

Business Model Canvas – Agencia Kultur

1. Value Proposition

- Cultural mediation agency that connects Europe and Africa through cultural and creative industries, sustainability, and international cooperation.
- Design and management of regenerative cultural ecosystems aligned with the SDGs and READ principles.
- Strategic mediation between institutions, communities, and creative actors to generate projects with social, cultural, and economic impact.
- Consulting and support in cultural internationalization processes towards West Africa.
- Innovative narratives and methodologies that position culture as a driver of cohesion, reputation, and sustainable development.

2. Customer Segments

- Public institutions: local governments, councils, municipalities, universities, European and African programs.
- Private sector: tourism companies, resorts, creative industries, cultural agencies.
- Third sector: NGOs, foundations, cultural and social associations.
- International networks: cultural, technological, and innovation hubs in the Canary Islands, Senegal, Cabo Verde, and West Africa.

3. Channels

- Direct contact with institutions and companies.
- Network of cultural and technological hubs in Macaronesia and West Africa.
- Digital presence (LinkedIn, website, social media).
- Participation in fairs, forums, and congresses (e.g., Africagua, EU–Africa cultural forums).

4. Customer Relationships

- Close and personalized support.
- Co-creation of projects with multidisciplinary teams.
- Transparency in impact metrics and results.
- Building a community of practice among cultural and social actors.

5. Revenue Streams

- Fees for consulting, mediation, and project management.
- Contracts for strategic advisory in cultural cooperation.
- Sale or licensing of methodologies and cultural innovation toolkits.
- Grants and European/African funds (Interreg, Erasmus+, Horizon Europe, EU–Africa cooperation programs).

6. Key Resources

- Brand identity: Agencia Kultur (inspired by kriol and the ubuntu concept).
- Network of contacts in the Canary Islands, Senegal, Cabo Verde, and West Africa.
- Proprietary methodologies for cultural mediation and strategic storytelling.
- Partner spaces (cultural and technological hubs).
- Expertise in SDGs, READ, and international cooperation.

7. Key Activities

- Cultural mediation between institutions, communities, and companies.
- Design and management of cultural and sustainable cooperation projects.
- Facilitation of participatory processes and creative labs.
- Documentation, communication, and dissemination of methodologies.
- Development of replicable models of cultural cooperation.

8. Key Partners

- Cultural and educational institutions (ICDC, CAAM, La Regenta, universities).
- Technological and innovation hubs (SPEGC, PCTT, INtech, Cabo Verde hubs).
- NGOs and foundations (Carasso, La Caixa, Daniel & Nina).
- Macaronesian and African networks (Madeira M-ITI, University of the Azores, Senegalese cultural networks).

9. Cost Structure

- Production of materials and methodologies.
- Logistics for events, workshops, and meetings.
- Communication and digital marketing.
- Travel and networking stays in West Africa.
- Continuous training and capacity building.

Identity Note: Why “Agencia Kultur”? The term *Kultur* is inspired by the alternative use of “culture” in kriol and by the ubuntu philosophy, which understands culture as a living fabric of relationships, memory, and shared future. Thus, Agencia Kultur defines itself as a cultural mediation space that articulates cooperation, creativity, and sustainability between the Canary Islands, Senegal, Cabo Verde, and West Africa.

Let’s connect: If you would like to keep in touch, I will be happy to share my LinkedIn profile ([Jorge Padrón Rodríguez - Agente de Desarrollo Cultural en la Macaronesia 🧑🏽 | Relaciones Públicas 🧑🏽 | LinkedIn](#)) and emails address (jprkultur@gmail.com; jorge.padron.rodriguez@comandocreativo.net). We can start the conversation over a virtual or in-person coffee.