



Mauritian creative ecosystem

Executive summary



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01 Introduction

1.1 Background and context

Mauritius is celebrated globally for its stunning landscapes, cultural diversity and vibrant community spirit. As an island nation, it has been shaped by its colonial history and immigration, creating a unique cultural mosaic. This diversity is deeply reflected in the island's creative and cultural industries (CCIs), which play a vital role in its socio-economic development and national identity.

These industries span a broad spectrum, including visual arts, music, performing arts, crafts, literature, film, new media and fashion. They act as stewards of the island's multicultural heritage and as economic drivers, contributing significantly to job creation, tourism and international partnerships. However, challenges, such as insufficient infrastructure, inconsistent funding and inadequate policies, often impede their progress.

This report responds to the growing need for a comprehensive understanding of the CCIs in Mauritius. It aims to identify gaps, provide actionable strategies and position the CCIs as a bridge between cultural heritage and innovation, enhancing their contribution to socio-economic development.

1.2 Purpose and objectives of the report

The purpose of this report is to explore the Mauritian creative ecosystem comprehensively. It offers insights into the sector's opportunities and challenges to guide policymakers, stakeholders and cultural practitioners.

Specific objectives:

- 1. Mapping the ecosystem:** identify key stakeholders, institutions and movements in the creative space.
- 2. Identifying opportunities:** highlight areas for growth, including innovation, sustainability and international collaboration.
- 3. Fostering collaboration:** strengthen partnerships among local and international entities.
- 4. Policy support:** provide data-driven recommendations for policy reforms.
- 5. Sustainability:** explore models for sustainable sector growth.





1.3 Scope and methodology

The report covers key sectors within Mauritius' CCI and their socio-economic impact. It explores cross-sectoral overlaps with tourism, education and technology to offer a holistic view of opportunities and challenges.

Methodology:

- **Desktop research:** analysing existing literature and policies.
- **Surveys:** collecting insights from creative practitioners aged 18 to 65.
- **In-depth interviews:** engaging with policymakers and industry leaders.
- **Case studies:** studying successful initiatives to extract best practices.
- **Focus groups:** facilitating discussions with stakeholders.
- **Site visits:** observing creative spaces in urban and rural areas.

02 Executive summary

2.1 Overview of key findings

The research highlights Mauritius' vibrant cultural and creative industries (CCIs), deeply rooted in its rich historical and cultural diversity. The ecosystem spans multiple sectors, including visual arts, music, performing arts, crafts, literature, film, new media and fashion. Key findings include:

- 1. Diverse cultural landscape:** the CCIs reflect a dynamic interplay of African, Indian, European and Asian influences.
- 2. Significant economic potential:** the sector contributes to socio-economic development, particularly through cultural tourism, creative entrepreneurship and export opportunities.

3. Challenges in infrastructure and policy: limited exhibition spaces, financial constraints and inadequate policy frameworks hinder growth across sectors.

4. Digital transformation: emerging digital platforms are reshaping artistic practices and broadening market access for Mauritian creatives.





2.2 Highlighted opportunities and challenges

Opportunities:

- **International collaborations:** leveraging Mauritius' strategic geographical position for cultural exchanges and partnerships with Africa, Asia and Europe.
- **Cultural tourism:** developing integrated cultural experiences, including visual art exhibitions and music festivals, to enhance Mauritius' global profile.
- **Digital innovation:** adopting digital tools and platforms, such as NFTs, streaming services and virtual art exhibitions, to overcome geographical limitations.
- **Sustainability and eco-art:** aligning with global trends in sustainability by promoting environmentally conscious artistic practices.

Challenges:

- **Infrastructure deficits:** a lack of dedicated creative spaces and galleries restrict creatives' ability to showcase and develop their work.
- **Funding constraints:** bureaucratic hurdles and limited financial assistance hinder creative initiatives.
- **Education and training gaps:** absence of formalised training in areas like digital art, curating and arts management.
- **Market saturation:** small local markets reduce opportunities for financial sustainability, necessitating international market penetration.

03 Sector analysis

The creative and cultural industries (CCIs) in Mauritius are diverse, reflecting the island's unique history, cultural richness and evolving socio-economic landscape. Below is an in-depth analysis of the key sectors within Mauritius' CCIs, exploring their opportunities, barriers and emerging trends.

3.1 Visual arts: opportunities and barriers

The visual arts sector is a vital part of Mauritius' creative ecosystem, shaped by the island's multicultural heritage and natural beauty.

Opportunities:

- **Cultural tourism:** visual arts play a key role in promoting Mauritius as a cultural destination, with events like Porlwi by Light combining art, music and performance to attract international visitors.
- **Digital innovation:** artists are beginning to explore digital platforms, such as NFTs, online galleries and social media, broadening their reach to global audiences.
- **Sustainability practices:** many artists are embracing eco-conscious practices, using recycled materials to create art that aligns with global environmental trends.

- **Government initiatives:** programmes, such as the Artist Incubator Scheme and National Arts Fund, provide emerging artists with financial and professional support.

Barriers:

- **Limited infrastructure:** the absence of a permanent national art gallery restricts exhibition opportunities and rural artists face additional challenges in accessing urban art spaces.
- **Funding gaps:** financial support remains inconsistent, with bureaucratic delays and insufficient funding for large-scale projects.
- **Skill development needs:** there is a lack of specialist training in areas like curating, digital art and art management, which hinders sectoral growth.

3.2 Music: traditional roots and modern evolution

Music is one of Mauritius' most dynamic cultural exports, blending traditional forms like sega with contemporary global influences.

Opportunities:

- **Cultural preservation:** traditional sega music, recognised as a UNESCO Intangible Cultural Heritage continues to symbolise Mauritian identity.
- **Emerging genres:** genres, such as seggae, jazz and electronic dance music, are evolving, driven by a younger generation of musicians.
- **Digital platforms:** streaming services and social media offer musicians direct access to international audiences, bypassing local market limitations.

- **Collaborations:** partnerships with global artists and cultural institutions provide opportunities for cross-cultural exchange and skill enhancement.

Barriers:

- **Infrastructure challenges:** limited access to professional recording studios, performance venues and rehearsal spaces restricts the artists' ability to produce high-quality work.
- **Funding and market access:** financial constraints and a small local market limit the potential for sustained careers in music.
- **Professionalisation needs:** informal industry practices, including limited artist management and legal support, hinder career development.





3.3 Performing arts: challenges in engagement and infrastructure

The performing arts sector reflects Mauritius' cultural diversity, encompassing theatre, dance and multidisciplinary performances.

Opportunities:

- **Cultural tourism:** traditional performances like sega attract tourists and enhance cultural tourism experiences.
- **Digital transformation:** the pandemic accelerated the adoption of virtual performances, opening new avenues for audience engagement.
- **Cross-sector collaborations:** integration with visual arts, music and crafts enriches performances and expands creative outputs.

Barriers:

- **Inadequate venues:** the lack of affordable and modern performance spaces limits opportunities for performers, particularly in rural areas.
- **Limited funding:** high production costs and low ticket sales make it challenging to sustain performances.
- **Cultural perception:** performing arts are often undervalued, affecting public and private investment in the sector.



3.4 Craft: heritage and sustainability

The craft sector is a cornerstone of Mauritius' cultural identity, rooted in traditional practices like weaving, basketry and pottery.

Opportunities:

- **Global demand:** growing interest in handmade, sustainable goods provides an avenue for international market penetration.
- **Sustainable practices:** using natural and recycled materials aligns crafts with global sustainability trends.
- **Cultural preservation:** crafts are instrumental in preserving indigenous techniques and passing them on to younger generations.

Barriers:

- **Market access:** craftspeople face challenges in reaching broader markets due to limited digital literacy and high export costs.
- **Competition from imports:** mass-produced goods threaten the viability of traditional crafts.
- **Skill gaps:** younger generations often lack interest in learning traditional techniques, risking the loss of heritage crafts.

3.5 Film and multimedia: creativity meets technology

The film and multimedia sector has been growing steadily, fuelled by local storytelling and international collaborations.

