

Colombia
Crea 2030
Strategy

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Resumen ejecutivo

This strategy was created with the purpose of presenting a set of public policies and actions that aim to consolidate the orange economy as a strategic sector of the Colombian economy, which in turn, will promote the 2030 Sustainable Development Goals agenda established by the UN, having as a central and transversal axis the adoption, adaptation and appropriation of the cultural and creative industries. This process requires the commitment of both the Government and cultural agents and the private sector to lead the change towards a new economic and social model where creativity and innovation are at the center of development. The Government of Colombia understands that the success of its economy consists of investing in the talent of its citizens and taking advantage of the entrepreneurial potential of the country's youth, so that they can build sustainable life models in the context of the Industrial Revolution 4.0.

We hope that this report will be useful for all stakeholders, and encourage them to seek new opportunities for growth and sustainable development based on new creative industries.



Members of the National Council of Orange Economy

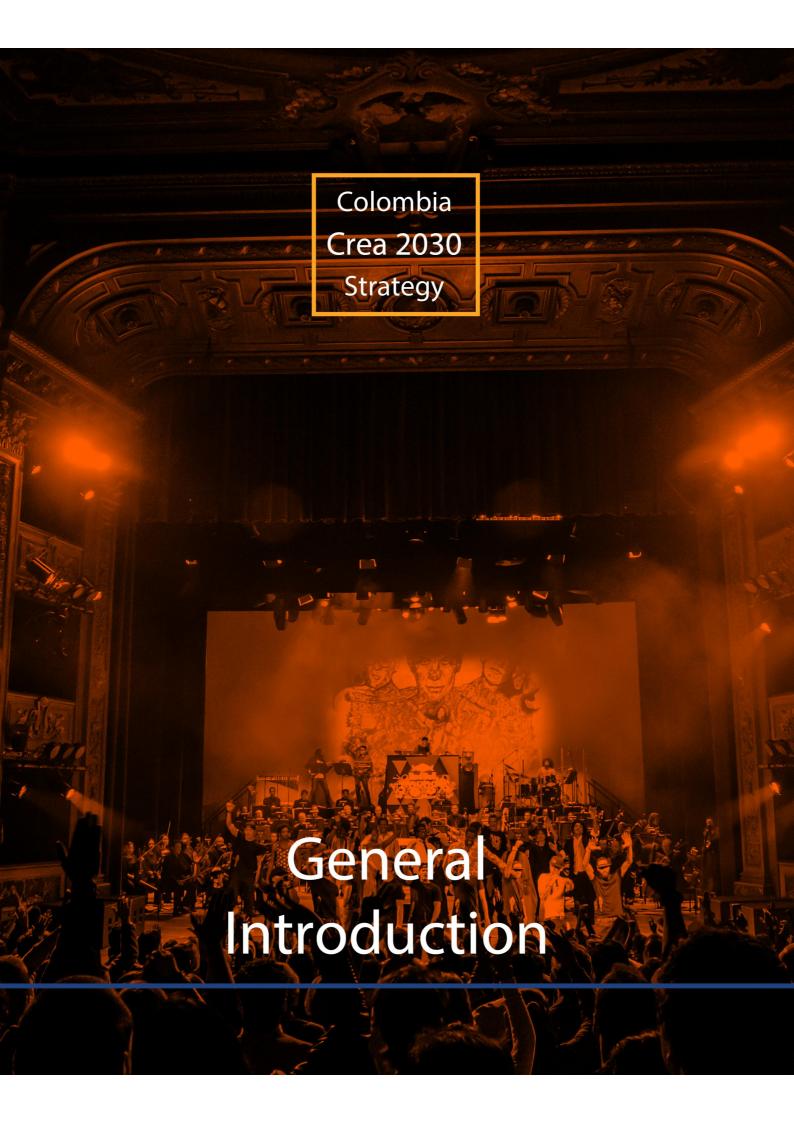


Other permanent guests:

iNNpulsa, Colpensiones, Superintendence of Industry and Commerce (SIC), Colombia Joven, Colciencias, Procolombia, Chancellery, DIAN, Bancóldex, Presidential Cooperation Agency (APC), Crafts of Colombia, Superintendence of Companies, ICETEX

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General introduction

A strategy to release talents

According to the World Economic Forum's analysis of the future of work, 65% of children entering elementary school today will end up working in types of jobs that do not yet exist1. This is a great challenge, especially for emerging countries. In the National Government we consider that the greatest asset of the country is the talent of Colombians and, therefore, we must free the creativity of our young people in order to face the challenges and appropriate the opportunities of the Fourth Industrial Revolution.

The creative and cultural industries have always existed in Colombia, however the Government - for the first time - is decisively pushing a transversal agenda to position them at the center of the development agenda. Through the orange economy we can then move closer to meeting the 2030 Sustainable Development Goals and position ourselves as a world-class creative magnet, in accordance with the PND 2018-2022 'Pact for Colombia, Pact for Equity '

This strategy focuses on developing skills in knowledge, opportunities and promotion, which are built from a series of interventions that can be framed in the 7 ies:



The challenge

The world is facing an unprecedented revolution, the Fourth Industrial Revolution that, unlike the previous three, poses a challenge in the production of mindfactures (goods and services product of our dreams, identity and imagination), the development of soft skills (personal attributes to relate to others) and new forms of employment and doing business.

However, with the challenges also come the inherent opportunities for economic prosperity. According to the World Economic Forum, social progress and individual development are exceptional in this new world, but depend primarily on the capacity of all concerned to carry out reforms in education and training systems, labor market policies, business approaches. , labor agreements and existing social contracts2. Consolidating positive results and a good job future for all will require bold leadership and an entrepreneurial spirit on the part of young (and not so young) entrepreneurs and governments, as well as an agile mindset of lifelong learning on the part of people and their communities

Understanding the orange economy as the set of activities that in a chained way allow ideas to be transformed into creative and cultural goods and services, we observe that the promotion of this sector is one of the strategies that will allow us as a society to join the Fourth Industrial Revolution .

Colombia has a high potential in this area that, if used correctly, can become a global reference in the transition to the knowledge economy.

The National Government assumes the commitment to promote and guarantee freedoms, rights and cultural capacities as a constituent component of sustainable development and democracy, in line with the definition of Colombia as a Social Rule of Law, according to the 1991 Constitution.

Our great challenge as a National Government, then, lies in preparing our society for the Fourth Industrial Revolution, taking advantage of the infinite wealth contained in the talent of our youth, and our tangible and intangible heritage, and thus meet the 2030 Development Goals approved by the General Assembly of the United Nations. For this purpose we must focus on the following formula:

²T, Leopold (2018) The Future of Jobs. World Economic Forum T, Leopold (2018) The Future of Jobs. World Economic Forum





The goals

Colombia's ambitions can not be inferior to its capabilities, which is why we hope that, with the consolidation of the orange economy, Colombia will be able to greatly diversify its economy and achieve historic growth.

