

CREACT4MED Policy Action Plan



Tunisia

Global Context



GDP per capita
3747 US\$



Individuals Using Internet
78.9%



Population
12.3 Million



Mobile cellular subscriptions (per 100 people)
129.2



Median age
32.6



Active Social Media users
7.12 Million



Unemployment rate
17.7%



World Heritage sites: **9**



Youth unemployment rate
40.4%



Films produced in 2022: **8**



Female labor force participation rate
26.8%



Global Innovation rank 2023: **79** out of 132



Global Creativity Index (GCI) 2015: **104** out of 139

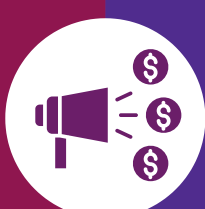


International Property Right Index 2023: **72** out of 125

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 definition for CCI and collect data on the underlying sectors on regular bases
- Invest in the cultural infrastructure of the country
- Create a dedicated CCI support agency or unit within an existing government body to coordinate these efforts and advocating for a national strategy for CCI development

Build an Enabling Environment for Creative Workers



- Tap the digital potential of the country via increasing investment in broadband and connectivity and implementing digital skills training Programs
- Build educational programs to up-skill creative workers
- Create Innovation Hubs and Incubators tailored to the needs of the creative entrepreneurs

Improve the Quality of CCI Jobs



- Establish and enforce standards for fair compensation for artists and creative workers
- Create a dedicated social security system tailored to the unique needs of creative workers, providing them with benefits such as health insurance, retirement plans, and unemployment protection

Actors and Stakeholders Involved

- Governmental entities such as Ministry of Cultural Affairs and Tunis International Centre for the Digital Cultural Economy (TICDCE)
- International actors such as the EU via Creative Europe program
- Cultural foundations

Key Actions

- Establish a task force comprising representatives from Tunisia's key CCI sectors such as media and gaming, alongside government officials and cultural experts, to draft, adopt and oversee a comprehensive strategy for the underlying CCI, tailored to their needs
- Partner with local and international organizations to develop and deliver customized support programs for existing creative businesses, including financial aid, professional training, and regional artist exchange mobility services
- Invest in nationwide digital infrastructure projects and collaborate with tech companies and educational institutions to offer training programs focused on digital skills and AI applications in CCI