Opportunities:

- **Local stories, global platforms:** Mauritian filmmakers are gaining recognition for authentic storytelling that resonates with global audiences.
- **Technological advancements:** digital tools, such as AR/VR and animation, provide innovative ways to create and distribute content.
- **Government support:** initiatives to boost the film industry, including tax incentives and grants, create opportunities for growth.

Barriers:

- **High production costs:** limited access to funding and advanced equipment hampers film production.
- **Skill shortages:** there is a lack of specialist training in areas like screenwriting, cinematography and post-production.
- **Market competition:** Mauritian films struggle to compete with international productions in both local and global markets.



3.6 New media: innovation in digital platforms

The new media sector is revolutionising creative engagement, offering immersive and interactive experiences through digital innovation.

Opportunities:

- **Interactive content:** technologies like AR and gamification transform audience engagement.
- **Global reach:** digital platforms break geographical barriers.
- **Youth engagement:** tech-savvy youth drive innovation in digital media.

Barriers:

- **High costs:** access to advanced technology is expensive.
- **Digital divide:** rural areas face limited Internet access.
- **IP concerns:** weak enforcement of copyright laws challenges creators.

3.7 Literature: multilingual narratives

Mauritian literature reflects the island's linguistic diversity, encompassing Creole, French, English and Bhojpuri works.

Opportunities:

- **Cultural expression:** literature offers a platform to explore themes of identity, heritage and post-colonialism.
- **International recognition:** multilingual works attract readers globally, especially in Francophone and Anglophone markets.
- **Educational integration:** literature is increasingly being used in schools to foster cultural pride and linguistic skills.

Barriers:

- **Small market:** the limited readership within Mauritius reduces the financial viability of publishing.
- **Publishing challenges:** high production costs and limited access to global distribution networks hinder growth.
- **Author support:** there is a lack of formal mentorship and funding opportunities for emerging writers.



3.8 Fashion and design: blending tradition and modernity

Opportunities:

- **Sustainable fashion:** eco-friendly clothing trends align with Mauritius' strengths in natural fibres and dyes.
- **Cultural fusion:** combining traditional motifs with modern designs appeals to global markets.
- **Tourism synergy:** fashion shows enhance Mauritius' profile as a creative hub.

Barriers:

- **High costs:** limited access to affordable materials raises production costs.
- **Market constraints:** the small domestic market necessitates global outreach.
- **Training gaps:** advanced skills in textile technology and fashion marketing are lacking.

04 Systemic challenges and barriers

The creative and cultural industries (CCIs) in Mauritius face several systemic challenges that hinder their growth and sustainability. These challenges are deeply rooted in infrastructure deficits, financial constraints, weak policy frameworks, education and skills deficiencies, and limited market access. Addressing these barriers is critical to unlocking the full potential of the sector and ensuring its long-term viability.

4.1 Infrastructure deficits

One of the most significant barriers for CCIs in Mauritius is the lack of adequate physical infrastructure to support creative activities. The island's creative practitioners frequently cite the absence of spaces for creation, rehearsal and exhibition as a primary obstacle.

- **Limited galleries and exhibition spaces:** Despite the richness of local talent, Mauritius lacks permanent spaces to showcase visual art. Existing spaces are concentrated in urban centres, leaving rural artists with few opportunities for exposure. There are only a few public galleries serving the entire island, leading to bottlenecks for exhibitions and a lack of consistent visibility for artists.
- **Rehearsal and performance venues:** The performing arts sector struggles with inadequate and expensive rehearsal spaces.
- **The Caudan Arts Centre** is one of the few high-quality venues available, but its urban location and cost structure limit access for many practitioners. Community theatres and multi-purpose spaces in rural areas remain scarce, stifling the development of grassroots performances.
- **Craft studios and workspaces:** Traditional craftspeople often work from informal, under-resourced settings, which affects their productivity and the quality of their output. The lack of designated craft hubs or marketplaces further restricts opportunities for showcasing and selling their work.
- **Digital infrastructure:** Emerging fields, such as new media and film, are constrained by the lack of technological infrastructure. Studios equipped with virtual reality (VR), augmented reality (AR) and high-quality post-production tools are almost non-existent, limiting the ability of Mauritian creatives to compete in global markets.

4.2 Financial constraints

The creative sector in Mauritius is significantly underfunded, with insufficient financial mechanisms to support its growth. This issue spans both public and private funding channels.

- **Government funding:** While the National Arts Fund provides some financial assistance, it is inadequate to meet the needs of the growing sector. Bureaucratic delays in grant disbursement further exacerbate challenges, with funding timelines often stretching from 8 to 12 months, delaying critical projects.
- **Private sector sponsorship:** The private sector's involvement in the CCI is limited due to the absence of tax incentives or policies encouraging corporate investment. Sponsorships tend to focus on high-profile events, leaving smaller, community-driven initiatives without support.
- **High costs of production:** Across sectors, the costs of materials, equipment and space rental are prohibitive. For instance, film producers face significant financial barriers in securing cameras, editing tools and distribution networks. Similarly, musicians struggle with recording costs in the absence of affordable studios.
- **Economic risks for artists:** Many artists and craftspeople operate without stable income streams, often relying on personal funds to sustain their work. This financial instability discourages long-term commitment to creative careers and limits sector growth.



4.3 Weak policy frameworks

Policy weaknesses undermine the professionalisation and sustainability of the CCIs in Mauritius. The absence of comprehensive cultural policies leaves artists without the necessary institutional support.

- **Lack of artist recognition:** Despite ongoing discussions about the Status of Artists Bill, its implementation remains pending. Without formal recognition, artists face challenges in accessing benefits such as health insurance, pensions and professional protections.
- **Intellectual property issues:** Weak intellectual property (IP) enforcement leaves creators vulnerable to exploitation. Piracy, unauthorised reproductions and a lack of licensing systems reduce the revenue streams available to artists and diminish their economic value.
- **Fragmented governance:** Multiple agencies manage the CCIs without cohesive coordination, leading to inefficiencies. For instance, overlaps between the Ministry of Arts and Cultural Heritage and regional cultural bodies often result in redundant efforts and misaligned priorities.
- **Limited policy support for export:** Mauritius lacks structured export strategies for creative goods and services. Artists and craftspeople interested in entering international markets receive minimal assistance in navigating trade regulations or building overseas networks.





4.4 Education and skills deficiencies

A major challenge across all sectors is the lack of formal education and training opportunities tailored to the needs of the CCIs. Without adequate skills development, the sector cannot achieve its full potential.

- **Limited arts education:** Arts education is not prioritised within the national curriculum, leaving students with little exposure to creative careers. Programmes at tertiary institutions, like the University of Mauritius and Mahatma Gandhi Institute, are limited in scope and fail to address modern needs such as digital media or curatorial studies.
- **Skills gaps in key disciplines:** Specialised training in areas like sound engineering, post-production, digital content creation and marketing is almost non-existent. For example, less than 10% of surveyed filmmakers reported having formal training in cinematography or editing.
- **Lack of mentorship and professional development:** Emerging creatives lack access to mentorship programmes that could bridge the gap between education and professional practice. This leaves many practitioners struggling to transition from learning to earning.
- **Geographic inequities in training:** Training opportunities are heavily concentrated in urban centres, leaving rural communities without access to capacity-building initiatives.

4.5 Market saturation

Mauritius' small domestic market cannot sustain the diverse range of creative products and services produced locally, leading to saturation in certain sectors.

- **Craft sector saturation:** The local market for handmade crafts is flooded with imported, low-cost alternatives that undermine the value of traditional Mauritian products. This competition erodes income opportunities for local artisans.
- **Limited export channels:** International markets present significant growth opportunities, but many creators face high shipping costs, tariff barriers and logistical challenges. The absence of export support programmes further compounds these issues.
- **Digital market challenges:** Although digital platforms provide access to global audiences, many creatives lack the skills and resources to effectively make use of these tools. For example, musicians often struggle to distribute their work on Spotify or YouTube due to high production and marketing costs.

- **Lack of branding and promotion:** Mauritian creative products often lack strong branding that highlights their cultural uniqueness. This undermines their competitiveness in global markets where authenticity and storytelling are critical selling points.

