

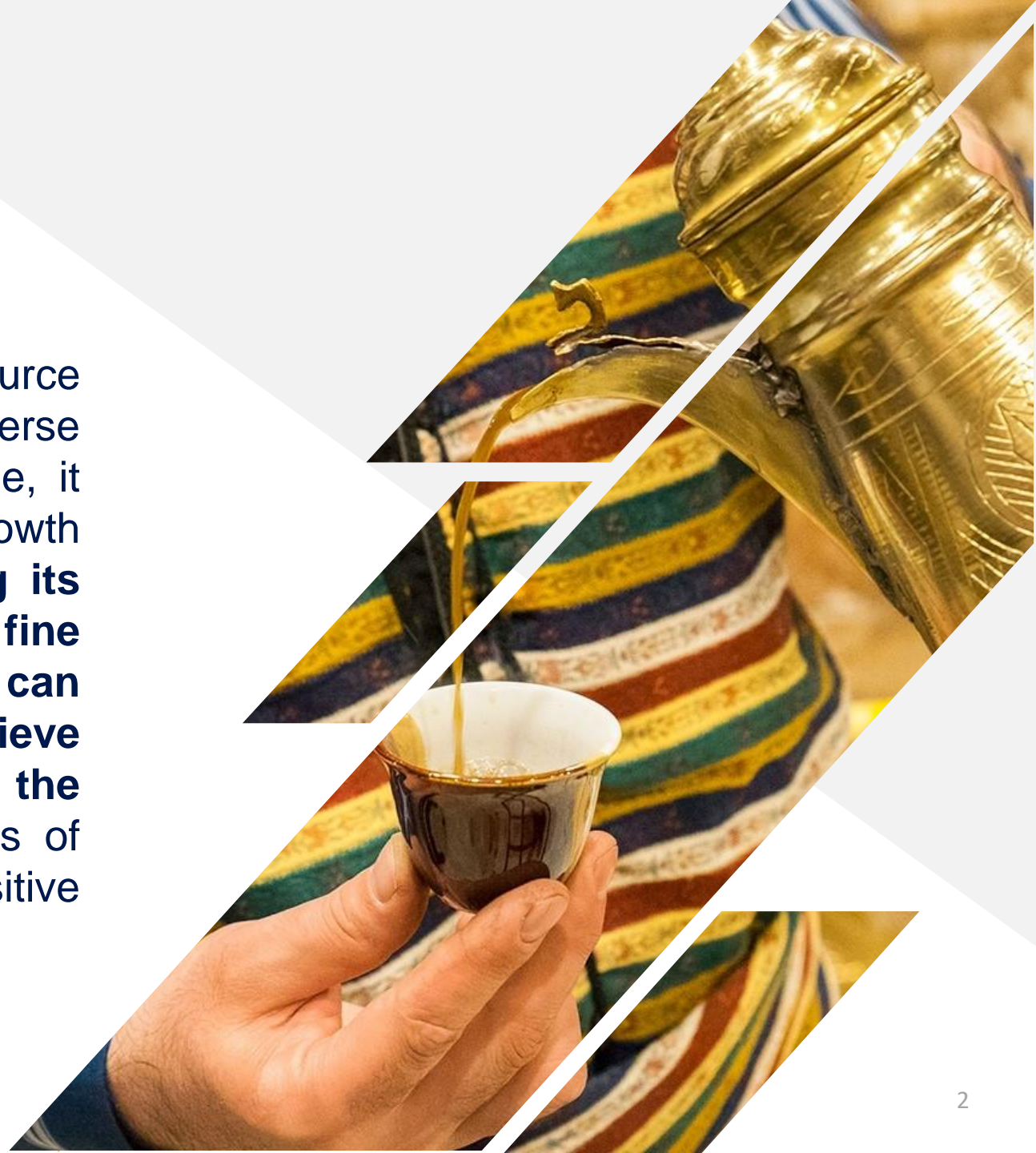
National Culture Strategy

2027-2023



Introduction

Jordan's culture is a unique and valuable resource that has yet to be fully utilized. With its diverse narratives, authentic stories, and creative value, it has the potential to be a powerful driver of growth and change. **By investing in and leveraging its artists, storytellers, visual storytellers, fine artists, and cultural animators, Jordan can harness the full potential of its culture to achieve its broadest visions and highest hopes for the future.** These individuals can serve as agents of change, helping to implement and drive positive transformation in the country.



Our Cultural Theory of Change

Stories and narratives have the power to transform how people perceive themselves and their role in society.

When activated and brought together through creative mediums and ideas, the inclusive spaces of stories and narratives can bring people together to collectively celebrate their diverse heritage and articulate their evolving identities and cultural aspirations.

Therefore, we need to collectively invest in the artists, storytellers and cultural leaders through strategies that activate them as catalysts for change.

Our Broadest Visions and Highest Hopes

**TO CELEBRATE OUR HERITAGE AND COLLECTIVELY ARTICULATE
OUR EVOLVING DIVERSE IDENTITIES AND CULTURAL ASPIRATIONS**



Our Strategic Objectives:

To invest in and support the creation of common, inclusive, and equitable spaces that activate stories and narratives that celebrate our traditions, values, and Arab and Islamic heritage and diversity.

