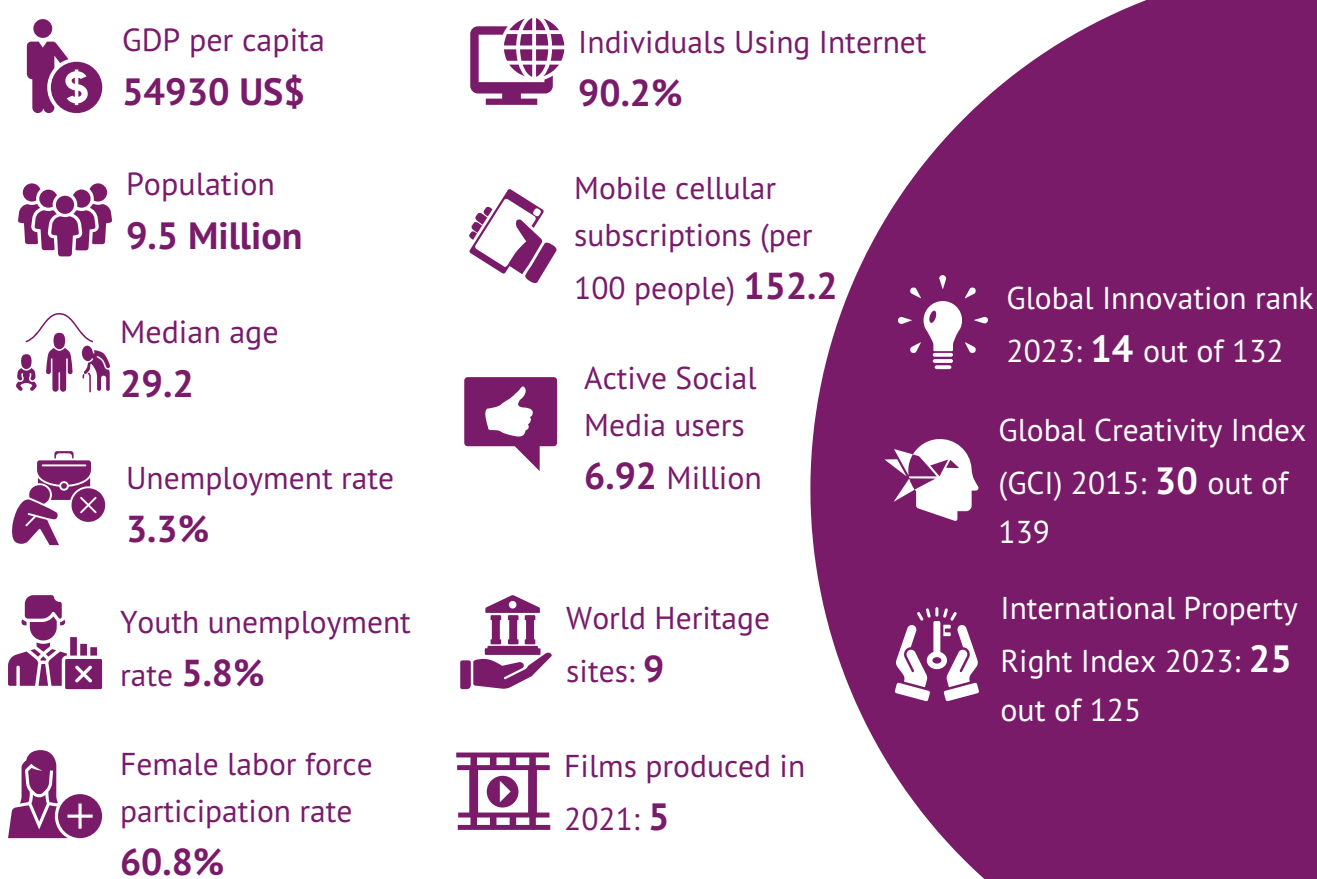


CREACT4MED Policy Action Plan



Israel

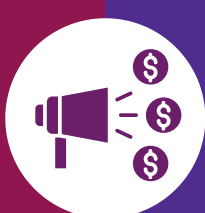
Global Context



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

Unlocking Country's CCI Potential

Mainstream CCI



- Embed CCI into Israel's long-term development strategies and innovation agendas to ensure sustained governmental support and investment
- Partner with media outlets, schools, and universities to disseminate information about the benefits and opportunities within the CCI sector, showcasing success stories from Israel's vibrant creative community

Build an Enabling Environment for Creative Workers



- Develop financial instruments such as grants, low-interest loans, and tax incentives specifically designed for CCI businesses and projects
- Enhance the protection and enforcement of intellectual property rights via launching educational programs on IPR for creators and establish a streamlined process for registering and protecting creative works

Improve the Quality of CCI Jobs



- Create tailored social protection schemes for freelance and contract-based CCI workers, financed through a combination of public funds and industry contributions
- Invest in continuous professional development and training programs to enhance the skills of CCI workers and keep them competitive in a global market

Actors and Stakeholders Involved



- Governmental entities such as Ministry of Culture and Sport, Heritage, Music Fund
- International actors such as the EU
- Cultural foundations such as Tarbut Movement

Key Actions

- Draft the national definition of CCI, involving artists, creative entrepreneurs, cultural institutions, and the private sector to gather input and ensure the definition reflects Israel's diverse cultural landscape
- Establish a dedicated CCI fund managed by a public-private partnership to provide financial support tailored to the needs of creative entrepreneurs
- Allocate funding for the development and maintenance of cultural venues, creative hubs, and digital infrastructure to support the growth of CCI