

CREACT4MED Policy Action Plan



Jordan



Global Context



GDP per capita
4311 US\$



Individuals Using Internet
85.9%



Population
11.2 Million



Mobile cellular subscriptions (per 100 people)
67.5



Median age
24.3



Active Social Media users
6.38 Million



Unemployment rate
19%



World Heritage sites: **6**



Youth unemployment rate
41.6%



Films produced in 2023: **6**



Female labor force participation rate
14%



Global Innovation rank 2023: **71** out of 132



Global Creativity Index (GCI) 2015: **78** out of 139

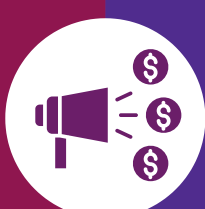


International Property Right Index 2023: **47** out of 125

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

Unlocking Country's CCI Potential

Mainstream CCI



- Educate the public and government officials on the economic and cultural significance of CCI through targeted media campaigns and educational programs
- Embed CCI into Jordan's Vision 2030 and other long-term development strategies and national development plans to ensure sustained governmental support and investment

Build an Enabling Environment for Creative Workers



- Allocate funding for the development and maintenance of cultural venues, creative hubs, and digital infrastructure to support the growth of CCI
- Invest in continuous professional development and training programs to enhance the skills of CCI workers and keep them competitive in a global market

Improve the Quality of CCI Jobs



- Recognize artists, artisans, and other CCI professionals as legitimate workers with specific rights and protections
- Ensure that CCI workers have access to social security, health insurance, and retirement benefits to improve their job security and quality of life



Actors and Stakeholders Involved

- Governmental entities such as Ministry of Culture, Ministry of Digital Economy and Entrepreneurship, Jordan Enterprises Development Corporation and National Centre for Culture & Arts
- International actors such as the EU, GIZ, Goethe Institut, British Council, etc
- Cultural foundations such as Jordan River Foundation, King Hussein Foundation, etc

Key Actions

- Form a task force comprising government officials, industry experts, and academic researchers to draft and promote a comprehensive national definition of CCI that aligns with international standards and reflects Jordan's unique cultural heritage and contemporary creative sectors. Integrate it into national economic and cultural policies
- Create tailored social protection schemes for freelance and contract-based CCI workers, financed through a combination of public funds and industry contributions
- Partner with educational institutions and industry bodies and to offer workshops, courses, and certifications in areas such as digital media, business management, and creative technologies, additionally develop international exchange programs for CCI professionals