From the National Government we envisage a successful transition towards the creative industries, therefore, we have established the following goals for the next 4 years, and its projection to 2030:

The route

• Real growth of the last four years of value added in the sectors of the orange economy³



Population engaged in activities related to the Orange Economy



³The baseline corresponds to the Culture Satellite Account; with the realization of the Satellite Account of Culture and Orange Economy, the baseline should be adjusted. It should be noted that the contribution of the orange economy to GDP is not yet consolidated in the DANE accounts. With the construction of the Orange Report (projected for May) and the Orange Economy Information System (SIENA), the country will be able to find out about the direct impact of the sector through consolidated indicators and in time series.

⁴The baseline corresponds to GEIH 2018 of DANE.

• Global Competitiveness Indicator 4.0 - WEF



Law 1834 of 2017 bases the orange economy strategy on 7 ideas: information, institutions, infrastructure, industry, integration, inclusion and inspiration.

These ideas constitute our roadmap as Government in the consolidation of the sector and, therefore, in our National Development Plan 'Pact for Colombia, Pact for Equity', efforts were directed in a transversal manner distributed in the 7 items presented by the President of the Republic Iván Duque.

Table 1.

Participation of entities in the National Council of Orange Economy 7i

	Information	Institutions	Infrastructure	Industry	Integration	Inclusion	Inspiration
Mininterior		ð	Ö			9	ڻ ڻ
MinHacienda		ð		ð			
MinCultura	0	ð	ڻ ٽ	Õ	Ö	O	ڻ ر
MinTrabajo	9			Ö		Ö	
MinComercio		Q		ڻ ر	Ö		Ö
MinTIC	Ö	ð	ڻ ٽ	O	Ö	0	ڻ ڻ
MinEducación		Q	ð			Ö	ڻ ٽ
DNP	Ö	ð	ڻ ٽ	ڻ ر		O	
DANE	Q						
SENA	Q		ڻ گ	Ö		Ö	Ö
DNDA	ð	ð		The control of the co	The control of the co	9	O
FINDETER	9		Ö			0	

Participation of invited entities to the National Council of Orange Economy 7i

	Information	Institutions	Infrastructure	Industry	Integration	Inclusion	Inspiration
INNpulsa	Ö		Ö	0	0	Ö	Ö
Colpensiones						Ö	
SIC				O	0		O
Colombia Joven			Ö			Ö	0
Colciencias	ڻ ر					Ö	O
Procolombia				O	Ö	Ö	
Cancillería					0		O
DIAN	Ö	ڻ ٽ		O			
Bancoldex				Ö	Ö		
APC		ರ			Ö	O O	
Artesanías de Colombia				O	O	ව ව	ರ
Supersociedades	ð	Ö		つ つ			
ICETEX					Ö	Ö	گ

7i 3p	Knlowledge	Opportunities	Promotion	
1. Information	High	Medium	Low	
2. Institutions	Low	High	High	
3. Infrastructure	Low	High	Medium	
4. Industry	Medium	Medium	High	
5. Integration	Medium	High	High	
6. Inclusion	Low	High	Medium	
7. Inspiration	High	High	Low	

Knowledge: it is understood as the collection of relevant information to design public policy in an effective manner.

Opportunities: it is understood as the institutional offer to promote entrepreneurship for all.

Promotion: it is understood as the national and international positioning of our creative and cultural talents.

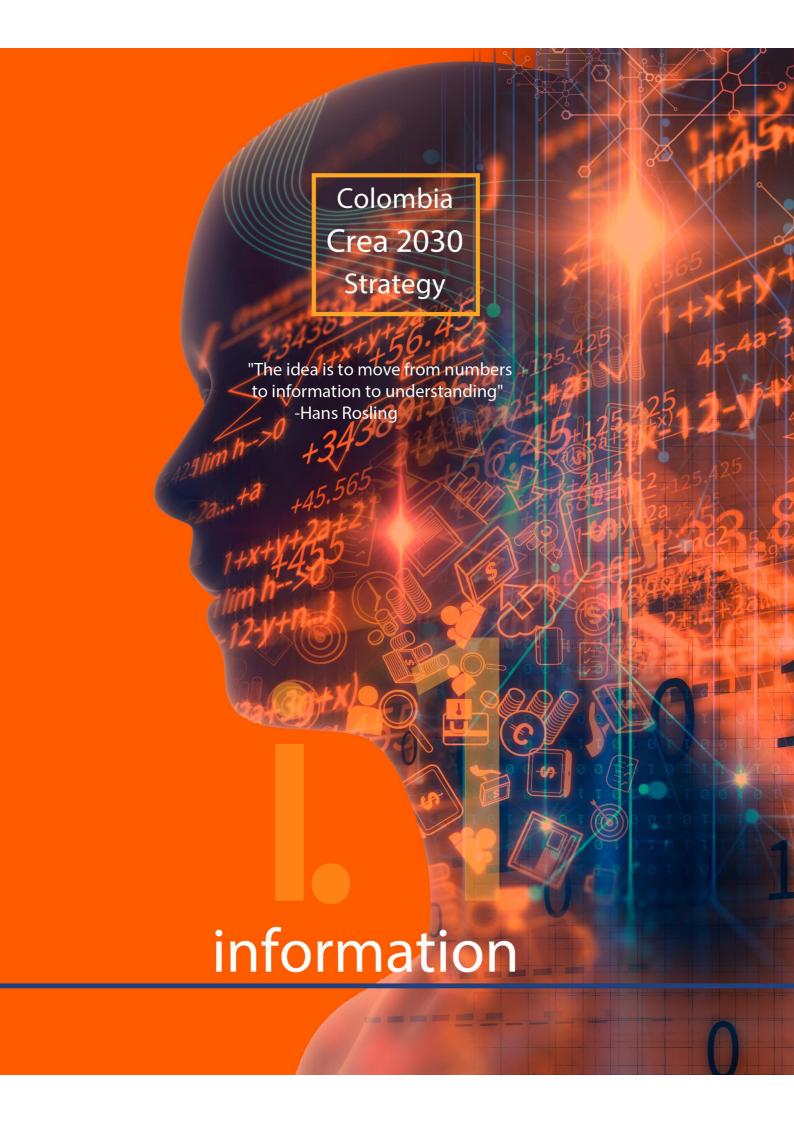
22 Orange Articles affect the PND in a direct, indirect and related way.

