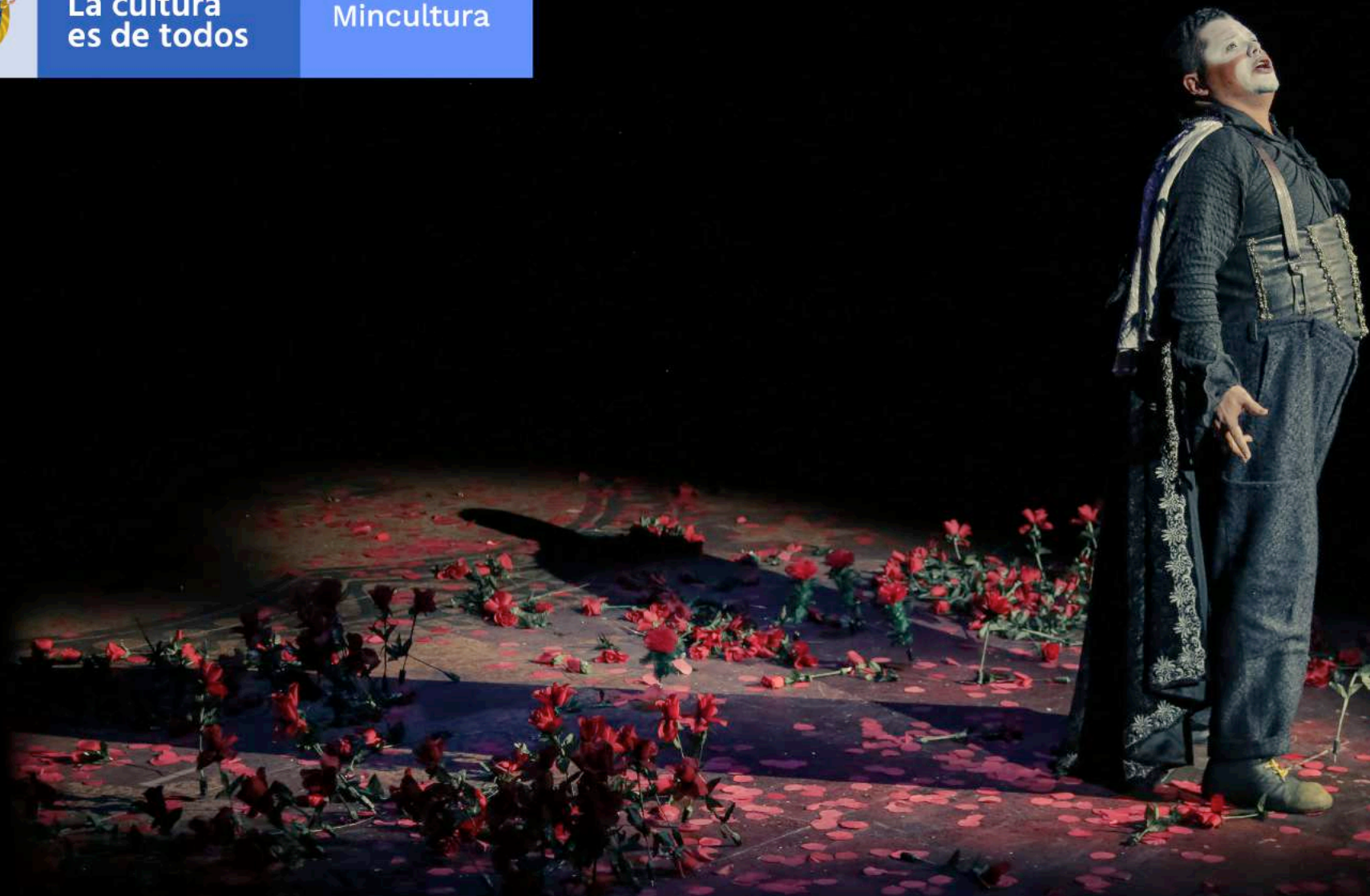




La cultura
es de todos

Mincultura

CREA TALENTO CREA COLOMBIA

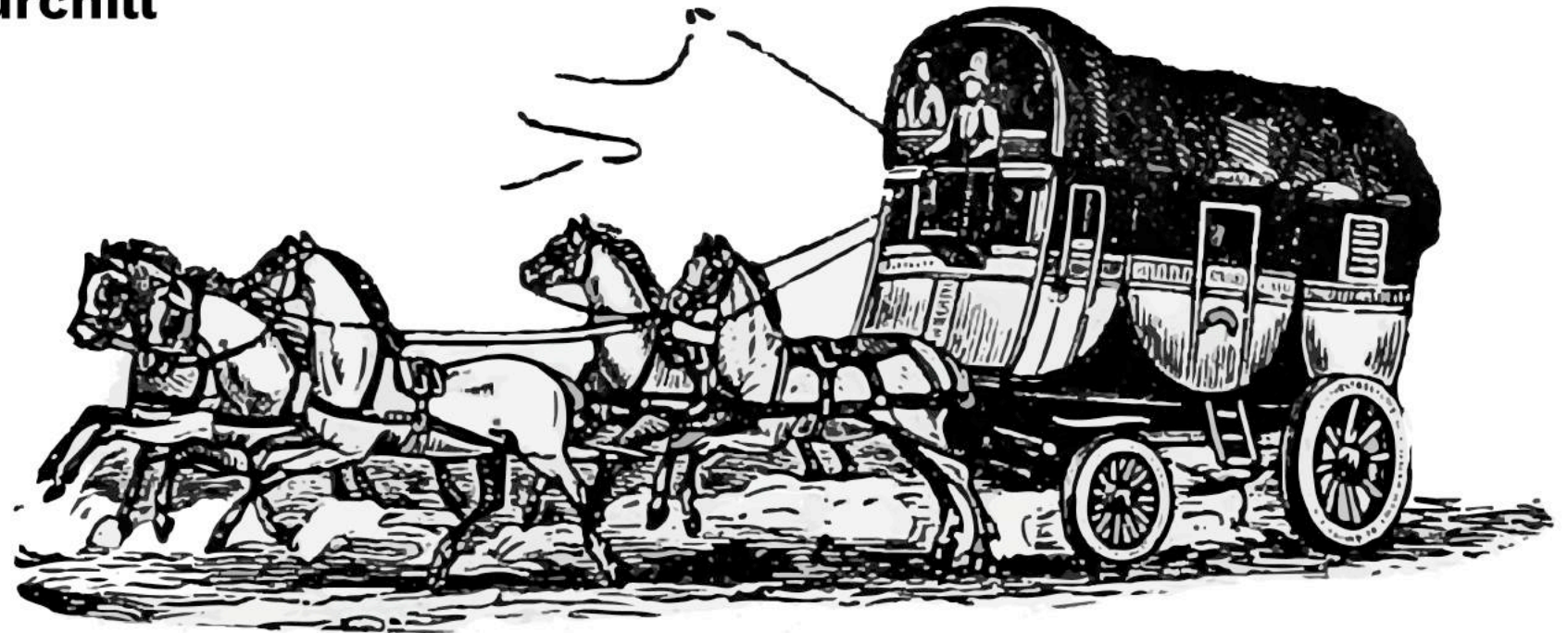


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CREA TALENTO CREA COLOMBIA



“ Some regard private enterprise as if it were a predatory tiger to be shot. Others look upon it as a cow that they can milk. Only a handful see it for what it really is, the strong horse that pulls the whole cart. ”

Winston Churchill



Orange Economy is a development model based on **diversity** and **creativity** as pillars of **social** and **economic** transformation for Colombia, from the regions.

