



# FILM AND AUDIOVISUAL DISTRICT

## STRATEGIES

Heritage and knowledge

## CHALLENGE

Creative and cultural industries

## DESCRIPTION

Cartagena seeks to establish a special district that attracts audiovisual production and film production companies to strengthen the capacity of the city to become an ideal site for the film industry, as well as to link multiple small businesses in the music and moviemaking industry. We are confident that the project will foster a vibrant, creative, and cultural environment around film production, music, and photography. This project will act in synergy with the city's iconic architecture and local talents in music, dance, and acting.

Colombian Legislation seeks to foster this type of investment. In 2019 the national government passed a law that allows film production companies to obtain a reduction of at least 40% of production costs locally and special hotel discounts for their teams.

Colombia is among the best countries for film production in the world. Cartagena will benefit from this new legislation by giving more incentives through its district.

## KEY PERFORMANCE INDICATORS

- ▷ 10 international film production companies established in the district
- ▷ 50 small businesses were hired by international film crews
- ▷ 10,000 hotel nights sold for filmmaking





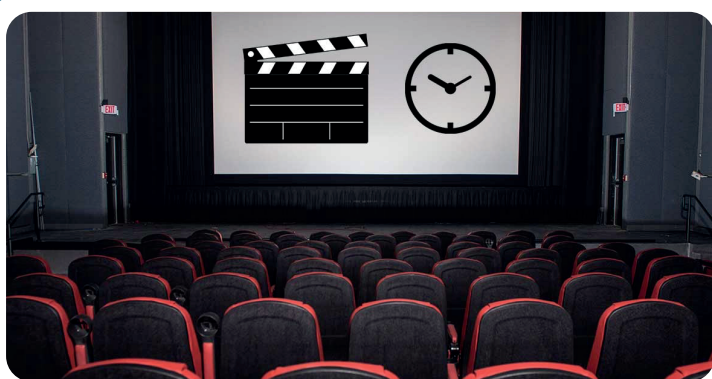
## PROJECT LEADER

Cartagena de Indias' Institute of Heritage and Culture

**CAN INCLUDE A POWERFUL  
GENDER PERSPECTIVE**



**CAN INCLUDE A POWERFUL  
ETHNIC PERSPECTIVE**



## AGE GROUP BENEFITTED

Youth

## BENCHMARK PROJECT (FOR REFERENCE)

Santos, Brazil, is a city in the field of film production that has been investing in supporting the creative economy to promote social and economic change among the most vulnerable groups.

<https://documents1.worldbank.org/curated/en/104121621556036559/pdf/Cities-Culture-Creativity-Leveraging-Culture-and-Creativity-for-Sustainable-Urban-Development-and-Inclusive-Growth.pdf>



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## SUSTAINABLE DEVELOPMENT GOAL IMPACTED

8 DECENT WORK AND  
ECONOMIC GROWTH



Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all

11 SUSTAINABLE CITIES  
AND COMMUNITIES



Make cities inclusive, safe, resilient, and sustainable

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



Guarantee sustainable consumption and production patterns

## NUMBER OF SDG INDICATORS IMPACTED



Alcaldía Distrital de  
Cartagena de Indias



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