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Women in Cultural and Creative Industries Outside Amman

Concept Note

Introduction:

In [Jordan](#), young women are highly educated, with statistics showing that the number of females in education is larger than males. However, upon leaving school, the majority of them remain inactive, while those who enter the labor market face very high unemployment rates. In fact, the female unemployment rate is estimated to be 23.81% of the female labor force, with a female labor force participation rate of only 14.59% of the female population aged 15+ in 2019. This places women among the most economically vulnerable in Jordan, particularly in the cultural and creative industries (CCI), where banks and financing bodies are reluctant to support them. This reluctance is linked to the lack of recognition of the sector and Jordan's risk-averse credit providers.

Further, there is a lack of gender-sensitive policies, programs, and infrastructure that support women's participation and empowerment in CCIs, especially in rural communities. This concept note proposes a project to address these barriers and promote gender equity in CCIs in Jordan.

Meetup Objective:

The meetup aims to advance women's participation and leadership in CCIs in Jordan by identifying their skills, knowledge, challenges and access to markets and resources, and their ability to participate fully and effectively in this sector.

Key Activities:

1. Facilitate a gender analysis discussion of the CCIs sector in Jordan to identify the barriers and opportunities for women's participation and leadership.
2. Conduct a needs assessment and mapping exercise to identify the challenges and opportunities for women's participation and leadership in CCIs in rural Jordan, and identify potential partners and stakeholders.
3. Monitor and evaluate the project's impact, collect data, and disseminate the results and lessons learned to inform policy and practice.
4. Identify Challenges and obstacles facing women outside Amman working in CCIs

Expected Outcomes:

1. Increased participation and leadership of women in CCIs in Jordan, leading to economic and social empowerment, job creation, and poverty reduction.
2. Strengthened networks and collaborations among women entrepreneurs in CCIs, leading to increased peer learning, support, and collective action.
3. Raised awareness and understanding of the importance of gender equity in CCIs among policymakers, stakeholders, and the public, leading to more gender-sensitive policies, programs, and investments in this sector.

Discussion Topics:

1. **Representation of Women in the Jordanian Creative and Cultural Industry:** Discuss the current status of women in the creative and cultural industry in Jordan. How are women

represented in various fields such as art, music, film, theater, literature, and design? What are some of the challenges faced by women in these fields, and what initiatives have been taken to address them?

2. **Women's Empowerment and Entrepreneurship in the Creative Industry:** Discuss how the creative and cultural industry can be a source of empowerment for women in Jordan. What are some examples of successful female entrepreneurs in the creative industry in Jordan? How can women be encouraged to pursue careers in the creative and cultural industry, and what support can be provided to help them succeed?
3. **Challenges and Barriers:** What do you think are the biggest challenges that women in the cultural and creative industries outside of Amman face? How did the centralization of services and events affect non-capital residence? Are there any specific cultural or societal factors that make it difficult for women to succeed in these industries in rural areas?
4. **Addressing Gender Bias in the Creative and Cultural Industry:** Discuss how gender bias affects women in the creative and cultural industry in Jordan. What steps can be taken to address bias and create a more inclusive industry? How can women support each other in overcoming these challenges?
5. **Cultural Heritage Preservation and Women's Involvement:** Discuss the role of women in preserving Jordanian cultural heritage. What are some initiatives aimed at preserving cultural heritage in Jordan, and how can women be involved in these efforts? What are some challenges faced by women in preserving cultural heritage, and how can these be addressed?
6. **Moving Forward:** How do we encourage more women to enter and succeed in the cultural and creative industries in rural areas? How can we raise awareness about the importance of supporting women in the cultural and creative industries in rural areas, both within the industry and more broadly in society?
7. **Empowering Women in knowledge based education:** Are there any specific skills or knowledge areas that women in these industries need to focus on in order to succeed in rural areas? What kinds of resources or support do women in these industries need in order to overcome the challenges they face?

Conclusion:

Understanding the creative and cultural industry in Jordan, and its contribution to Jordan's economy is critical for the development of policies and education programs in related sectors. Advancing women's participation and leadership in CCI in Jordan is essential for promoting



gender equity, economic growth, and cultural preservation. By enhancing their skills, knowledge, and leadership, providing access to resources and markets, and promoting gender equity, women contribute to the sustainable development of the creative sector in Jordan and the empowerment of women. Ultimately, the goal is to enable women to fully realize their potential and contribute to the growth and development of the cultural and creative industries in rural areas of Jordan, thereby building a more equitable and inclusive society.

Background information:

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

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

Best Wishes,

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