the Law for Economic Growth, and other relevant regulations

- Draw and implement pieces of legislation for the orange economy (PND, etc.)
- Create and put into operation the Orange Economy Portal: www.economianaranja.gov.co

Strategy 2B.
Consolidate, offer and manage financing instruments that are relevant to the needs and business models of the creative sector

- Manage financing and investment instruments
- Put into operation the Colombia Crea Talento Corporation

Strategy 2C.
Prioritize territorial policies

- Consolidate the Orange Economy nodes
- Implement territorial creative agendas
- Support integrated competitiveness agendas
- Articulate the Training System for Work

3. Infrastructure

Strategies for strengthening the sustainability of public goods and infrastructure.

Strategy 3A.
Provide sustainable public goods and infrastructure consistent with the needs and characteristics of each territory

- Build, equip and put into operation equipment for creative training
- Conduct the characterization of ecosystems and equipment networks

Strategy 3B.
Incentivize the development of Orange Development Areas (ADNs) throughout the national territory

- Promote territorial incentives for creative infrastructure
- Implement Orange Development Areas (ADNs)

Strategy 3C.
Strengthen the use of existing financing instruments for the construction or improvement of cultural and creative infrastructure

- Put SENA infrastructure into operation
- Strengthen the restoration and conservation of tangible cultural heritage
- Launch the Colombia Reactiva - FINDETER Line for creative infrastructure
- Strengthen the comprehensive management of tax incentives for infrastructure
- Develop the C-Emprende campus
- Strengthen infrastructure and tourism competitiveness
- Strengthen the sustainability processes of creative infrastructure

4. Industry

Strategies to strengthen the path to entrepreneurship and generate a sustainable creative ecosystem.

Strategy 4A.
Strengthen the sustainable management of community and social small-businesses or organizations, and of nonprofits

- Coordinate actions with Artesanías de Colombia laboratories
- Organize the Emprendetón and Heroes Fest
- Coordinate processes with the National Stimulus Program of Mincultura
- Implement the workshop schools of Colombia
- Put into operation the school workshops
- Launch the Sacúdete Crea centers
- Implement "Mi negocio" initiative
- Put IRACA program into operation
- Implement the Emprende Rural Fund
- Articulate actions with the National Concerted Venues Program of Mincultura

Strategy 4B.
Encourage companies to use tools that allow them to mitigate the risks associated with the consolidation stage

- Implement Aldea Naranja and Capital Naranja
- Coordinate actions with Mincultura's National Stimulus Program
- Implement the Emprender Fund for seed capital
- Carry out the Crea Digital initiative
- Launch Apps.co
- Strengthen credit lines
- Manage Exprimiendo la Naranja and Fund of Funds credit lines
- Implement the Orange Vouchers
- Promote the Colombia Productiva Program

Strategy 4C.
Support consolidated companies so they can scale up their operations and increase their exports

- Offer technical training on demand through SENA
- Promote cultural tourism projects through Fontur
- Put into operation MEGA I
- Launch productivity factories
- Promote exports

Strategy 4D.
Publicize and promote access to instruments that benefit the entire cultural and creative sector transversally

- Promote the use of available instruments: Law 814 of 2003 (Film Law), Law 1556 (Law of Promotion of the National Territory as Stage for Filming Cinematographic Works), Law 1493 of 2011 (Law of Public Spectacles) and Law 98 of 1993 (Book Law)
- Dissemination and advisory spaces

5. Integration

Strategies to encourage integration and circulation of cultural and creative goods and services.

Strategy 5A.
Strengthen the mediators of the value ecosystem

- Deliver incentives aimed at markets
- Deliver incentives aimed at intermediaries in the orange value chain
- Deliver incentives aimed at promotion processes

Strategy 5B.
Strengthen national and international platforms, markets, and networks for the circulation of cultural and creative goods and services

- Develop the creative offer based on local and external markets
- Participate in international market platforms
- Develop the creative internationalization of the country along three axes: exports, attracting investment and cultural tourism

Strategy 5C.
Strengthen the synergy between heritage and sustainable tourism

- Implement the Colombia a la Mesa strategy - Artesanías de Colombia
- Strengthen networks of bookstores, alternative venues and circulation spaces
- Develop the Cultural Tourism Policy
- Develop the Red Turística de Pueblos network
- Develop community tourism
- Strengthen tourism infrastructure, especially for cultural activities

Strategy 5D.
Devise strategies for Colombians to access and appropriate their own cultural and creative manifestations

- Implement the Colombia Crea seal
- Carry out an annual event related to the work of the creative sectors in Colombia
- Promote the appropriation of cultural and creative content

Strategy 5E.
Devise strategies for Colombians to access and appropriate their own cultural and creative manifestations

- Pines Naranja

6. Inclusion

Strategies for skill development creative and capabilities sectoral

Strategy 6A.
Closing gaps in human capital and designing qualification standards in the cultural and creative ecosystem

- Continuous training through SENA
- Develop work and entrepreneurial practices
- Implement the National Qualifications Framework (MNC)
- Coordinate actions with Education for Work and Human Development - ETDH
- Create the National Qualifications System (SNC)

Strategy 6B.
Reinforce the policy for the strengthening of crafts and occupations related to the performing arts and cultural heritage

- Implement the Colombia Workshop Schools program
- Encourage the transmission and sustainability of crafts and occupations
- Implement the School Workshops Program
- Strengthen the teaching of traditional trades
- Coordinate actions with informal education processes and EDTH

Strategy 6C.
Strengthen the comprehensive development of artistic, cultural, and technological skills and competencies in primary and secondary education

- Draw pedagogical guidelines for arts education in primary and secondary levels
- Formulate curricular guidelines in the areas of science, technology and arts
- Coordinate actions with teacher training schools
- Introduce new SENA qualifications and certifications
- Double degrees and certifications in conjunction with SENA

Strategy 6D.
Implement the National System of Education - Artistic and Cultural Training (SINEFAC)

- Implement the National System of Education - Artistic and Cultural Training (SINEFAC)

7. Inspiration

Strategies to stimulate content production and innovative and quality cultural and creative products.

Strategy 7A.
Stimulate the emergence and consolidation of a sustainable, innovative and diverse cultural and creative economic activity with a reaching social impact

- Formulate and deliver the National Stimulus Program (PNE)
- Design and put into operation the Crea Digital program
- Allocate and deliver the resources of the Film Development Fund (FDC)
- Strengthen Research + Creation

Strategy 7B.
Broaden the understanding and use of the tools provided by copyright and related rights to guarantee fair access and increase the economic benefits derived from the products of the creative and cultural sector

- Implement the Orange Culture Program
- Regulate Traditional Specialties Guaranteed (TSG)
- Launch the creators and cultural industries business portal Red Naranja
- Implement the valuation of intangible assets
- Promote traditional production under standards recognized by the government

Strategy 7C.
Include the sectors of the cultural and creative economy as productive commitments within the framework of the National Productive Development Policy (PDP)

- Implement the Colombia Productiva Program in sectors such as Software and IT, Tourism and Cultural Landscape, and Fashion

Strategy 7D.
Create and promote spaces for interdisciplinary experimentation, creative laboratories, product prototyping, and research+creation in all artistic fields

- Widely implement the Hecho a Mano Quality Seal
- Install Technology and Research
  - Big data Development and Transfer centers
- Develop 4.0 technologies

Immediate 2019 | Short Term 2020 | Medium Term 2022 | Transformational Long Term

National Council of the Orange Economy