Conclusion

Addressing these systemic challenges requires a coordinated effort from policymakers, educators, industry leaders and international partners. By investing in infrastructure, reforming financial and policy systems, expanding education and training, and facilitating market access, Mauritius can unlock the immense potential of its creative and cultural industries. These interventions will not only drive economic growth but also preserve and promote the island's rich cultural heritage.

05 Opportunities for the creative and cultural industries in Mauritius

Despite the systemic challenges, Mauritius' creative and cultural industries (CCIs) hold immense potential for growth. Opportunities lie in cultural tourism, digital transformation, sustainability, international collaboration and youth engagement. Capitalising on these prospects can position Mauritius as a global hub for creativity and innovation.

5.1 Cultural tourism

Overview: Mauritius is a globally recognised tourist destination, drawing millions of visitors annually. Integrating CCIs into the tourism sector could enhance visitor experiences while creating economic opportunities for local creatives.

Key opportunities:

- **Festivals and events:** Existing events, such as the Kreol Festival and Porlwi by Light, highlight the potential of cultural tourism. Expanding such events with a stronger focus on arts, crafts and performing arts can attract niche audiences interested in cultural immersion.
- **Craft-based tourism:** Workshops where tourists can learn traditional crafts, such as weaving or pottery, create interactive experiences. For example, a craft village showcasing local artisans at work could serve as both a tourist attraction and a platform for direct sales.
- **Music and performing arts:** Hotel entertainment offers a platform for creatives. However, curated cultural tours could provide performers with stable income streams while showcasing Mauritius' cultural identity.
- **Heritage sites as cultural spaces:** Using more historic sites like Aapravasi Ghat as venues for art installations or performances can further merge cultural preservation with contemporary expression, attracting both tourists and locals.

5.2 Digital transformation

Overview: the digital age offers unprecedented opportunities for creatives to reach global audiences, streamline production and monetise their work. For Mauritius, embracing digital transformation is essential to overcoming geographic limitations.

Key opportunities:

- **Global reach through digital platforms:** Platforms like YouTube, Instagram and Spotify allow artists to bypass traditional market constraints. Musicians, for instance, can upload their work directly to Spotify or Apple Music, reaching international audiences without intermediaries.
- **E-Commerce for crafts and fashion:** Online marketplaces, such as Etsy or customised platforms, connect Mauritian craftspeople and designers with global buyers. For example, the demand for handmade, sustainable products is on the rise, and Mauritius' crafts sector is well-positioned to cater to this trend.
- **Virtual Reality (VR) and Augmented Reality (AR):** Emerging fields like VR and AR have revolutionised cultural experiences. Virtual tours of Mauritian heritage sites or immersive exhibitions could furthermore, showcase local art and culture.
- **Online education:** Virtual workshops and webinars offer skill-building opportunities for creatives while generating income.





5.3 Sustainability and eco-friendly practices

Overview: The global push for sustainability aligns well with Mauritius' traditional crafts and natural resources. Creatives are leveraging this trend to produce eco-friendly, culturally rich products that appeal to environmentally conscious consumers.

Key opportunities:

- **Sustainable crafting:** Using recycled materials and natural dyes in crafts and textiles cater to international markets seeking sustainable products. Artisans and creatives are also tapped into global movements like 'slow fashion', which emphasise quality, tradition and sustainability over mass production.
- **Art as advocacy:** Creatives use their platforms to raise awareness about environmental issues affecting Mauritius, such as coral reef degradation and climate change. Public art installations and films focusing on these themes also attract funding from international environmental organisations.
- **Green tourism:** More is being done to develop sustainable creative experiences, such as eco-friendly craft workshops or outdoor art exhibitions, aligns with the growing demand for environmentally conscious travel options.



5.4 International collaboration

Overview: Mauritius' unique geographical and cultural position offers significant potential for international partnerships, fostering skill-sharing, innovation and market access.

Key opportunities:

- **Residencies and exchanges:**

Partnerships with institutions, like the British Council, Goethe-Institut and Alliance Française, bring international artists to Mauritius while sending local artists abroad for residencies. These exchanges have proven to enhance creativity, broaden perspectives and build professional networks for Mauritian creatives.

- **Participation in global events:**

Showcasing Mauritian creativity at international fairs like Art Basel or the Venice Biennale can increase global visibility. Similarly, participation in global music festivals can spotlight traditional sega music and contemporary Mauritian sounds.

- **Export promotion:** Existing trade partnerships with regional and international markets facilitate the export of Mauritian crafts, films and textiles. Governments and cultural bodies do play a pivotal role by beginning to subsidise export logistics and promotional campaigns.



5.5 Youth engagement and innovation

Overview: Mauritius' young, dynamic population is an untapped resource for the CCLs. Encouraging youth participation can drive innovation, modernise traditional practices and create future leaders in the creative sector.

Key opportunities:

- **Training programmes:** There is a growing demand to build more opportunities for coding, design and music production workshops targeted at youth.
- **Youth-orientated training programmes:** Initiatives are now targeting younger generations, such as coding for digital art or workshops on sustainable design, can equip them with modern skills and encourage their involvement in the CCLs.
- **Entrepreneurship in creative industries:** There is a growing demand for grants and mentorship programmes for young creatives that can help them start their businesses, from fashion lines to film production companies.
- **Tech-savvy creativity:** Younger creatives are more likely to experiment with emerging technologies like AI, VR and blockchain. Encouraging these innovations can push Mauritian CCLs into new realms, such as virtual fashion shows or blockchain-certified art sales.

5.6 Market expansion and global visibility

Overview: expanding local and international market access is critical for sustainable growth.

Key opportunities:

- **Global fair participation:** government support for participation in global fairs, residencies and exhibitions is much needed to create networking opportunities for local creatives.
- **Branding:** a growing demand for branding initiatives that emphasise Mauritius' unique cultural identity can enhance the marketability of creative goods and services internationally.
- **Digital marketing:** e-commerce marketplaces and digital marketing tools are fundamental in connecting Mauritian creatives with global audiences, driving sales and collaborations.

5.7 Cross-sectoral collaborations

Overview: Integrating CCIs with industries like tourism, education and technology can amplify their impact.

Key opportunities:

- **Tourism partnerships:** Collaborations with hotels and resorts to provide cultural experiences is opening an income stream for creatives.
- **Education integration:** A slow uptake with schools and community organisations to incorporate art into education to foster cultural awareness and skill-building among young people.
- **Technology partnerships:** A growing demand to collaborate with tech companies to develop digital tools, such as apps for virtual tours or online art marketplaces, can modernise the CCIs and enhance their global appeal.

Conclusion

Mauritius has significant opportunities for transforming its CCIs into a dynamic force for cultural, social and economic development. By leveraging cultural tourism, embracing digital transformation, adopting sustainable practices, fostering international collaborations and engaging the youth, Mauritius can unlock the immense potential of its creative sector. These opportunities, if strategically pursued, will not only preserve the island's cultural heritage but also position it as a global leader in creative innovation. While challenges remain significant, the opportunities outlined here highlight the untapped potential of Mauritius' CCIs. Strategic investment in infrastructure, funding and education, coupled with an emphasis on sustainability and international collaboration, can transform these industries into a dynamic force for cultural and economic development.