To activate the role of culture and arts in confronting extremism and violence in all its forms through the co-creation and dissemination of counter-narratives and alternative perspectives.

To leverage culture and the arts as the invisible driver of Jordan's economic modernization vision, driving innovation and growth across all sectors.

To co-create and co-articulate our evolving collective identity with our communities through the collaboration of our artists, creatives, storytellers, and cultural animators.

To enable, support, and invest in our artists, creatives, storytellers, and cultural animators, providing them with the resources and platforms they need to thrive.

Our Operational Objectives

To activate an independently-run investment fund that supports world-class arts and culture productions.

To establish and leverage local, regional, and international partnerships across sectors to achieve our objectives.

To enhance the capacity of the ministry in research, data management, monitoring, and evaluation for knowledge creation and sharing.

To develop and implement a digital transformation plan and invest in the ministry's digital infrastructure.

To establish and leverage local, regional, and international partnerships across sectors to achieve our objectives.

To create partnerships between governmental agencies to raise awareness about the importance of culture and leverage it as the driver of growth.

To enhance the capacity of artists, creatives, councils, organizations, and institutions at the local and regional levels.

To map, support, and leverage Jordan's cultural assets and infrastructure across cities and villages.

Our Values

Co-Creation and Collective Knowledge:	Our narratives and stories are the result of a co-creation process with our communities, where we continuously learn and share knowledge.
Diversity and Inclusion:	The diversity of our voices enriches our stories and narratives. All voices have a place in crafting our narratives, as our nation evolves.
Creativity and Innovation:	Artists and creatives are central to our strategy, and we aim to leverage creative and innovative tools and processes to reach our broadest visions and highest hopes.
Sustainability and Impact:	We embed sustainability and impact in all that we do and measure it, to positively impact our communities and our planet.
Relevance and Resilience:	Our resilience is interconnected to all of our values but mostly to our relevance to our communities and their ambitions.
Accountability and Earned Trust:	Trust is earned through accountability, owning up to our mistakes, learning from them, and continuously improving.
Creative Freedom and Experimentation:	Artistic freedom is central to a vibrant creative industry. We encourage experimentation without fear, accepting failures as opportunities to learn, reiterate, and succeed.
Quality and Excellence:	We strive for excellence by setting standards, monitoring and evaluating our performance, learning, training, and building capacity.



Our Spaces of Stories and Narratives

“Cultural and creative industries, which include arts and crafts, advertising, design, entertainment, architecture, books, media and software, have become a vital force in accelerating human development. “Human Development Report””

Libraries
Visual Arts
Culinary Arts
Fashion Heritage
Theater and Performing Arts

Literature, Publishing and Translation
Architecture and Design
Museums
Music
Film



The Impact of Cultural and Creative Industries

If well-nurtured, the creative economy can be a source of structural economic transformation, socioeconomic progress, job creation, and innovation while contributing to social inclusion and sustainable human development. **Cultural and creative industries (CCIs) are generally inclusive. People from all social classes, from the indigenous to the elite, participate in this economy as producers and consumers.**

Work in the sector tends to favor youth and women compared to other sectors. A recent UNDP/HDRO paper also shows how women play a dominant role in making creative products in the developing world. In countries such as Turkey and South Asia, women have been playing a major role in making carpets and other ancient crafts for millennia. Another UN report pointed out how creative industries offer eco-friendly solutions to sustainable development challenges.

Asia and the Pacific, Europe, and North America are experiencing rapid and unprecedented growth in the creative economy. **These regions account for 93% of the global CCI revenue and 85% of jobs. By contrast, Africa, the Middle East, Latin America, and the Caribbean have not yet capitalized on their potential.** For these regions, the CCI represent untapped economic potential, and a chance to contribute to the innovation economy and other sectors through supply chain effects.

Culture: The Invisible Driver of Jordan's Economic Vision

Growth Drivers to implement the Economic Modernization Vision



The culture of learning and experimentation

The culture of service and customer centricity

The culture of health and wellness

The culture of diversity and creativity

The Role of the Ministry

Mobilize stakeholders to guide vision and strategy

Support and map cultural assets

Craft strategic partnerships within government, civil society, the private sector, independent cultural & arts institutions locally and internationally

Support aligned activities

Provide access to opportunities

Mobilize funding

Establish shared measurement practices and share knowledge and data

Build public will

Advance policy

The Role of the Ministry: Maintain Strategic Coherence

Analyze and monitor progress against specific strategies and goals

Develop, collect and monitor outcome indicators and performance measures to evaluate progress and to inform strategy

Craft relationships with key stakeholders

Monitor and enable easy dissemination of knowledge

Identify potential “quick wins” where stakeholders can act quickly to advance a particular issue

Coordinate research and other activities and encourage sharing of best practices among the stakeholders

Provide overall logistical support for meetings



The Role of the Ministry: Coordination, Communication & Policy

Engage with and/or facilitate community engagement with a broader audience, to build buy-in from stakeholders

Facilitate communication between stakeholders to understand challenges at the national, industry and community level

Develop communications materials and a comprehensive engagement and communications plan

Identify funding gaps and support in mobilizing for opportunities

Advance legislation and policy

Coordinate with stakeholders to minimize redundancies and align strategies and actions



THANK YOU

