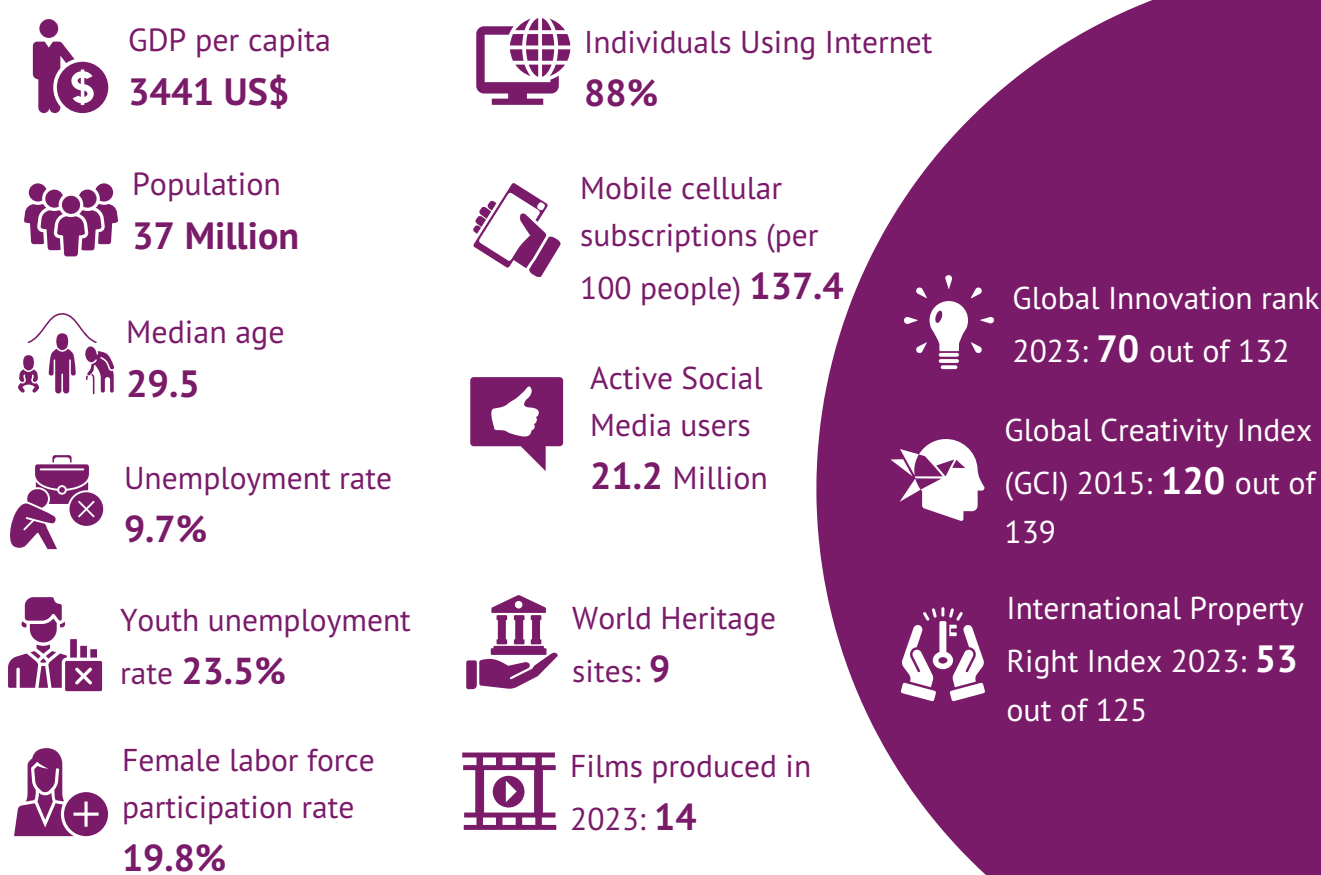


# CREACT4MED Policy Action Plan



## Morocco

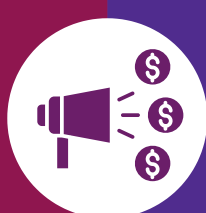
### Global Context



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

### Unlocking Country's CCI Potential

#### Mainstream CCI



- Regular data collection on CCI based on FICC definition of CCI
- Invest in the cultural infrastructure of the country and make culture accessible to all
- Develop a national strategy for CCI and create employment opportunities within the underlying sectors
- Building a cultural hub to inspire and empower CCI workers

#### Build an Enabling Environment for Creative Workers



- Facilitate access to funding for creative entrepreneurs
- Enhancing collaboration with regional cultural entities (for instance Institut français or AFAC)
- Promote artistic freedom
- Building educational programs targeting the needs of creative workers specially to enhance their business and digital skills

#### Improve the Quality of CCI Jobs



- Establish a legal framework for the status of the artist
- Ensure a fair compensation for artists and creative workers starting from the public sector
- Develop a social security scheme for creative workers

#### Actors and Stakeholders Involved

- Governmental entities such as Ministry of Youth, Culture and Communication
- The Moroccan Federation of Cultural and Creative Industries (FICC)
- International players at the regional and European level
- Cultural foundations

#### Key Actions

- Collaborate with industry stakeholders, government bodies, and cultural institutions to draft and adopt a comprehensive strategy for CCI that includes and is tailored to all relevant sub-sectors
- Engage with legal experts, industry representatives, and artists to draft a framework for legal status of artist and advocate for its adoption
- Create a dedicated CCI support agency or unit within an existing government body to offer customized support programs for existing creative businesses, including funding, training, and advisory services
- Set up a grant program to support Moroccan artists and cultural professionals in international exchanges and residencies with the goal of fostering international collaborations by establishing partnerships with global cultural organizations and participating in international cultural events