06 Recommendations

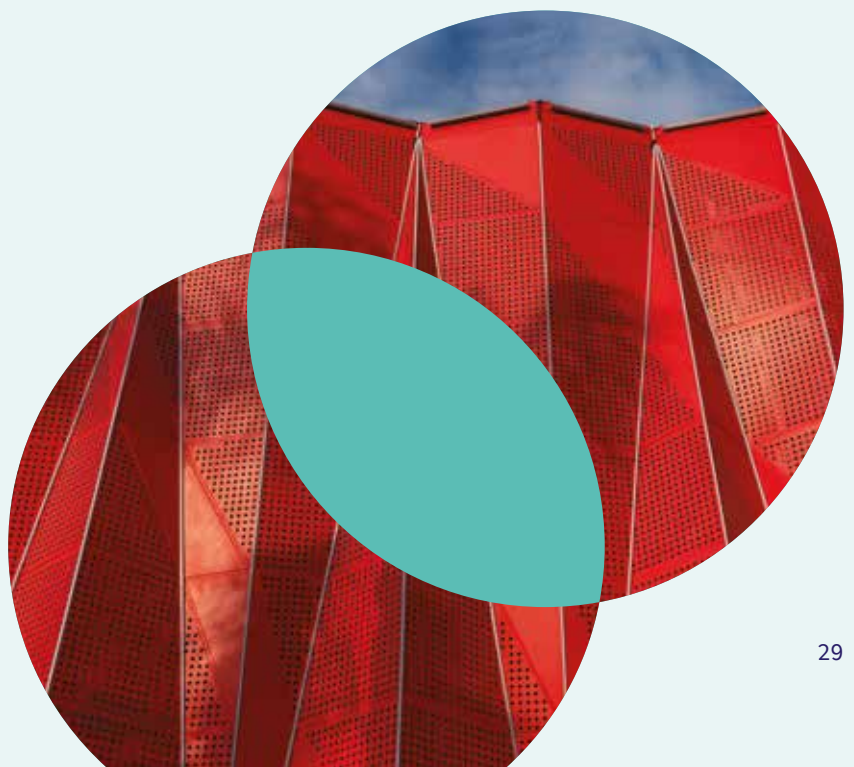
To fully unlock the potential of Mauritius' creative and cultural industries (CCIs), a multi-faceted approach is required, addressing systemic challenges and fostering opportunities for growth. The following are detailed recommendations, incorporating best practices and strategic interventions tailored to the Mauritian context.

6.1 Policy reform

A comprehensive overhaul of policy frameworks governing the CCIs is essential for creating an enabling environment for artists and creative practitioners.

Specific reforms include:

- **Streamlining funding processes:** Simplify grant application procedures to make them accessible to a broader range of practitioners, including those in rural areas. Introduce transparent timelines for disbursement to address bureaucratic delays that currently impede project implementation.
- **Tax incentives for private sponsors:** Encourage corporate sponsorship by offering tax deductions for investments in the arts. This would not only increase funding availability but also foster stronger partnerships between the private sector and creative communities.
- **Artist recognition and rights:** Implement the long-awaited Status of Artists Bill to formalise the recognition of artists as professionals. Strengthen intellectual property (IP) laws to protect creators from exploitation and ensure they benefit financially from their work.



6.2 Infrastructure development

The lack of adequate infrastructure remains a significant barrier to the growth of CCIs. Key recommendations to address this include:

- **Permanent galleries and performance spaces:** Establish spaces and pop-ups to provide a central platform for showcasing local art, supported by decentralised spaces in rural areas to ensure equitable access. Similarly, dedicated performance venues for theatre and music are essential to foster talent and build audiences.
- **Creative hubs:** Develop multidisciplinary creative hubs that combine studio spaces, rehearsal rooms and co-working facilities. These hubs would serve as incubators for innovation, collaboration and cross-sectoral partnerships.
- **Technological infrastructure:** Invest in digital infrastructure, such as VR and AR equipment for new media artists and sound engineering studios for musicians, to support modern creative practices and elevate production quality.

6.3 Capacity building and education

The development of human capital is critical to the long-term sustainability of the CCIs. Recommendations include:

- **Formal education programmes:** Integrate arts education into school curricula to foster early interest in creative careers. Partner with institutions like the University of Mauritius and Mahatma Gandhi Institute to introduce specialised degree programmes in fields like curatorial studies, digital media and cultural management.
- **Vocational training and mentorship:** Establish vocational training programmes targeting craftspeople, musicians and filmmakers to enhance technical skills. Pair emerging artists with established practitioners through structured mentorship initiatives to facilitate knowledge transfer and career guidance.
- **Professional development:** Offer workshops and certifications in areas, such as arts marketing, grant writing and digital content creation, to equip artists with the business acumen needed to navigate competitive markets.



6.4 Market expansion and visibility

Expanding access to both local and international markets is vital to increasing the visibility and economic viability of Mauritius' CCIs. Actions include:

- **Global fairs and residencies:** Provide financial support and logistical assistance for artists to participate in international fairs, residencies and festivals. These platforms offer unparalleled opportunities for networking, skill-sharing and market penetration.
- **Digital marketplaces:** Develop online platforms to showcase and sell Mauritian art, music and crafts and more to a global audience. Collaborate with e-commerce platforms to promote local products internationally.
- **Export strategies:** Establish trade agreements to facilitate the export of creative goods, particularly in high-potential sectors like crafts and fashion. Develop branding initiatives that position Mauritian creativity as unique and globally desirable.

6.5 Community engagement and social impact

Fostering inclusivity and addressing social issues through the arts can strengthen the role of CCIs as a tool for social cohesion and empowerment. Recommendations include:

- **Inclusive art projects:** Support initiatives that engage marginalised communities, such as women, youth and people with disabilities, in the creative process. These projects should aim to build confidence, develop skills and amplify under-represented voices.
- **Public art and placemaking:** Invest in public art projects that beautify urban and rural spaces while reflecting the cultural heritage of local communities. Examples include murals, sculptures and installations that double as tourist attractions.
- **Social issue advocacy:** Leverage the arts to address pressing social issues, such as environmental conservation, mental health and gender equality. Partner with NGOs and community organisations to ensure these projects have a lasting impact.

6.6 Strategic implementation

To ensure the successful implementation of these recommendations, the following steps are proposed:

1. **Stakeholder collaboration:** Establish a task force comprising government agencies, private sector representatives, artists and educators to oversee policy reforms and programme development.
2. **Funding allocation:** Prioritise funding for infrastructure development, education and international exposure, with clear accountability measures.

3. **Monitoring and evaluation:** Develop metrics to assess the impact of interventions, such as increases in artist incomes, audience engagement and international collaborations.

By addressing these recommendations, Mauritius can position its CCIs as a driving force for cultural preservation, economic growth and social transformation, ensuring a thriving future for its creative communities.

07 Business aspects and scaling opportunities

The creative and cultural industries (CCIs) in Mauritius hold immense potential for economic growth, cultural preservation and global recognition. This section explores the opportunities and challenges within the business landscape of CCIs, highlighting pathways to scale creative enterprises and sustain their development. By addressing gaps in funding, infrastructure and market access, this section offers strategic recommendations for fostering innovation and entrepreneurship while ensuring that creatives receive the support they need to thrive in an increasingly competitive global environment.

Through detailed analysis, this section examines existing opportunities such as public-private partnerships, digital platforms and cultural tourism, alongside persistent obstacles like financial instability, limited infrastructure and fragmented ecosystems.

It provides actionable insights into scaling micro-enterprises, enhancing monetisation strategies, leveraging digital tools and expanding regional and global reach. Together, these recommendations aim to establish a more robust and resilient ecosystem for Mauritian creatives, paving the way for sustainable growth and international acclaim.

7.1 Current opportunities for growth and collaboration

1. Public-private partnerships: Initiatives like the Artist Incubator Scheme and the Film Rebate Scheme provide financial and logistical support to help artists access international platforms.

2. Collaborations with cultural institutions: Partnerships with the British Council, Goethe-Institut and other international bodies foster cross-cultural exchanges and offer exposure to global standards and markets.

3. E-commerce and local platforms: Platforms, such as 'Made in Moris', support local artisans and creatives by connecting them with global markets and promoting Mauritian craftsmanship.

4. Digital platforms for monetisation: Tools like Patreon, YouTube and Instagram enable artists to monetise their work directly and build global audiences.

5. Corporate sponsorship (CSR): CSR programmes fund large-scale public art projects and cultural festivals, providing a platform for artists to gain visibility.

7.2 Challenges: barriers to growth and innovation

- 1. Limited financial stability:** Many artists and organisations rely on one-off grants or sporadic sponsorships, leading to financial instability and difficulty in sustaining long-term careers.
- 2. Insufficient infrastructure:** A lack of exhibition spaces, recording studios and rehearsal areas hinders the creative process and limits opportunities for emerging artists, particularly in rural areas.
- 3. Skill gaps:** Creatives often lack essential business acumen, digital literacy and international marketing skills to navigate global markets effectively.
- 4. Bureaucratic barriers:** Complex and time-consuming application processes for grants and funding slow down project execution and discourage smaller or emerging creatives.
- 5. High costs of technology:** any creatives cannot afford the tools and equipment necessary for digital art, multimedia projects and professional-grade productions.
- 6. Market saturation:** The small local market leads to limited demand, compelling artists to look outward for sustainable revenue opportunities.