7i 22 Articles	7i 22 Articles Direct 9 articles		Related 7 articles	
1. Information		145		
2. Institutions			154	
3. Infrastructure	122, 185 Y 212	264	307	
4. Industry	168, 172, 183 Y 184	173, 187 Y 309	171	
5. Integration	345		118 Y 308	
6. Inclusion	161 Y 195	197 Y 199	348	
7. Inspiration	186	17	174	

^{*}See Annex Articles Orange of the National Development Plan Pact for Colombia Pact for Equity 2018-2022

Colombia Crea 2030 Strategy

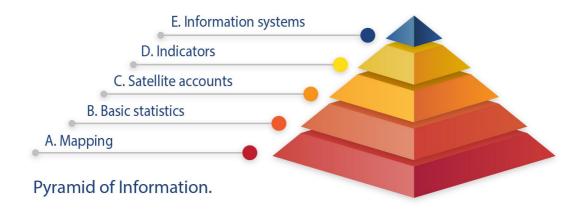
The 7i of the Orange economy



i.1 Information

The layers of information that will be collected in the national territory are included in the Information Pyramid. 5

The pyramid of information is a methodology that allows starting from the qualitative collection of cultural activities, to the consolidated detail of different users who benefit from the information.



The National Government is making constant efforts to collect information that measures the contribution of the orange economy in the country. The DANE together with the information table of the National Council of Orange Economy (activated in October 2018), is in charge of producing deliverables such as the TIC Satellite Accounts, Culture and Tourism, the Orange Report and the Orange Economy Information System - SIENA.

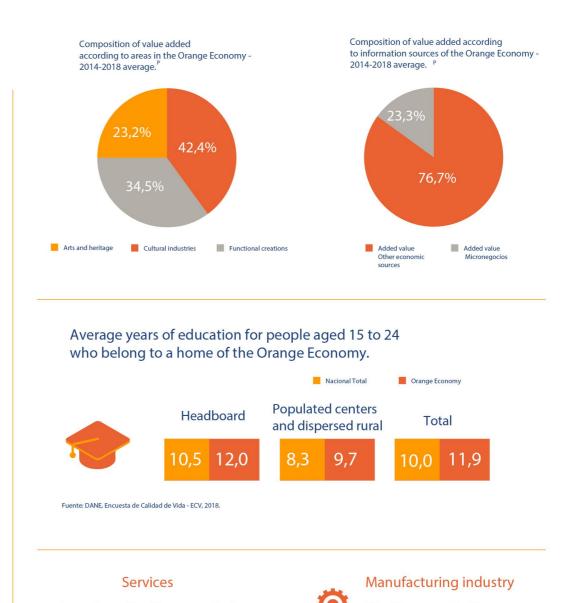
Starting from Law 1834 of 2017, the Culture Satellite Account is expanded and updated, incorporating economic activities related to the Orange Economy.

We highlight the following figures of the Orange Report of May 2019

⁵Buitrago, F., & Duque, I. (2013). The orange economy. An in fi nite opportunity. Inter-American Development Bank



Share of the added value of the Orange Economy in the total national value added - 2018



Fuente: EAM - EAS, 2017.

The National Government is making constant efforts to collect information that measures the contribution of the orange economy in the country. The DANE together with the information table of the National Council of Orange Economy (activated in October 2018), is in charge of producing deliverables such as the TIC Satellite Accounts, Culture and Tourism, the Orange Report and the Orange Economy Information System - SIENA. Through iNNpulsa, we will be able to know the entrepreneurial ecosystem of our country and identify the business dynamics of the creative and cultural industries.

However, the territories must make complementary efforts to carry out surveys of information at the local level, in order to build synergies between the different levels of government and to effectively focus public policy. For this, Findeter will support the territorial entities in the collection of information; what will allow us to know the impact and the different vocations of the national territory.

The National Directorate of Copyright will supply the National Department of Statistics - DANE, statistical information of the National Copyright Registry that allows to demonstrate the behaviors of the creative sectors in the production of literary, audiovisual and artistic works (Photographs, paintings, sculptures, drawings, architectural works) phonograms and software, as well as trends in copyright and related rights records that are made from different regions of the country.

The Occupational and Occupational Observatory of SENA produces information from the intersection with official sources to identify the occupational trends of the sectors associated with the Orange Economy.

This tool can provide valuable information in two ways: one related to the construction of the DANE Orange Reports and another with the territorial entities to make measurements in their geographies.

This information should not fall into the exclusive hands of the Government. That is why we urge consultants, think tanks, observatories, Big Data companies, chambers of commerce and academia to publish their own reports and data; Bearing in mind that we must recognize the inherent value of data today in the development of our economy.

A. Mapping: Mappings are carried out according to different methodologies and in light of specific purposes. In essence, it is about taking a picture to capture an impact and determine the existing information gaps.

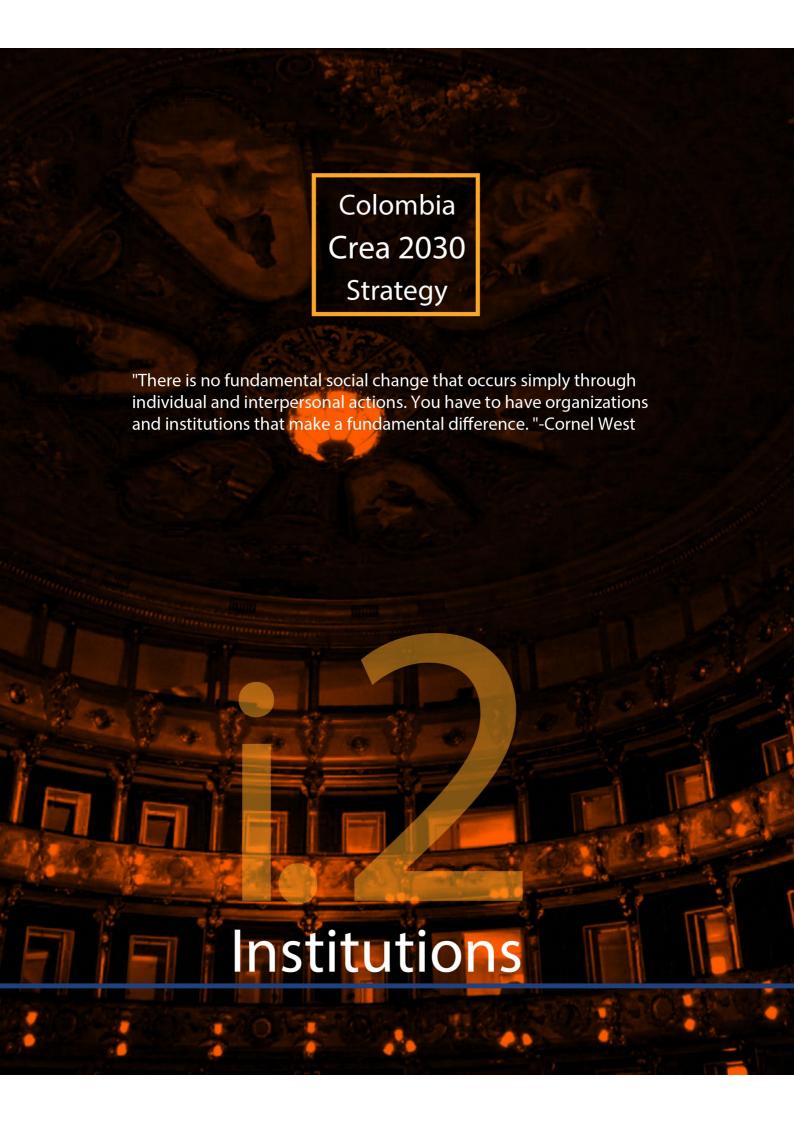
B. Basic statistics: correcting information gaps requires modifying and creating the forms used to conduct production and consumption surveys. In this way, more and better data from informal activities are captured, and the data is reclassified for a more disaggregated analysis.

