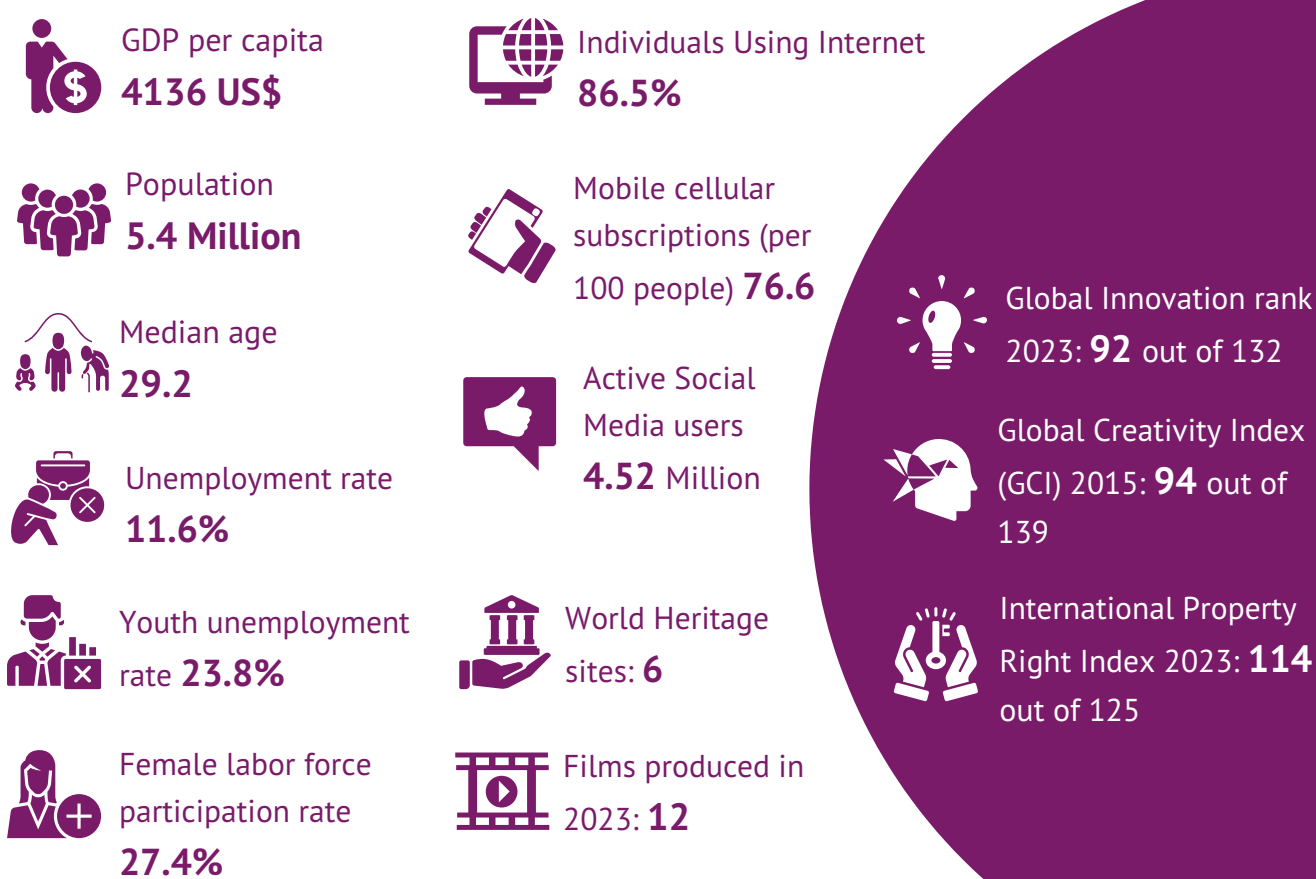


CREACT4MED Policy Action Plan



Lebanon

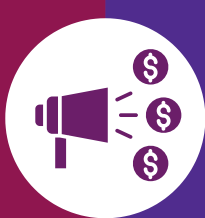
Global Context



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

Unlocking Country's CCI Potential

Mainstream CCI



- Draft and adopt a comprehensive strategy for the CCI involving representatives from each CCI sub-sector, alongside government officials and cultural experts
- Launch public awareness campaigns to highlight the importance and value of CCI to Lebanon's economy, culture, and society

Build an Enabling Environment for Creative Workers



- Design and implement customized support programs for existing creative businesses, including financial aid, professional training, and regional artist exchange mobility service
- Improve the affordability and access to good quality digital infrastructure and provide digital upskilling opportunities to ensure that CCI professionals can fully benefit from the digital revolution, particularly advancements in AI

Improve the Quality of CCI Jobs



- Create a national registry of artists to formally recognize and document professional artists
- Ensure that artists have access to social security benefits, including health insurance, unemployment benefits, and retirement plans
- Establish guidelines and standards for fair compensation to ensure that artists are paid equitably for their work

Actors and Stakeholders Involved

- CCI related Ministries
- Associations and cultural foundations such as Beirut Art center
- International actors such the EU, Institut Français , etc.
- Cultural NGOs

Key Actions

- Form a coalition of industry stakeholders, cultural institutions, NGOs, and international partners to draft and adopt a comprehensive strategy for Cultural and Creative Industries (CCI) in Lebanon
- Collaborate with legal experts, industry stakeholders, and cultural organizations to draft and advocate for the recognition of a legal status for artists in Lebanon. This legal status should define the rights, responsibilities, and benefits specific to artists and creative professionals
- Establish continues grant programs for Lebanese artists and cultural professionals to participate in international exchanges and residencies, fostering global collaborations and sustainable empowerment through long-term partnerships with international cultural organizations.
- Set up a dedicated help desk within a relevant trade organization or cultural association to assist creative workers and artists with export documentation and procedures and to negotiate reduced shipping rates