7.3 Opportunities: pathways to growth

- 1. Cultural tourism:** The growing emphasis on cultural tourism provides a platform for artists to showcase their work to international visitors and tap into the lucrative tourism-driven economy.
- 2. Digital transformation:** Social media, e-commerce and streaming platforms offer unprecedented global reach, allowing artists to bypass physical and geographical constraints.
- 3. Sustainability trends:** Global demand for eco-friendly and ethically made products presents an opportunity for Mauritian creatives to align their crafts and designs with international sustainability standards.
- 4. International collaborations:** Programmes, such as artist residencies, joint exhibitions and cultural exchange initiatives, open doors to new markets and skill-building opportunities.

7.4 Barriers: systemic constraints

- 1. Limited access to funding:** Government grants and private sponsorships are selective and insufficient to support the growing needs of the creative sector.
- 2. Fragmented ecosystem:** The creative industries lack a unified network for collaboration and resource-sharing across different sectors.
- 3. Export challenges:** High logistics costs and limited access to international distributors restrict the global reach of Mauritian products and artworks.
- 4. Lack of awareness:** Many creatives are unaware of existing resources, platforms and opportunities for growth and funding.

7.5 Business development and recommendations in CCIs

Objective: Lay the foundation for sustainable creative enterprises by fostering business acumen among artists and cultural practitioners.

- **Sector formalisation:** Encourage the formal registration of creative enterprises to ensure access to financial resources, legal protections and market opportunities.
- **Value chain development:** Strengthen the creative value chain by integrating design, production, marketing and sales, ensuring that creatives retain a fair share of revenue.
- **Ecosystem building:** Promote collaboration between CCIs and sectors like tourism, retail and education to create cross-sectoral opportunities.

Start-ups and creative enterprises

Objective: Foster a culture of entrepreneurship within the CCIs.

- **Incubator programmes:** Establish creative business incubators to provide mentorship, workspace and resources for start-ups in fashion, film, crafts, digital media and other sectors.
- **Government grants and incentives:** Offer grants to support the initial stages of creative start-ups, including design, prototyping and product launches.
- **Collaborative hubs:** Encourage co-working spaces and shared studios that facilitate networking and resource sharing among creative entrepreneurs.



Micro-enterprises and homegrown industries

Objective: Empower small-scale creators and homegrown industries as vital contributors to the CCI ecosystem.

- **Support for artisans:** Provide technical and financial assistance to craftspersons and small-scale producers, enabling them to scale their operations.
- **Local brand development:** Promote branding and marketing initiatives for homegrown products and artwork to increase their visibility and competitiveness in domestic and international markets.
- **Community-led enterprises:** Encourage community-based cooperatives to promote collective growth and sustainable practices in CCIs.

Monetisation strategies for artists

Objective: Enable artists to diversify their revenue streams and achieve financial stability.

- **Merchandising:** Encourage creatives to explore product merchandising, such as prints, clothing and collectibles, based on their artwork or performances.
- **Subscription models:** Introduce platforms for subscription-based access to exclusive content, including tutorials, live events and custom artwork.
- **Workshops and training:** Monetise skills through paid workshops, training sessions and educational content for aspiring creatives.

Digital distribution platforms

Objective: Harness digital technologies to expand market reach and revenue opportunities.

- **E-Commerce solutions:** Develop or support platforms where artists can sell their creations directly to consumers, bypassing intermediaries.
- **Streaming services:** Encourage participation in digital streaming platforms for musicians, filmmakers and other creatives to reach global audiences.
- **Social media monetisation:** Train creatives to leverage tools like YouTube memberships, Instagram and TikTok shopping, Patreon for audience engagement and income generation.

Licensing and intellectual property

Objective: Protect creative works and enable revenue generation through licensing.

- **IP registration support:** Simplify the process for artists to register copyrights, patents and trademarks for their works.
- **Licensing agreements:** Educate creatives on structuring licensing agreements to monetise their works for advertising, merchandise and media projects.
- **Enforcement mechanisms:** Strengthen the enforcement of IP laws to deter infringement and protect artists' rights.

Market diversification and export strategies

Objective: expand the presence of Mauritian CClIs in regional and international markets.

- **Market research:** Conduct studies to identify demand for Mauritian cultural products in African, European and Asian markets.
- **Cultural branding:** Position Mauritian CClIs as unique and high-value offerings rooted in the island's multicultural heritage.
- **Export incentives:** Provide logistical and financial support to encourage international distribution of art, music, crafts and fashion.

Enhancing regional and global reach

Objective: Increase the international footprint of Mauritian CClIs.

- **Retail collaborations:** Partner with global retail chains and e-commerce platforms to feature Mauritian products.
- **Distribution networks:** Build relationships with international distributors to streamline the exportation process for physical and digital products.
- **Showcasing events:** Participate in international expos, trade fairs and festivals to connect with buyers, distributors and cultural institutions.

Capacity building for business growth

Objective: Equip creatives with the skills and resources needed to scale their ventures.

- **Marketing skills:** Provide workshops on branding, social media strategy and market segmentation to help creatives effectively reach target audiences.
- **Entrepreneurship development:** Offer training on financial management, business planning and leadership to support creatives in managing scalable enterprises.
- **Digital marketing tools:** Familiarise artists with tools, such as SEO, email marketing, and analytics, to optimise their online presence.

Access to finance and investment opportunities

Objective: Facilitate diverse financial avenues to provide creatives with access to capital – fostering innovation, sustainability and growth in the cultural sector.

- **Microfinance and loans:** Establish microfinance programmes tailored for small-scale creatives, providing access to capital with flexible repayment terms.
- **Venture capital and angel investors:** Create networks that connect creative entrepreneurs with investors interested in funding innovative cultural projects.
- **Crowdfunding campaigns:** Promote crowdfunding as a viable method for creatives to finance their projects, leveraging platforms like Kickstarter and GoFundMe.

08 Emerging trends and additional findings

The creative and cultural industries (CCIs) in Mauritius are undergoing rapid transformation, driven by global trends, technological advancements and shifts in consumer expectations. Below is an in-depth analysis of emerging trends and key findings shaping the future of the Mauritian CCIs.

8.1 Integration of sustainability in creative practices

Overview: Sustainability has become a central theme in the global creative economy, and Mauritius is no exception. Artists, designers and cultural practitioners are increasingly adopting eco-conscious practices to address environmental challenges and align with global sustainability goals.

Key developments:

- **Use of recycled materials:** Many craftspeople are incorporating recycled or upcycled materials in their work, reducing waste and promoting environmental awareness.
- **Eco-friendly production methods:** Fashion designers are exploring natural dyes, organic textiles and sustainable manufacturing processes.

• Themes of environmental advocacy:

Visual and performing artists are addressing topics such as climate change, biodiversity loss and marine conservation in their work, creating art that doubles as activism.

- **Sustainable tourism:** Cultural tourism initiatives are integrating sustainability, offering eco-friendly experiences like heritage trails, craft workshops and community-based tourism.

Opportunities:

- **Policy support:** Encouraging government policies could provide subsidies for sustainable practices and promote eco-conscious certifications for creative businesses.
- **Market expansion:** Growing global demand for sustainable products creates export opportunities for Mauritian creatives embracing eco-friendly practices.

8.2 Digital transformation across sectors

Overview: Digital technologies are revolutionising the creative landscape, enabling new forms of expression, expanding market access and transforming how creatives engage with audiences.

Key developments:

- **Emergence of digital art:** Technologies like augmented reality (AR), virtual reality (VR) and non-fungible tokens (NFTs) are providing artists with innovative tools for creation and monetisation.
- **Online platforms:** Creatives are leveraging streaming services, e-commerce platforms, and social media to reach global audiences.

- **Virtual events:** The COVID-19 pandemic accelerated the adoption of virtual exhibitions, performances and workshops, making creative content more accessible.
- **Digital marketing skills:** Creatives are increasingly adopting digital-marketing techniques, including SEO, content creation and online advertising, to promote their work.