C. Satellite Accounts: they are a constant, reliable and comparable measuring mechanism, derived from the system of national accounts. While the mappings take pictures, the satellite accounts make the 'movie' of economic activity.

D. Indicators: based on a consistent flow of data, those variables and parameters that allow constant monitoring of the overall performance of cultural and creative activities are defined.

E. Information systems: once a culture of monitoring economic activity has been developed and users of information have been consolidated, it is important to generate the intelligence required to make better policy decisions and conduct business.

E. Factories of Productivity: is a flagship program of the Ministry of Commerce, Industry and Tourism, which will be led by the Program of Productive Transformation (PTP), so that Colombia increases its levels of productivity and this is important to do it from the heart of the companies. It is created to provide the entrepreneurs of the regions with permanent tools so that their processes are efficient and thus produce quality goods and services. We hope to intervene more than 4,000 companies in the national territory.



i.2

Institutions

The National Government is committed to the development of the creative and cultural industries, which is why we are converting the intentions into a robust institutional architecture.

A. National Council of Orange Economy (CNEN), created in the Orange Law and regulated by Decree 1935 of 2018, which serves as an advisory and consultative body of the National Government.

The CNEN, led by the Ministry of Culture, will formulate the guidelines for the Integral Policy of the Creative Economy (Orange Policy), stipulated in the Orange Law, in which the actions to be developed will be defined in consideration of the degree of maturity of the projects creatives and those responsible for their implementation. Likewise, the CNEN will coordinate the necessary inter-institutional actions for the promotion, defense, dissemination and development of the creative economy, among others.

The CNEN is composed of the Ministry of Finance and Public Credit, the Ministry of Labor, the Ministry of Commerce, Industry and Tourism, the Ministry of National Education, the Ministry of Information and Communications Technologies, the Ministry of the Interior, Ministry of Culture, DNP, DANE, SENA, DNDA and FINDETER.

The CNEN has been recognized in the Compass Awards 2019 as one of the 5 most innovative public policy initiatives for the promotion of entrepreneurship.



B. Viceministry of Creativity and the Orange Economy, created within the Ministry of Culture by decree 2120 of November 15, 2018, as responsible for executing the public policies of the Ministry corresponding to the sector. Among its main functions we can highlight:

- Propose policies to promote and encourage the creation and research of artistic and cultural activity, as well as those necessary for the strengthening of cultural expressions and their dissemination at all national and international levels.
- Propose the regulation of creativity, development of the cultural and creative economy, guaranteeing the preservation of cultural plurality and diversity in the territory.
- Direct in accordance with the guidelines of the Minister, the preparation of plans, programs and projects that, in the field of arts, communications, cinematography and cultural and creative economy, should be incorporated into the National Development Plan.
- Articulate, lead and make viable under the guidance of the Minister, the inter-institutional actions of the National Council of the Orange Economy and other agents, to capitalize on the opportunities of the cultural and creative economy, and consolidate its development in all the links of the chain of value of training, creation, production, circulation and citizen access.
- C. Corporación Colombia Crea, which will be a civil corporation of mixed participation, non-profit, organized under Colombian laws. Its objective is to be the biggest accelerator of the orange economy, and thus to elaborate the design of strategies, plans and actions aimed at complying with the integral policy of the creative economy; and encourage the cultural and creative expressions of industries at the national and international levels. This corporation will function as an articulator between the institutional offer of the National Government and will depend on the Ministry of Culture.
- D. Mision de Sabios, made up of experts from the academy, will have its own cultural chapter in which the role of culture, arts and creativity is considered as the central axis of long-term social and economic development.

Colombia Crea 2030 Strategy

"Creative infrastructure is a combination of hard and soft, including mental infrastructure, and the way a city addresses opportunities and problems." -Charles Landry

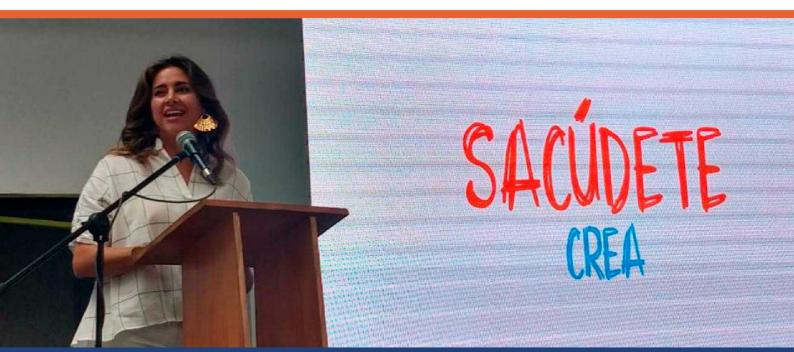


Infrastructure

Our soft and digital infrastructure must merge with the hard infrastructure. Therefore, it is necessary to build spaces where young people can discover their talents, enjoy our culture, and co-create within the framework of creative industries.

A. Shake Strategy: Under the leadership of the Presidential Youth Council - Colombia Youth is being built in the territories, a network where young people can develop their soft skills, prepare them for life, and thus be at the forefront of the challenges presented by the Fourth Industrial Revolution. The institutional offer of the Sacudete centers and the infrastructures in which the strategy is activated, will respond to three phases: Inspire; Focus on; and Transform yourself. Once the cycle is completed, the young person should be prepared to make the transition to an enterprise, have expanded their skills and have connected with the world.

Launch of the first Sacúdete Crea (SC) for digital, creative and cultural production in the country. Buenaventura (Valle del Cauca) March 16, 2019.



B. Orange Development Areas (ADN), as spaces to develop from the synergy of a transforming trident composed of creative and cultural clusters, community strengthening and improvement of local businesses. The DNAs are areas (hubs) of economic activity, which promote the identity and the creative vocation of the communities, at the same time that they are configured as attractive places to undertake, attract visitors and inhabit. Generating a critical mass of creatives that encourage private and public investment in the sector. For this purpose, Findeter and MinCultura are coordinating efforts to implement the agendas. Additionally, the Government is de fi ning an incentive scheme for the operation and attraction of agents and investors. Nowadays, cities such as Medellín, Bogotá and Barranquilla have already advanced in speci fi c projects of this type. Companies may invest via Works for Taxes.