Arts and Heritage

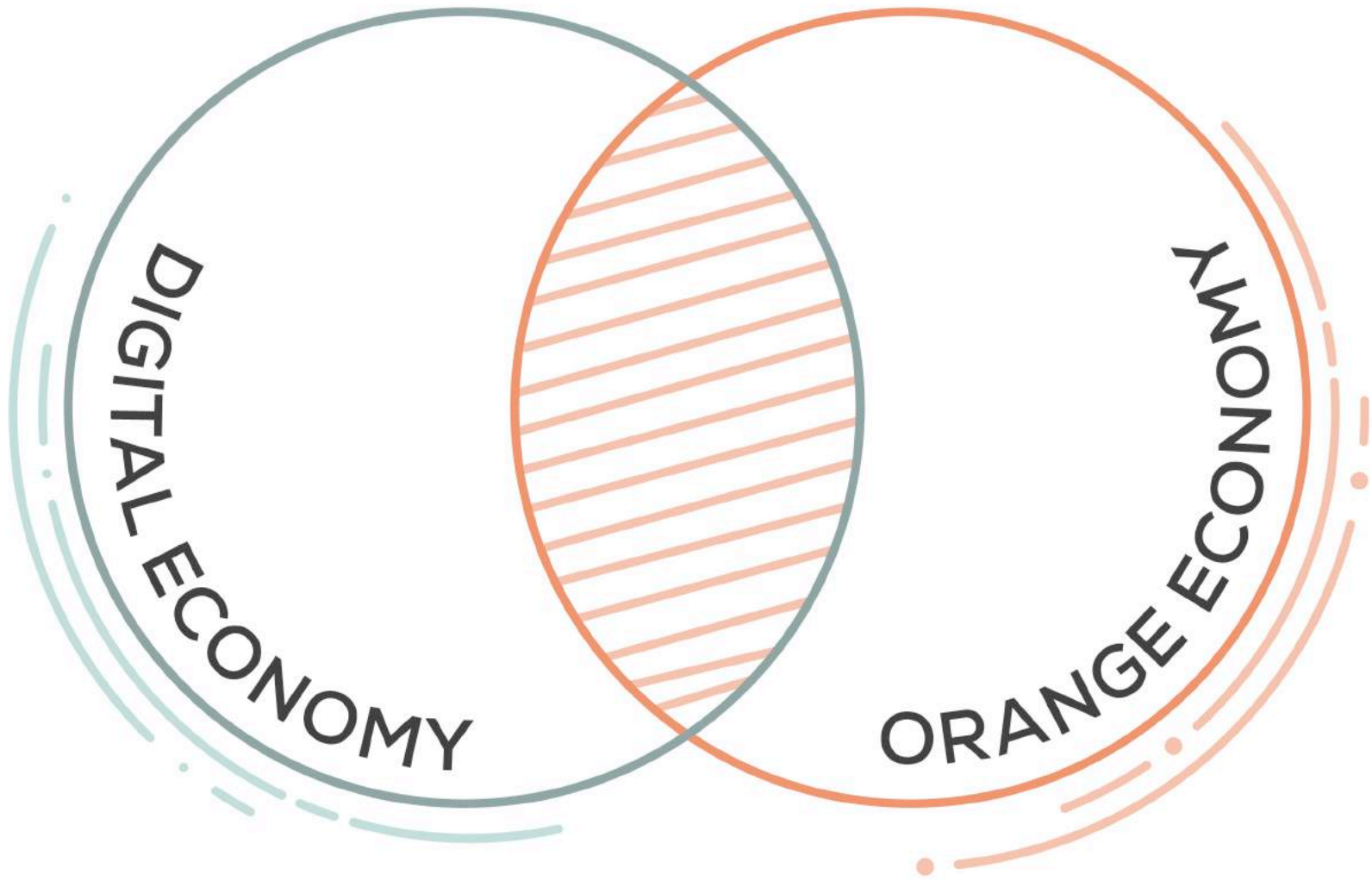
Visual Arts	Painting, sculpture, photography, video art and performance.
Performing Arts	Concerts, opera, circus, orchestras, dance and theater.
Tourism and Heritage	Museums, traditional cuisines, crafts, natural parks, libraries, archives, festivals and carnivals.
Education	Related to cultural and creative areas.
Gastronomy	Traditional cuisine.
Handicrafts	Native, traditional popular and contemporary.

Cultural Industries

Editorial	Libraries, books, newspapers, magazines and literature.
Phonograph	Recorded music.
Audiovisual	Cinema, Television, video and radio.

Functional creations, new media, and content software

Digital media	Video games, interactive audiovisual contents, digital platforms, software creation, App creation and animation, news agencies, and other information services.
Design	Interior, graphic arts and illustration, jewelry, toys, industrial (goods), architecture, fashion, furniture.
Advertising	advisory services, creative services, production of advertising material, use of media, creation and development of advertising campaigns; marketing campaigns and other advertising services.







OPPORTUNITIES

- Orange Development Areas – clustering
- Training
- Investment / Institutional articulation
- Strengthening the environment for sustainable development through culture, arts and creativity.