Challenges:

- **Digital divide:** Limited access to high-speed Internet and digital tools in rural areas remains a barrier to equitable participation.
- **Cost of technology:** Advanced digital tools and software can be prohibitively expensive for small-scale creators.



8.3 Increasing role of youth in innovation

Overview: The younger generation is playing a pivotal role in driving innovation within the CCIs, bringing fresh perspectives, technological fluency and a willingness to experiment.

Key developments:

- **Youth-centric genres:** Young musicians are blending traditional genres like sega with contemporary styles such as hip-hop, electronic dance music and Afrobeats.
- **Start-up culture:** Young entrepreneurs are launching creative start-ups in fields like fashion design, film production and digital media.

- **Digital natives:** Youths are adept at using social media platforms like Instagram, TikTok and YouTube for self-promotion and audience engagement.
- **Activism through art:** Young creatives are addressing social and environmental issues, using art as a medium for advocacy and community engagement.

Opportunities:

- **Educational programmes:** Introducing programmes tailored to youth interests, such as digital art workshops and music production courses can nurture emerging talent.
- **Youth networks:** Creating platforms for young creatives to collaborate, share resources and access mentorship can foster innovation.

8.4 Cross-sectoral collaborations and multidisciplinary approaches

Overview: Mauritian creatives are increasingly engaging in cross-sectoral collaborations, blending disciplines to create more impactful and innovative work.

Key developments:

- **Art and tourism:** Partnerships between artists and tourism operators are creating cultural tourism experiences that showcase local heritage and talent.
- **Fashion and craft:** Designers are incorporating traditional craft techniques into modern fashion, creating hybrid products that appeal to both local and international markets.
- **Film and music:** Collaboration between filmmakers and musicians is producing unique soundtracks and music videos that enhance storytelling.

- **Technology integration:** New media artists are incorporating digital technologies like AR and VR into performances and exhibitions.

Challenges:

- **Collaborative platforms:** Establishing hubs where creatives from different disciplines can collaborate will foster innovation and drive multidisciplinary projects.
- **Corporate partnerships:** Engaging private sector players in cross-sector initiatives can provide funding and broaden the reach of creative projects.



8.5 Demand for interactive and immersive experiences

Overview: As consumer expectations evolve, there is a growing demand for interactive and immersive experiences within the CCIs.

Key developments:

- **Interactive installations:** Artists are creating installations that engage audiences through touch, sound and movement, thus enhancing participation.
- **Virtual Reality (VR) and Augmented Reality (AR):** These technologies are being used to create immersive exhibitions, performances and virtual tours.
- **Community art projects:** Public art initiatives invite community members to contribute to the creative process, fostering a sense of ownership and connection.

Opportunities:

- **Technological support:** Investment in training and infrastructure for immersive technologies can position Mauritius as a leader in innovative experiences.
- **Tourism integration:** Offering interactive experiences as part of cultural tourism packages can attract tech-savvy travellers.

By embracing these emerging trends and addressing associated challenges, Mauritius' CCIs can remain competitive and sustainable in an ever-evolving global landscape. These trends not only reflect the sector's adaptability but also its potential to drive innovation, cultural preservation and economic growth.

09 Strategic vision

The findings of the report provide valuable insights into the strategic pathways Mauritius can adopt to build a thriving creative economy. By embedding sustainability, enhancing global competitiveness, building resilience and fostering stakeholder collaboration, the island can unlock the full potential of its Creative and Cultural Industries (CCIs).

9.1 Sustainability and inclusivity in CCIs

Overview: Sustainability has become a central theme in the global creative economy, and Mauritius is no exception. Artists, designers and cultural practitioners are increasingly adopting eco-conscious Findings and strategies:

- **Integration of sustainable practices:** Creative practitioners in Mauritius are increasingly adopting sustainability in their work. For example, artists use recycled materials and craftspeople embrace eco-friendly methods. However, challenges such as high costs of sustainable materials and inadequate waste management infrastructure persist.
- **Inclusive policies:** Marginalised groups, including women, youth and people with disabilities, remain underrepresented in the CCIs. Stakeholders emphasise the need for inclusive policies to provide equitable opportunities.

Recommendations:

- 1. Subsidies for sustainable materials:** Establish government or private-sector initiatives to make eco-friendly materials more affordable and accessible.
- 2. Education and skill development:** Include sustainability and financial literacy in educational programmes to equip creatives for a more inclusive economy.
- 3. Diverse representation:** Develop mentorship programmes and funding for marginalised groups to ensure inclusivity across all creative sectors.

9.2 Global positioning of Mauritian creativity

Findings and strategies:

- **Cultural branding and global reach:** Mauritius' multicultural identity and rich artistic heritage position it uniquely on the global stage. However, limited access to international markets and distribution channels hinders its visibility.
- **Cross-border collaborations:** Partnerships with international organisations have shown potential for capacity building and global exposure yet are underutilised due to limited government incentives.

Recommendations:

1. **Cultural export strategies:** Promote Mauritian creativity through international art fairs, residencies and collaborations. Develop government-backed marketing campaigns to boost global recognition.
2. **Partnership incentives:** Provide tax breaks and grants for businesses investing in cross-border collaborations.
3. **Digital platforms for outreach:** Strengthen local e-commerce and streaming platforms to enable creatives to connect with international markets.

9.3 Building resilience in the creative economy

Findings and strategies:

- **Revenue diversification:** Creatives often rely on limited revenue streams such as sales and performances. Expanding income sources can increase financial stability.
- **Policy gaps:** Stakeholders highlight the lack of a comprehensive cultural policy as a significant barrier to resilience.

Recommendations:

1. **Flexible funding models:** Implement grant mechanisms that support a diverse range of creative practices, particularly those integrating new technologies.
2. **Crisis management funds:** Create emergency funds to support creatives during economic downturns or global crises.
3. **Professional development:** Offer workshops in business management, marketing and grant writing to help creatives build sustainable practices.



9.4 Roadmap for stakeholder collaboration

Findings and strategies:

- **Cross-sector collaborations:** Partnerships between CCIs and tourism, education and technology sectors amplify their economic and cultural impact.
- **Limited coordination:** Despite active government and private sector involvement, the lack of coordination reduces the effectiveness of these collaborations.

Recommendations:

1. **Establish a creative council:** Form a national council to coordinate efforts across sectors and provide strategic direction for the CCIs.
2. **Public-private partnerships:** Encourage joint investments in infrastructure and community-driven projects through CSR initiatives.
3. **Knowledge-sharing platforms:** Organise regular forums to foster dialogue among stakeholders, share best practices and co-develop solutions.

10 Conclusion

The creative and cultural industries (CCIs) of Mauritius are at a pivotal juncture, presenting a unique blend of challenges and opportunities. The nation's rich cultural heritage, diverse artistic expressions and strategic geographical positioning provide a robust foundation for growth. However, systemic barriers, such as infrastructure deficits, limited funding, policy gaps and education shortcomings, hinder the sector from reaching its full potential.

Addressing these challenges requires a multi-pronged approach that emphasises sustainability, inclusivity and innovation. Investments in infrastructure, such as permanent galleries, digital hubs and accessible performance spaces, are vital for providing creatives with the tools and platforms they need to thrive. Policy reforms, including streamlined funding processes, strengthened intellectual property rights and recognition for artists will create a more supportive ecosystem. Education and capacity-building programmes must be expanded to equip practitioners with the skills needed to navigate modern creative markets.

