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
  o Orange Economy Policy
  o Cultural Diplomacy Policy
  o Cultural Tourism Policy
  o National Qualifications Framework
  o Sacred Sites Policy
<table>
<thead>
<tr>
<th>Year</th>
<th>Event/Document</th>
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<td>1982</td>
<td>Mondiacult</td>
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<tr>
<td>1992</td>
<td>National Plan of Culture</td>
<td>1992-2010</td>
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<td>1997</td>
<td>Law 397 or General Law of Culture</td>
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<td>2001</td>
<td>‘Procultura’ stamp</td>
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<td>2001-2010</td>
<td>10-year plan of Culture</td>
<td>2001-2010</td>
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<td>2007-2010</td>
<td>Ministry of Culture’s Management Plan</td>
<td>2007-2010</td>
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<td>2008</td>
<td>UNESCO Convention</td>
<td>2005</td>
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<td>2008</td>
<td>Law 1185 ‘Cultural Heritage’</td>
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<td>2009</td>
<td>Law 3162 Framework for sustainability of the National Plan of Culture</td>
<td>2001-2010</td>
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<td>2010</td>
<td>Law 2010 of National Development Plan</td>
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<td>2011</td>
<td>Public shows</td>
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<td>2019</td>
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<td>2020</td>
<td>CONPES DOCUMENT 3533 Intellectual property system to national competitiveness and productivity</td>
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<td>2012</td>
<td>OCCPES DOCUMENT 3659 Promotion of Cultural Industries</td>
<td>2010</td>
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National Council of the Orange Economy
Innovation, evolution and permanent creation

"Culture and creativity as pillars for the integral human development in the territories"
**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
SENA

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

INNpulsa

• Supported 287 Orange Economy entrepreneurs with + USD $2.37 million in partnership with MinTIC
Bancóldex

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

Procolombia

- 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