Law 2010 of 2019
Economic Growth Law

Law 1493 of 2011
Public Shows Law

Law 1955 of 2019
National Development Plan

Law 814 of 2003
Cinema Law

DIVERSITY

- Memory: Workshop schools – Traditions Craftsmanship
- National Funding Programs for Cultural Institutions and for Creators
- Circulation



Law 1379 of 2009
Public Libraries Law

Law 1185 of 2008
General Law of Culture

Law 2010 of 2019 (Art. 79)
Economic Growth Law

KNOWLEDGE

- Strategic analysis
- Information systems
- Public Policy Design
 - Orange Economy Policy
 - Cultural Diplomacy Policy
 - Cultural Tourism Policy
 - National Qualifications Framework
 - Sacred Sites Policy

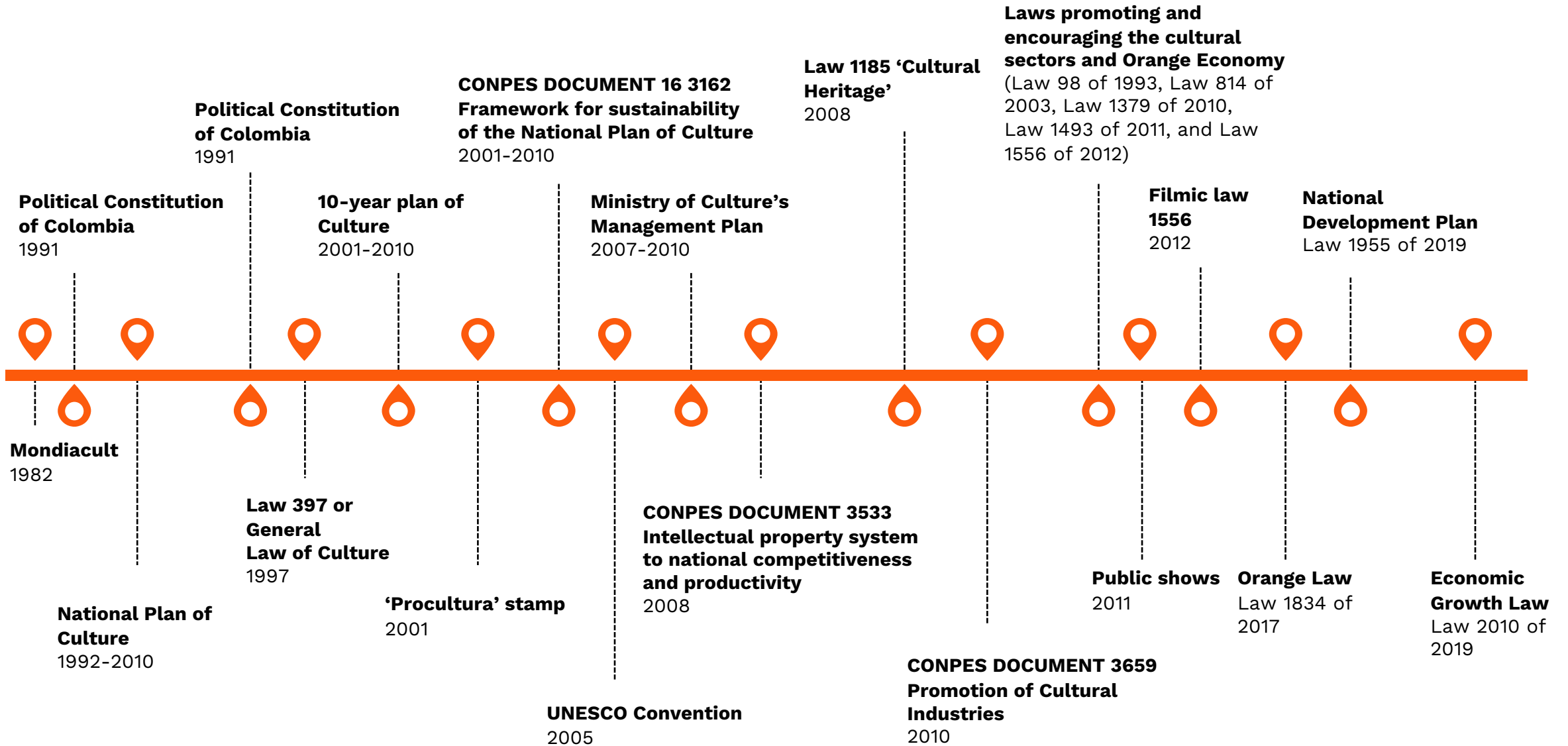


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7-11

Timeline





Mincultura

Ente rector

Mincomercio

DNP

Departamento Nacional de Planeación

Mintic

DANE

Departamento Administrativo Nacional de Estadística

Mintrabajo

CONSEJO NACIONAL DE LA ECONOMÍA NARANJA

Findeter

Financiera de Desarrollo Territorial

Mineducación



2019

Decreto 1935
18/10/2018
"Por el cual se crea y reglamenta el funcionamiento del Consejo Nacional de la Economía Naranja"

DNDA

Dirección Nacional de Derecho de Autor

Mininterior

Minhacienda

Innovation, evolution and permanent creation