Launch of the Medellín Ciudad Creativa Group, an initiative in the Orange Economy designed to articulate the different actors in the region that develop cultural or creative goods or services and in which the creation of five zones (ADN) was announced.



Access to culture is only possible with decent and sustainable cultural infrastructures. For this purpose, Findeter has launched the Reactiva Colombia credit line, which makes available to the territorial entities \$ 1.2 billion for the construction, remodeling and provision of infrastructure at the service of culture.

C. ICT Modernization Law, as a fundamental and unavoidable reform for the economic future of our country, which will allow us to insert ourselves in the Fourth Industrial Revolution, and close the digital gaps between socioeconomic strata, and between the rural and the urban. In addition, this Act will allow fi nancing the last mile network, which will imply that providers offer better rates to users. On the eve of the Fourth Industrial Revolution, digital infrastructure should be a priority in our future construction. That is why MinTIC, through the FonTIC, aims to close the digital gaps in 4G networks, lay the foundations for the rapid adoption and appropriation of 5G networks, and update mobile telephony networks.

D. C Emprende: iNNpulsa will build the Exponential Entrepreneurship Centers as a campus for startups serving Colombia and Latin America. The main HUB will be located in Bogotá and will consist of 5 regional ANCLAs.



E. EL SENA is an actor in the development of the country's DNA. It currently invests in 2 (Bronx and Bquilla) of the 5 planned more than \$ 50,000M and is projected in two more (Perpetuo Socorro and Cali).

F. Ministry of Culture will promote different types of public-private partnerships for the construction, adaptation, management and sustainability of cultural and creative infrastructures.



"I think that, if handled well, the Fourth Industrial Revolution can bring a new cultural renaissance, which will make us feel part of something much bigger than ourselves: a true global civilization." • - Klaus Schwab

Industry

Betting on the venture is betting on the social transformation of the country. In this sense, the Government will concentrate its efforts on developing an ecosystem that drives the private sector and the generation of an entrepreneurial culture. Colombia must reconfigure its risk aversion mentality, and with this strategy it will provide Colombians with the necessary support to take on challenges.

A. The Financing Law: Boost to orange economy companies, with zero income tax during the first 7 years, limited to the generation of a minimum number of jobs and an investment of \$ 151,000,000. Additionally, taxpayers are entitled to a discount of 100% of the VAT paid on real productive fixed assets, the presumptive income is eliminated and the possibility of taking the ICA as a tax discount is generated.



Government launches Naranja entrepreneurship programs to strengthen companies.

B. The National Network of Labor Formalization,

to guarantee the employability of young people, the Ministry of Labor offers a series of orange vocational programs. This opens an inter-institutional space that fosters social dialogue, the promotion of labor rights and the benefits of social protection through awareness and accompaniment in the territory of informal activities.

This is how special attention will be paid to our artists and creatives. Through the Methodology of Identification and Measurement of Human Capital Gaps (IMBCH) we will be able to identify the imbalances / gaps between the current and future needs of labor demand and the educational and educational offer of a creative and cultural sector. With Culture of Trip we will assure the formation of pertinent and quality competences for employment in the tourism sector.

Finally, the Entrepreneurship Orange program will promote entrepreneurship and business strengthening.

C. The SENA Entrepreneurship Fund is the operative arm of the Government's orange economy at the service of those entrepreneurs who wish to start an enterprise and require technical assistance and seed capital. This Fund carries out constant calls and is present throughout the national territory.

D. iNNpulsa Colombia and Bancóldex, for those early stage entrepreneurs who need to scale their businesses at any stage of the value chain, grants them specialized financing and advice so that they can meet their goals.

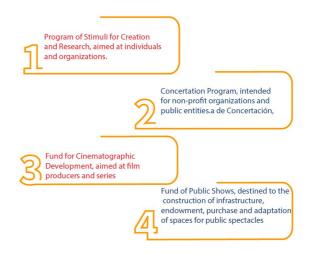
iNNpulsa and the integral offer of the entrepreneurship ecosystem BANCOLDEX INNpulsa				
Entity	Program	Program description	Addressed to	
Innpulsa	Ruta Naranja	Articulation of the Shakeout Strategy of the National Government, regions of the country will be visited with the purpose of carrying out training activities, advice and technical assistance for the development of skills and competencies about orange entrepreneurship.	Young people looking to develop their skills in the territories	
Innpulsa	Aldea Naranja	Entrepreneurs in the creative and cultural industries with high potential for impact and innovation will have access to specialized strategic and technical advice, as well as establishing access to financial capital	Entrepreneurs orange	
Innpulsa	Clúster Naranja	Support will be provided to identify potential clusters of creative and cultural industries in the regions.	Regions, cities, Municipalities	
Innpulsa	Capital en etapa temprana	The growth of "orange" ventures will be leveraged through non-reimbursable resources of up to \$ 100 million per project.	Entrepreneurs orange	
Innpulsa	Crowdfunding	With the Colombian Stock Exchange, a crowdfunding platform has been developed so that medium and small companies in the creative and cultural industries can access collective financing resources and strategic connections with investors.	PYMES Naranja	
Innpulsa	Botón Naranja	The crowdfunding platform is complemented by the Orange Button. Those companies that reach a high percentage of market acceptance and investment collected on the platform (we estimate 90%), will receive an investment of non-reimbursable resources by iNNpulsa of an additional percentage (15%).	PYMES Naranja	
Innpulsa	Mega-l Naranja	Aimed at medium and large companies so that they identify their strategy and portfolio of corporate entrepreneurship initiatives, and structure at least two projects for the generation of new orange economy businesses, through innovation and creativity.	Medium and large companies	
Innpulsa	Capital para emprender	With the support of Bancoldex, it will design a new financing modality for entrepreneurs under the modality of risk capital.	Entrepreneurs orange	
Bancoldex	Bonos Naranja	As an instrument for the financing of support infrastructure for the orange economy and financing to companies in the creative economy through financial system intermediaries	Entrepreneurs orange	

E. Factories of Productivity is a flagship program of the Ministry of Commerce, Industry and Tourism, which will be led by the Program of Productive Transformation (PTP), so that Colombia increases its levels of productivity and this is important to do it from the heart of the companies. It is created to provide the entrepreneurs of the regions with permanent tools so that their processes are efficient and thus produce quality goods and services. We hope to intervene more than 4,000 companies in the national territory.