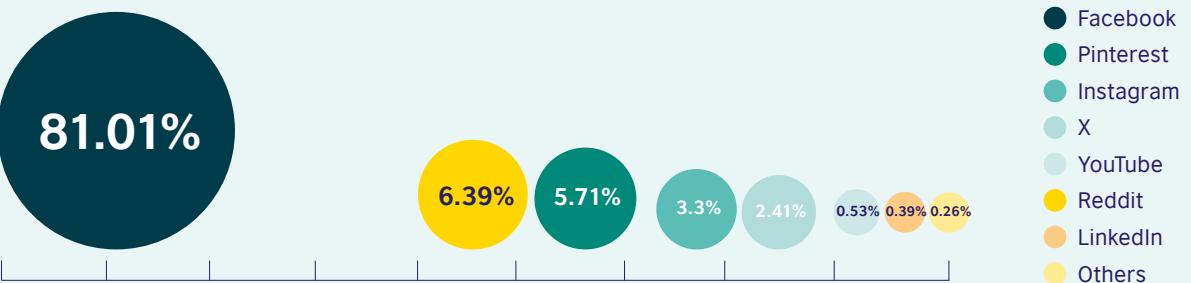
The integration of digital transformation, sustainability practices and cross-sector collaborations represents a significant opportunity for Mauritius. Leveraging these trends can elevate the CCIs on a global scale, promoting Mauritian creativity as both a cultural treasure and an economic driver. Initiatives, such as cultural tourism, eco-conscious creative practices and international collaborations, must be strategically pursued to enhance visibility and competitiveness.

Ultimately, the success of Mauritius' CCIs lies in the collective efforts of policymakers, private sector stakeholders, educators and creatives. By fostering partnerships, promoting innovation and addressing systemic barriers, the island can unlock the immense potential of its creative sector. This transformation will not only preserve the cultural heritage of Mauritius but also position it as a global leader in creative and cultural innovation, driving socio-economic development and enriching the lives of its people.

Key visual

Digital and social media engagement chart:

Social media stats: Mauritius
Oct 2023 – Sept 2024



Source: StatCounter Global Stats

Key insight: This chart shows engagement levels across platforms like Facebook, Instagram, Pinterest and YouTube, with Facebook dominating. It highlights the importance of social media as a marketing tool for creatives.

2. Survey data on age demographics:

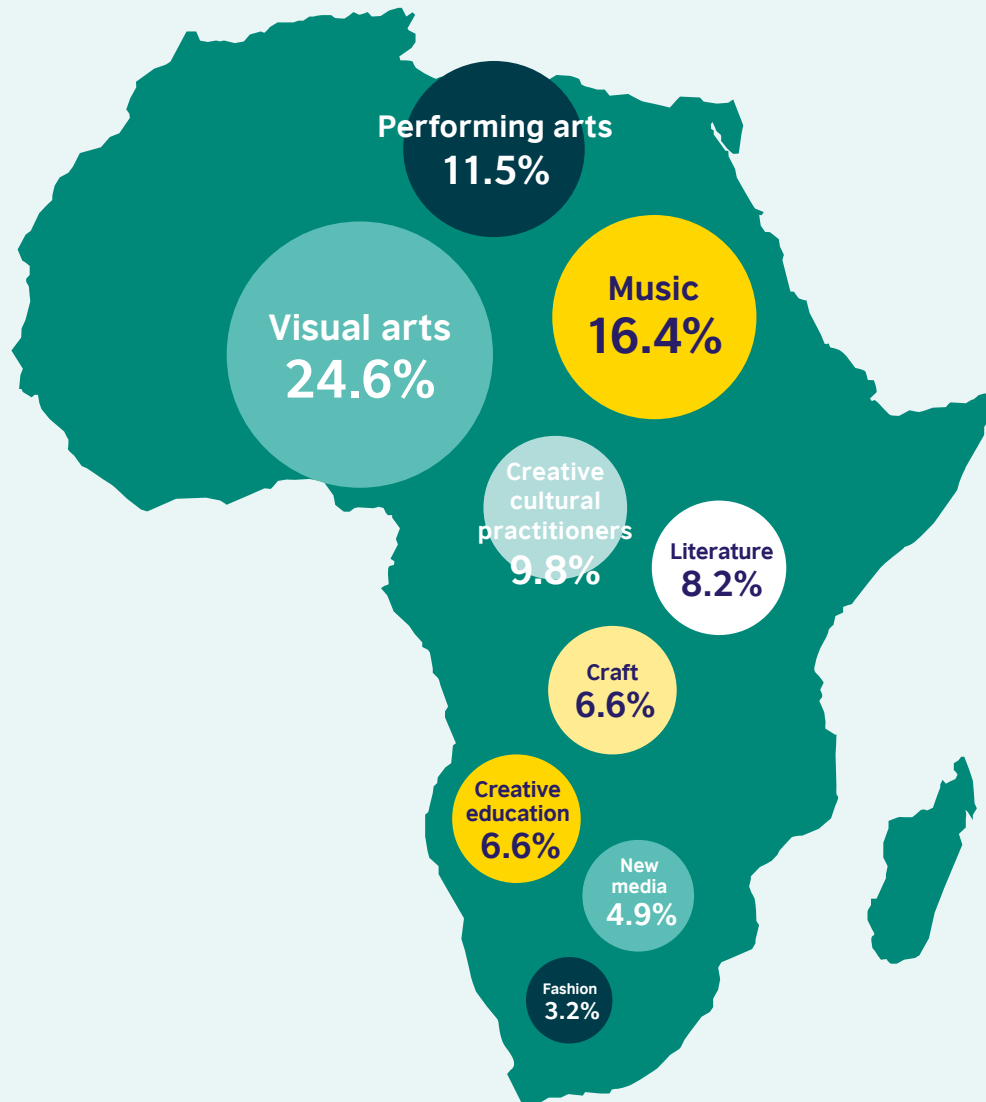
Respondent breakdown in the creative and cultural industries
by age groups



Key insight: The breakdown of respondent ages in the CCIs survey emphasises the active engagement of mid-career professionals (31-50 years) and the emerging interest of younger talents aged 20-30.

3. Sector breakdown of respondents:

Sector breakdown of respondents



Key insight: This visual provides insight into the representation of different creative sectors, showing the distribution across fields like visual arts, music, performing arts and crafts.

4. SWOTS in all sectors

Visual Arts SWOT analysis

S

Strengths

- Cultural diversity
- Highly talented and multi-disciplinary artists
- Global reach through digital platforms
- Emerging entrepreneurial opportunities

W

Weaknesses

- Limited access to financial support
- Small and saturated local market
- Lack of infrastructure and exhibition venues
- Complex administrative processes

O

Opportunities

- International exposure
- Potential for integration with cultural tourism
- Potential for stronger government and private sector partnerships

T

Threats

- Competition from imported art
- Lack of formal representation and artist protection
- Political and institutional barriers

Music SWOT analysis

S

Strengths

- Rich cultural heritage
- An array of music festivals and live events
- Global reach through digital platforms

W

Weaknesses

- Limited professional infrastructure – studios, etc
- Lack of industry support
- Inadequate music education

O

Opportunities

- Cultural tourism growth
- Global digital reach
- International collaboration

T

Threats

- Financial barriers
- Piracy and copyright issues
- Competition from international music

Performing arts SWOT analysis

S

Strengths

- Rich cultural heritage
- Integration with tourism and creative industries
- Global reach through digital platforms

W

Weaknesses

- Limited infrastructure – venues, etc
- Inconsistent funding
- Lack of formal education

O

Opportunities

- Cultural tourism expansion
- Youth engagement
- International collaboration

T

Threats

- Cultural undervaluation
- Economic challenges
- International competition

Craft SWOT analysis

S

Strengths

- Rich cultural diversity and heritage
- Strong link to tourism industry
- Unique handcrafted products
- Eco-friendly craft trend

W

Weaknesses

- High cost of imported raw materials
- Lack of market access
- Minimal governmental support
- Limited infrastructure to create and showcase

O

Opportunities

- Cultural tourism growth
- International partnerships
- Demand for sustainable crafts
- Government support potential

T

Threats

- Competition from imported goods
- Limited domestic market
- Loss of traditional techniques
- Inconsistent policies

Film and multimedia SWOT analysis

S

Strengths

- Scenic locations
- Government incentives
- Strategic location
- Cultural heritage for storytelling

W

Weaknesses

- Limited local infrastructure
- Lack of funding
- Shortage of professional training
- Small domestic market

O

Opportunities

- Digital platforms growth
- International collaborations
- Cultural storytelling for niche markets
- Film tourism

T

Threats

- International competition
- Reliance on foreign Productions
- Sustainability of local productions
- Lack of policy focus on local content