Mincultura

- USD \$17 million granted in BEPS together with Colpensiones
- 53 cultural entrepreneurship projects in 19 departments
- 17 *Nodos* and 6 Orange Economy work tables with the participation of 250 public and private entities
- 773 festivals and cultural events in 32 departments



Minciencias

- USD \$167.8 million for research and creation processes related to Orange Economy





- Invest USD \$171.4 million in training for 1,244.06 people



- Supported 287 Orange Economy entrepreneurs with + USD \$2.37 million in partnership with MinTIC



Bancóldex **BANCOLDEX**

- USD \$313.7 million disbursed that have benefited approximately 25,000 companies



Procolombia **PROCOLOMBIA** EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS

- Import business facilitation to 176 orange entrepreneurs from 13 departments in 50 countries for USD 1,093 million



Public sector investment

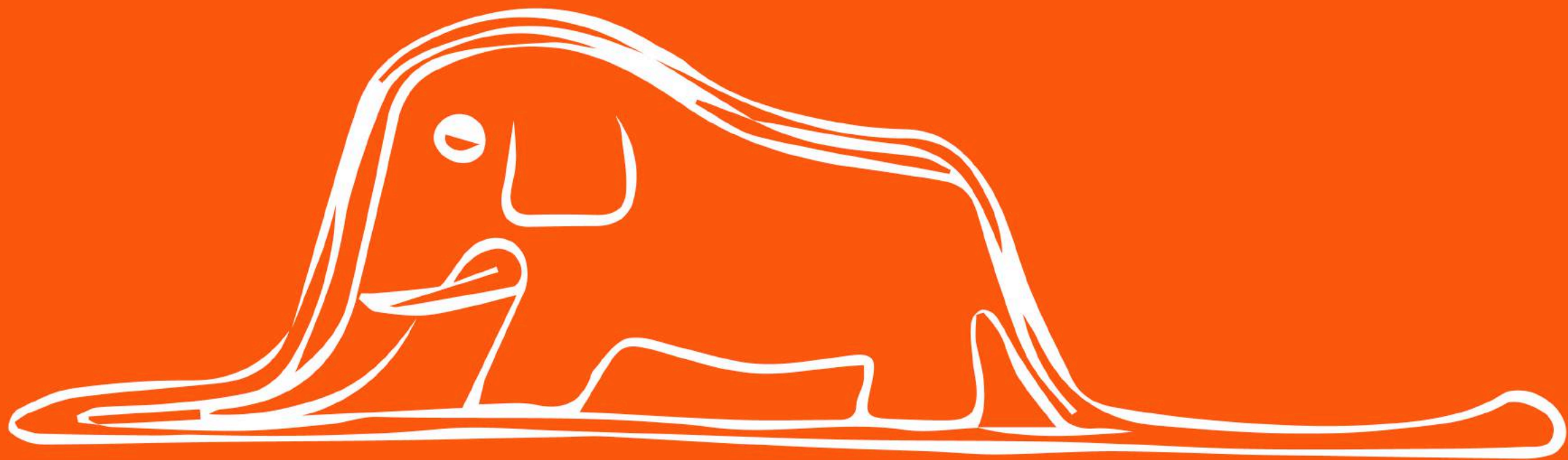
2020

USD \$592 million

- USD \$44.4 million in royalties
- USD \$162.8 million in investments with tax benefit
- USD \$355.2 million of direct investment by public entities
- USD \$29.6 million FUTIC

More than **USD \$592 million** for the Orange Economy in 2020

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