F. The Ministry of Communications and Transportation through FonTIC will be able to finance plans, programs and projects for the development of the digital sectors that are part of the orange economy, and will also be able to contribute resources to different initiatives of other public institutions with the purpose of generating synergies in the strengthening of the creative industries. Within the programs and projects promoted by this sector we have:

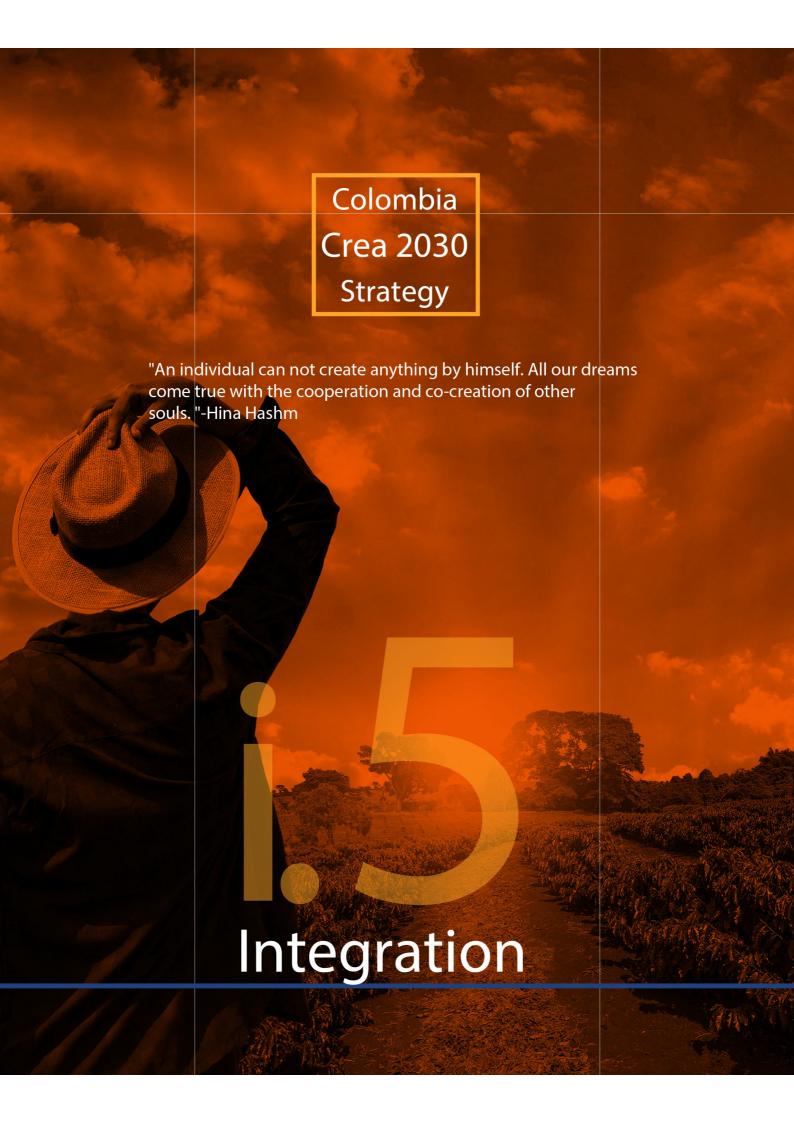


G. The Ministry of Culture will make available non-reimbursable funds for the creative economy through programs such as:



E. The National Directorate of Copyright will support technical assistance for creative entrepreneurship, providing support in the area of copyright and related rights, within the framework of Innpulsa's programs and the Productive Transformation Program. Similarly, the National Directorate of Copyright and the National Service of Learning (SENA) will conduct regular training sessions on copyright and related rights issues.

F. C Emprende, an iNNpulsa program that seeks to strengthen the articulation of the entrepreneurship and innovation ecosystem of Latin America, from Colombia.



i.5 Integration

If we take valuable capital such as heritage (material and immaterial) and leverage it with an infinitely renewable resource such as creativity, the opportunity to integrate with the world to expose our talent and generate opportunities for thousands of young people becomes irresistible.

A. Projects of National Strategic Interest
Orange (PINES Naranja), in the past were
characterized as transport infrastructure
projects and mining-energy. Today we evolve
to promote projects of audiovisual clusters,
Orange Development Areas, cultural tourism
and any industry that belongs to the orange
economy. These projects are characterized by
private investments of high economic impact
with positive returns and high employment
generation, with a strong focus on
internationalization.

B. 'Colombia Crea' as a seal for the national and international positioning of our talent and creativity, is a strategy led by ProColombia, aimed at facilitating access and enjoyment of creative goods and services originated in the different regions of the country, promoting the cultural appropriation of our contents of symbolic value.



C. The Cultural Tourism Policy, led by the Ministry of Commerce, Industry and Tourism, in coordination with the Ministry of Culture, will promote tourism as an alternative development for those municipalities that represent our cultural heritage.

ALDEA is the program of iNNpulsa Colombia that seeks to promote and accelerate the growth of innovative entrepreneurs in the country

D. The National Directorate of Copyright through the platform Red Naranja Creatividad Productiva, will promote the creation of bridges between creators (authors and artists) and consumers, with the aim of uniting the supply and demand of creative content, to monetize the works and boost the orange economy.

E. According to the information that is find on page 29, we will promote through the Platform of the Orange Network the offer with the demand of creative contents.

F. The Presidential Agency for International Cooperation will manage, coordinate and articulate the non-reimbursable cooperation that the country receives and grants in projects related to the Orange Economy.



G. Chancellery 2019 Action Plan



And these are the actions by thematic axes in the 65 Embassies of Colombia Abroad:





and Equity 386



Investment and Tourism (in association with Procolombia) 585



Environmental Affairs 229



Orange Economy, Culture, Education and Sports 636

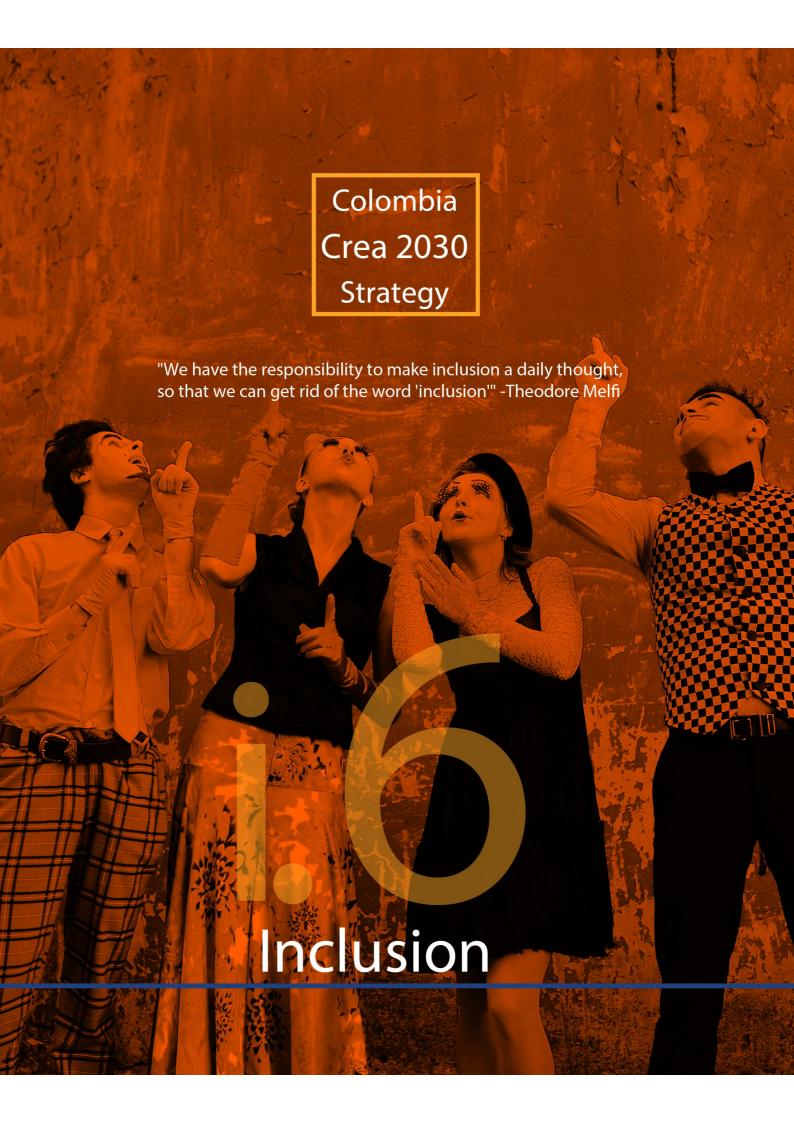


Consular matters 330

H. Procolombia will launch the "Colombia Crea" seal as a strategy to position the creativity and talent of Colombians in the world. The products of the cultural industries will be accompanied by this stamp that represents our wealth and identity.



I. MICOS through coordinated actions between the Ministry of Cultur Procolombia and the Ministry of Culture and Technology will strengthen the markets for original content, cultural and creative industries markets and actions to improve exports and direct foreign investment.



i.6

Inclusion

The orange economy is also a powerful tool for the construction of citizenship and repair the social fabric. The talent is not exclusive of any social stratum or region, therefore, we can find in its development opportunities for every corner of the country. Under this premise, programs have been designed to reduce levels of inequality in the territory.

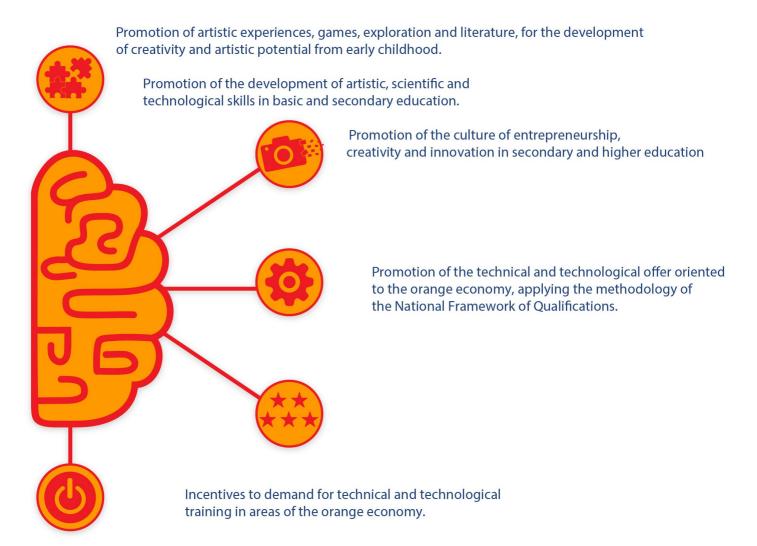
A. The Ministry of Labor will redesign the Public Employment Service to promote employment management and placement services as a tool to mitigate the barriers of job seekers, as well as to contribute to an optimal management of employers' resources and boost of the productivity of the cultural and creative industries.

B. BEPS Orange Orange Economic Benefits (BEPS) of vocation orange, a program of Colpensiones so that cultural agents and independent artists can access a protection mechanism for old age. BEPS is a fl exible and voluntary savings scheme aimed at people who, due to their working conditions, do not manage to contribute to the Pension. When people who develop creative and cultural activities are linked to the program, a free account is created in which they can save during their life and enjoy the retirement age of these savings plus a subsidy of 20%, thus generating a decent income for the old age.

C. The Ministry of Culture will restructure the co-financing mechanisms such as the National Concertation Program aimed at trainers, multipliers and the population in general, for the strengthening of artistic and cultural processes. Music, dance, theater, circus, literature, audiovisuals, visual arts, media and knowledge will be the genres benefited by this program. Likewise, the geographical scope of the Taller de Colombia Schools will be extended, an initiative aimed at developing local capacities through the strengthening of social capital quali fi ed in the offices associated with cultural heritage.

D. Digital Talent Initiative of the ICT Min, an initiative of the Ministry of Information Technologies and Communications that seeks to strengthen the Human Talent of the Digital Industry in Colombia. We are focused on generating spaces so that Colombians can strengthen their skills and abilities in Digital issues, to boost competitiveness, research, innovation and the international projection of our country's sector through technology-based solutions and thus empower the different sectors of the economy.

E. The Ministry of National Education will insert the contents of creative and cultural education at all levels of public education. Likewise, it will encourage the development of skills required to face the challenges posed by the Fourth Industrial Revolution.



F. SENA will continue to develop training in 6 levels: auxiliary, operator, technical, technical deepening, technologist and technological specialization in face-to-face, virtual and distance modalities and complementary training programs related to the Orange Economy. In addition, it will continue working in the Sectorial Tables and the processes of evaluation and certification of labor competencies, as well as the catalog designs of qualifications related to the Orange Economy.

G. The National Directorate of Copyright will launch the training in copyright and related rights addressed to authors, artists, performers, and rights holders; the address has a Virtual Campus with 8 different virtual courses in self-training mode named as follows:

H. ICETEX will offer the Belisario Betancur Scholarships - BBB is a scholarship portfolio created by the National Government in order to benefit Colombians linked to creative and cultural industries. This portfolio, administered by the Ministry of National Education and the ICETEX, contains 5 chapters. to be carried out in 2019 and 4 chapters until the time of the year 2020. By 2019, the chapters are:

8 Courses

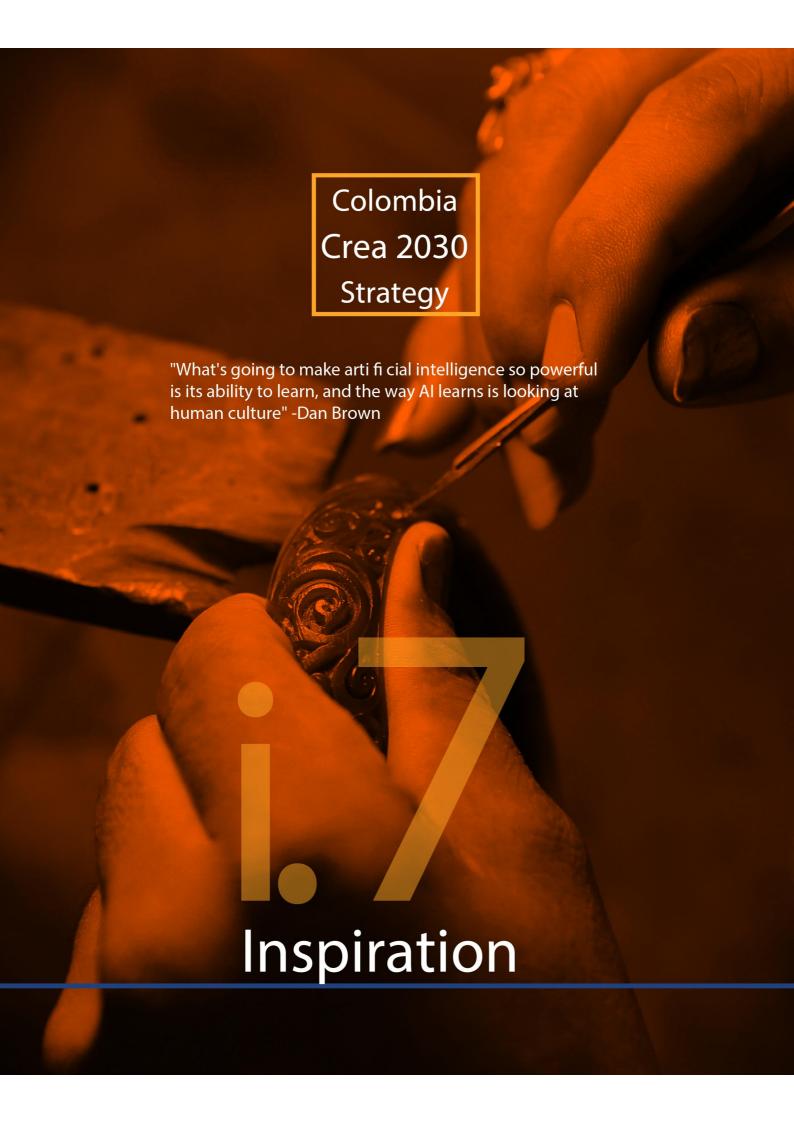
- 1. Basic Course on Copyright and Related Rights
- 2. Copyright in the Music Industry
- 3. Copyright in the Publishing Industry
- 4. Copyright in the Audiovisual Industry5. Copyright in the Software Industry
- 6. Basic course of conciliation and arbitration for Copyright
- 7. Course for Authorities of Observance of Copyright
- 8. Entrepreneurship for creators



- 1. BBB Young Talents: 30 condemnable credits of 100% of USD 20,000 for postgraduate studies abroad.
- 2. BBB BRICC UK: 40% scholarship for 2-month courses in deepening the English language.
- 3. BBB TIEC: 30% discount on enrollment for blended MBA in Spanish for entrepreneurs
- 4. BBB Switzerland: 20 scholarships of 100% mobility in two tracks for practical and academic training not conducive to title for start ups with moderately advanced ideas.







i.7

Inspiration

To celebrate the orange economy, we must enrich our creative and cultural environments, promote the creative sector as an engine of innovation and, in this way, bet on generating a more diversified, productive and competitive economy. Inspiring means implementing strategies aimed at changing the mentality and culture so that citizens can take ownership of our creative and cultural production, and so that the best talents can bet on building a life plan based on culture, art and creativity. This inspiration must be promoted and protected transversally throughout the State.

A. The chancellery Ministry will be the organizer of the great orange economy summit, Mundicrea. It will be a great global event with a transformational impact on public policy matters, positioning Colombia as a regional and global leader in the development of the creative economy. The event will be integrated by stakeholders from the world of cultural innovation, entrepreneurship and creativity, in order to develop circulation spaces that allow the exchange of cultural goods and services, and thus contribute more and more to global economic development. International decision makers interested in becoming multipliers of the orange economy internationally will also be present. Entrepreneurs and innovators that seek to exalt and promote their human talent and the richness of cultural heritage, in order to position Colombia as a leading international hub of the orange economy.

B. Handicrafts of Colombia in coordination with the Intersectorial Commission of Intellectual Property and the Superintendence of Industry and Commerce (SIC), will work on the implementation of certificates and seals of Denomination of Origin, registers of individual and collective marks, and Traditional Specialties Guaranteed (ETG), for the protection of artisan creations, in accordance with the regulatory framework that is de fi ned.

C. Colciencias will strengthen the National Strategy for the Protection of Inventions in order to provide technical, legal and fi nancial support throughout the patent registration application process, within which technologies that may be appropriated by the creative industries may be found.

D. Escala Futuro: The Tic and Innpulsa Ministry will hold 4 events in different

regions of the country that aim to inspire, strengthen and bring technology and entrepreneurship closer to Colombians.

F. The National Directorate of Copyright will lead the program Cultura Naranja, together with MinTIC, and in coordination with MinCultura, MinCIT, the SIC and with the support of Colciencias, will design and execute said program aimed at creators, producers, distributors, marketers, suppliers and consumers, with the aim of raising awareness about: (i) the fair economic recognition of authors and creators for the commercialization, distribution, use and enjoyment of their creations; (ii) the bene fits and added value derived from the registration of intellectual property of goods and services of the orange economy; (iii) business mechanisms for making use of the instruments of intellectual properties; and, (iv) respect and protection of intellectual property.

Colombia Crea 2030 Strategy

Conclusions

Conclusions

The fruits of these 7 ideas will enrich three strategic pillars identified for a balanced and long-term development: knowledge, opportunities and promotion.

Knowledge: developing the best public policies requires strengthening the sources of intelligence and research. We visualize it as an intersection of thought tanks, observatories and information systems. Through these instruments we can measure the contribution of the orange economy in the GDP, review our positioning in the world and visualize the wealth produced by the creative and cultural industries



Opportunities: optimizing labor formalization indicators is essential and for this we are committed to orderly clustering, quality cultural infrastructure and a friendly environment for entrepreneurship. We must rethink education towards an approach aimed at solving problems, critical thinking and creativity. Generate harmonies between the community, the creative industry and the improvement of business. Build infrastructures that allow integration and open innovation. Promote entrepreneurship programs that generate quality jobs.



Promotion: positioning the quality of our talent nationally and internationally is an integral part of transforming opportunities for our young people and the perception we have and want of our country. The development of our talents goes hand in hand with more and better tourism, the internationalization of a diversified export offer and the digital transformation of our society.



In short, the orange economy is not only a long-term commitment, it is also an integral response, focused on delivering important results in the short term, to transform the Colombian economy with vision and leadership with a view to its successful insertion into the economy of knowledge.