New media SWOT analysis

S

Strengths

- Rich cultural heritage
- Government support
- Growing digital interest

W

Weaknesses

- Limited access to advanced technology
- Lack of specialised training
- Small domestic market

O

Opportunities

- International demand for digital content
- International collaborations
- Expansion of VRIAR

T

Threats

- Global competition
- Talent retention challenges
- Underdeveloped infrastructure

Literature SWOT analysis

S

Strengths

- Rich linguistic diversity
- Growing interest in literary festivals
- Established authors
- Oral storytelling tradition

W

Weaknesses

- Limited publishing platforms
- Low public engagement
- Inadequate financial support
- Lack of professional development

O

Opportunities

- Growth of digital publishing
- International collaborations
- Government support

T

Threats

- Small domestic market
- Language barriers
- Global publishing competition

Fashion SWOT analysis

S

Strengths

- Strong textile manufacturing base
- Rich cultural diversity
- Interest in sustainable fashion
- Government support

W

Weaknesses

- Limited access to funding
- Small domestic market
- Limited high-quality materials
- Skills gap

O

Opportunities

- Leadership in sustainable fashion
- Expansion into global markets
- Integration with cultural tourism
- International collaborations

T

Threats

- Global competition
- Economic vulnerability
- Limited resources for scaling
- Environmental challenges

The others SWOT analysis

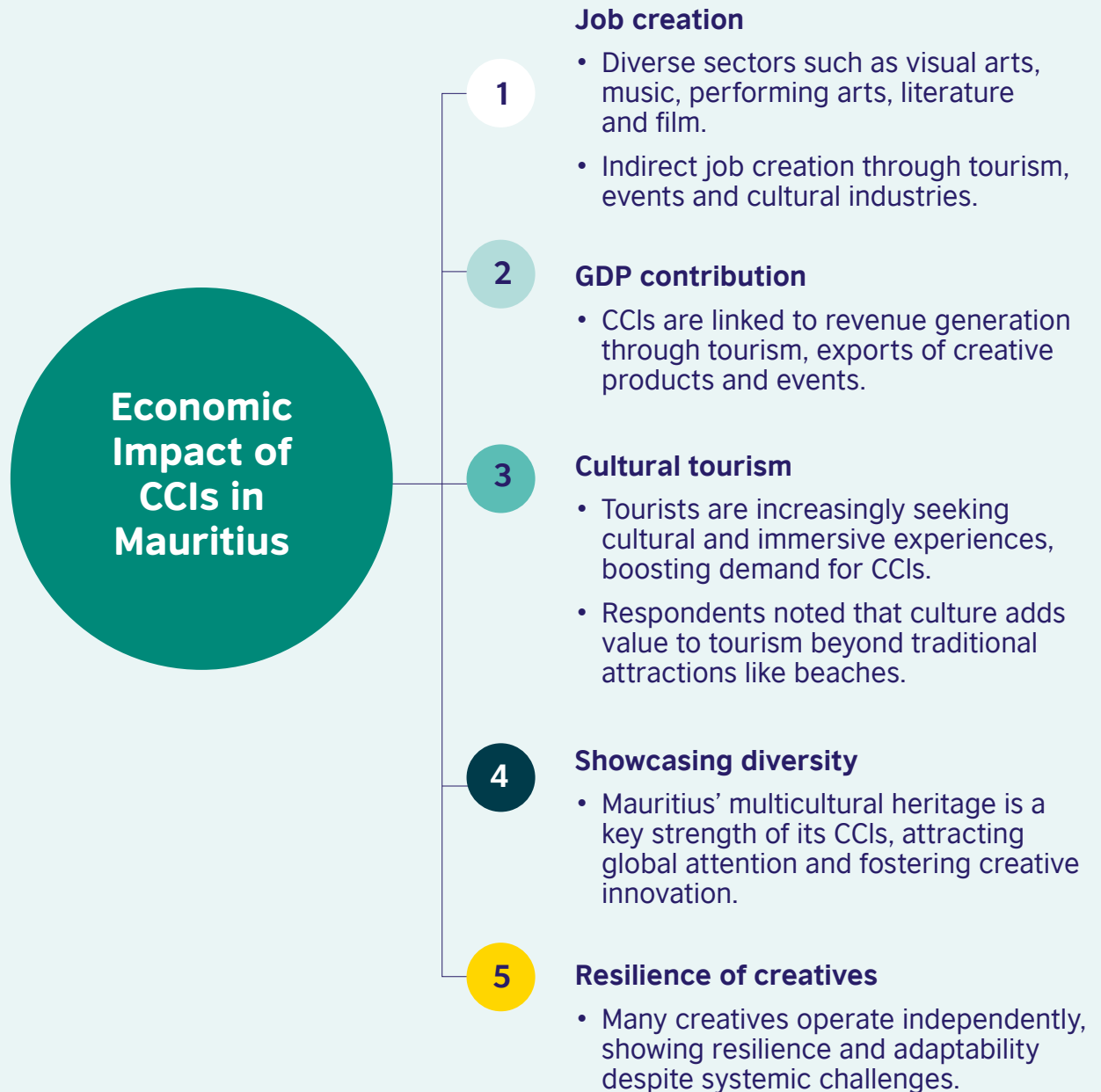
S Strengths <ul style="list-style-type: none">• Cultural heritage preservation• Unique multicultural aesthetic	W Weaknesses <ul style="list-style-type: none">• Fragmented ecosystem• Lack of specialised training
O Opportunities <ul style="list-style-type: none">• Demand for sustainable design practices• International collaborations	T Threats <ul style="list-style-type: none">• Limited market and funding• Underdeveloped infrastructure

Interdisciplinary sector SWOT analysis

S Strengths <ul style="list-style-type: none">• Collaborative innovation: merges arts, technology and design to create boundary-pushing, innovative projects.• Cultural Fusion: Blends Mauritius' heritage with modern elements to create rich, innovative work.	W Weaknesses <ul style="list-style-type: none">• Limited infrastructure: absence of formal frameworks, spaces and funding hinders interdisciplinary growth.• Skill gaps: lack of specialised training limits cross-disciplinary expertise.
O Opportunities <ul style="list-style-type: none">• Global networks: new tech and collaborations enhance visibility and market access.• Sustainability and culture: trends in sustainability and cultural preservation create opportunities for interdisciplinary work.	T Threats <ul style="list-style-type: none">• Fragmented support: limited government and institutional backing restricts growth.• Competition: established sectors may overshadow interdisciplinary efforts, limiting recognition and funding.

Key insight: These charts summarise the strengths (e.g. cultural diversity, tourism potential) and challenges (e.g. infrastructure gaps, funding barriers) faced by CCIIs.

5. Economic impact of CCI in Mauritius:



Key insight: Visuals related to the economic contributions of the CCIs can be included to emphasise their role in GDP and job creation.

6. Creative producer insights:



Key insight: A graphic on challenges faced by creative producers, including geographic isolation, limited market access and the need for professional development.

*Key stats:

Perception of CCIs' role in the economy:

- Yes (significant role): ~50%
- Maybe: ~30%
- No: ~20%

Key challenges cited:

- Funding/financial support: ~60%
- Market/infrastructure constraints: ~40%
- Training and skill gaps: ~30%
- Lack of public and private support: ~20%

Sustainability practices in CCIs

- Incorporating recycled materials: 35%
- Environmentally friendly practices: 45%

Integration of digital technologies:

- Strong positive impact: ~40%
- Moderate impact: ~30%
- Low or no impact: ~30%

*The percentages in each category may not add up to 100% because:

1. Overlapping categories: Respondents fall into multiple categories, especially when reporting challenges, sectors or the impact of technology. For example, someone faces both funding issues and market constraints.

2. Rounding off: Percentages are rounded to the nearest whole number for simplicity, which also led to slight discrepancies in totals.

3. Non-mutually exclusive responses: Some survey questions allow for multiple answers (e.g. some work in both the visual arts and performing arts), leading to totals exceeding 100%.

4. Partial or unspecified responses:

In some cases, respondents did not have clear or complete answers, so the data doesn't cover every respondent.

5. Focus on key trends: These summaries emphasise the most frequently reported responses rather than the full data set. Some minor or rare responses may be excluded for clarity.





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