

Meetup Concept Note

Creative and Cultural Industries recognition in Jordan



Implemented by:



In cooperation with:



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Recognizing the Creative and Cultural Industry (CCI) in Jordan

Concept Note

Context:

Jordan is a country with a rich history and diverse cultural heritage, which has been a source of inspiration for many creative industries. The creative and cultural industry is a vibrant and growing sector in Jordan, encompassing a wide range of activities such as visual arts, music, literature, film, design, fashion, crafts, and performing arts. This sector has the potential to contribute significantly to the country's economic growth, job creation, and social development. However, despite the sector's growth and potential, it is still not fully recognized or valued as a strategic economic sector in Jordan.

Key areas of focus:

- **Economic Contribution:** the creative and cultural industry has the potential to contribute significantly to Jordan's economy. Policymakers and stakeholders need to recognize the value of this sector and support its growth through policies and investments that facilitate innovation, entrepreneurship, and job creation in the local, regional, and international markets.

- **Social Development:** the creative and cultural industry can also contribute to social development in Jordan. This sector has the potential to promote cultural diversity, social cohesion, and intercultural dialogue. Recognizing the importance of this sector can help to promote cultural heritage and create opportunities for the preservation and promotion of traditional arts and crafts.
- **Promotion and Visibility:** recognizing the creative and cultural industry in Jordan requires promoting and increasing its visibility locally, regionally, and globally. Policymakers and stakeholders need to create platforms and opportunities for creative entrepreneurs to showcase their work, participate in festivals and events, and collaborate with other creative professionals. This will increase the sector's visibility and create opportunities for its growth and development.
- **Education and Training:** recognizing the creative and cultural industry requires providing education and training opportunities for creative entrepreneurs. Policymakers and stakeholders need to develop vocational and technical training programs that provide practical skills in areas such as design, multimedia, and entrepreneurship. This will help to create a skilled workforce that can compete in the global creative and cultural industry.
- **Future of jobs:** In the future, demand for digital and human skills will be high, and the use of technology will be vital. Seven key professional clusters will emerge, requiring a broad variety of skills. According to the World Economic Forum, jobs of tomorrow report (2020) In the next few years (2020-2023), 37% of projected job opportunities in emerging professions will be in the Care Economy, 17% in Sales, Marketing and Content, 16% in Data and AI, 12% in Engineering and Cloud Computing, 8% in People and Culture, and 1.9% in Green professions, representing a total of 91.9% of the total job market. Many of these emerging clusters fall within the creative and cultural industries with the highest demand for skills including technical and cross-functional skills, business skills, specialized industry skills, general and soft skills, basic technology skills, and disruptive technology skills.

Aim:

This concept note aims to explore the importance and dimensions of recognizing the creative and cultural industries in Jordan. It serves as background for the upcoming focus group discussion taking place on 15 May 2023 on the importance and dimensions of recognition of the creative and cultural industries in Jordan. We would like to discuss the dimensions and levels of recognition that are needed in order to advance the development of the Creative and Cultural Industries in Jordan.

Discussion Topics:

- Where are we now in terms of CCI recognition in Jordan in terms of social, economy and at the governmental level?
- What are the recommendations we need to take in order to establish recognition at the social level?
- What are the concert steps or recommendations we need to take in order to establish recognition at the level of the government in terms of industry?
- How can the government, private sector, and civil society work together to support and promote the development of the creative and cultural industries in Jordan? What role can each of these actors play in this process?

Further areas to investigate:

- How can the creative and cultural industries in Jordan be used to promote social and cultural cohesion, and to address issues such as poverty, unemployment, and inequality?
- What role do education and training play in developing the creative and cultural industries in Jordan? How can universities, vocational schools, and other institutions support the development of the sector by providing relevant training and skills development opportunities?
- What opportunities do you see for the future of the creative and cultural industries in Jordan? What are some potential areas for growth and development, and how can stakeholders work together to realize these opportunities?

Background information:

On these links you may find the [concept note](#) and [report](#) of the previous Meet Up about the CCI ecosystem in Jordan.

<https://www.i-dare.org/CCI-Forum.html>

Best Wishes,

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