

CREACT4MED Policy Action Plan



Egypt

Global Context



GDP per capita
4295 US\$



Individuals Using Internet
72%



Population
110.9 Million



Mobile cellular subscriptions (per 100 people)
93.2



Median age
24.3



Active Social Media users
45.5 Million



Unemployment rate
6.3%



Youth unemployment rate
15.7%



World Heritage sites:
7



Female labor force participation rate
16%



Films produced in 2023:
71



Global Innovation rank 2023: **86** out of 132



Global Creativity Index (GCI) 2015: **118** out of 139

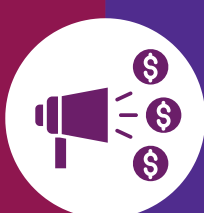


International Property Right Index 2023: **88** out of 125

Source of the data: World Bank, WHO, Digital 2024 Global Overview Report, UNESCO (retrieved in 2024)

Unlocking Country's CCI Potential

Mainstream CCI



- Adopt a comprehensive definition of CCI that is aligned with international standards and tailor it to the Egyptian context
- Launch national campaigns to educate the public and government officials about the economic and cultural significance of CCI
- Allocate funding to preserve and enhance Egypt's cultural heritage sites

Build an Enabling Environment for Creative Workers



- Develop financial instruments such as grants, loans, credit guarantee schemes and tax incentives specifically designed for CCI businesses
- Simplify administrative procedures for starting and running CCI businesses
- Invest in continuous skill development programs for CCI workers, specially digital up skilling

Improve the Quality of CCI Jobs



- Create and implement legislation that formally recognizes the professional status of artists, artisans, and other CCI actors. This framework should include provisions for fair contracts, copyright protections, and recognition of artistic labor
- Ensure that CCI workers have access to social security, health insurance, and retirement benefits



Actors and Stakeholders Involved

- Governmental entities such as Ministry of culture, education, Planning and Economic, members of the parliament
- Development and cultural development fund
- Industry experts
- International actors such the EU
- Cultural foundations, such as Arab Digital Expression Foundation, AFAC etc

Key Actions

- Establish a comprehensive and widely accepted definition of CCI in Egypt, facilitating the recognition, development, and support of the sector
- Establish and support international exchange programs and partnerships for artists and cultural workers. This could involve scholarships, residencies, and collaborative projects with institutions in other countries along both shores of the Mediterranean
- Establish a centralized online platform to streamline and reduce administrative procedures for Cultural and Creative Industries (CCI), including the consolidation of permit requirements for artistic productions. This initiative will simplify processes, minimize bureaucratic delays, and provide a single point of access for CCI professionals to handle all necessary documentation efficiently