

CREACT  **MED**

CREATIVE MEDITERRANEAN

Cultural & Creative Industries in Israel

Salient Features

<https://creativemediterranean.org/> | creactmed@euromed-economists.org

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Creact4med



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This report is produced by the Euro-Mediterranean Economists Association (EMEA), as part of the mapping of the Cultural and Creative Industries (CCI) carried out under the CREAT4MED project, funded by the European Union and coordinated by EMEA.

The report is drafted by Dr. Yeganeh Forouheshfar, Senior Researcher at EMEA and Riccardo De Angeli, Research Assistant at EMEA. It was reviewed by Prof. Rym Ayadi, Founder and President of EMEA and Director of the CREAT4MED project.

Editing and design by Rob Attree and Nektar Baziotis.

CREACT4MED engages CCI players to enhance networking, collaboration, visibility, financial opportunities, and market access. Join the CREAT4MED community at: <https://platform.creativemediterranean.org/>

A GENERAL OVERVIEW

Population size: 9.55 million in 2022

GDP per capita: \$54659.75 (current USD) in 2022

GDP: \$522.03 billion (current USD) in 2022

GDP growth rate: 6.46% in 2022

Inflation rate: 4.39% in 2022 (consumer prices)

Unemployment rate: 3.47% of the total labor force in 2022 (modelled ILO estimate)

Youth unemployment rate: 6.03% of the total labor force aged 15-24 in 2022 (modelled ILO estimate)

Female unemployment rate: 3.56% of the female labor force in 2022 (modelled ILO estimate)

Female labor force participation rate: 69.03% of the female population aged 15+ in 2021 (modelled ILO estimate)

Source:
World Development Indicators (WB)- Last Updated: 25/05/2022 (<https://databank.worldbank.org/source/world-development-indicators>)



General Context

Israel's economy - driven by a robust high-tech sector (17% of GDP, 10% of employment, and 56% of exports)¹, Economic growth remains strong, reaching 6.5% in 2022 and expected to expand by 3.1% in 2024 (IMF statistics), due to changing global and internal economic conditions. In response to inflation concerns, the Central Bank of Israel is implementing a tightening monetary policy, reducing the public debt-to-GDP ratio from 71% during the pandemic to 61% in 2022.

Israel faces socio-economic challenges, including high inequality (Gini Index of 52.2 in 2019, most recently measured) and productivity gaps in non-tech sectors. The housing market poses affordability issues, particularly for lower-income households. Internationally, Israel has achieved diplomatic milestones with the Abraham Accords and agreements with Sudan, Bahrain, and the United Arab Emirates in 2020, but peace negotiations with the Palestinian Authority remain complex.

¹ <https://www.reuters.com/world/middle-east/israel-economy-grew-65-2022-seen-near-3-2023-02-16/#:~:text=World%20Israel%27s%20economy%20grew%206.5,Statistics%20said%20on%20Thursday%2C%20citing>

A GENERAL OVERVIEW

General Context Continued

Ongoing conflicts with Palestinian factions, including the most recent escalations with Hamas that began on October 7, 2023, have created uncertainty in the country's economic and political landscape. The initial cost of the ongoing Gaza war, estimated by the Israeli Finance Ministry on the 4th of December, is around 191 billion shekels (\$51 billion). The Israeli Central Bureau of Statistics previously approximated that nearly 18% of the Israeli workforce was not working due to the Gaza conflict.²

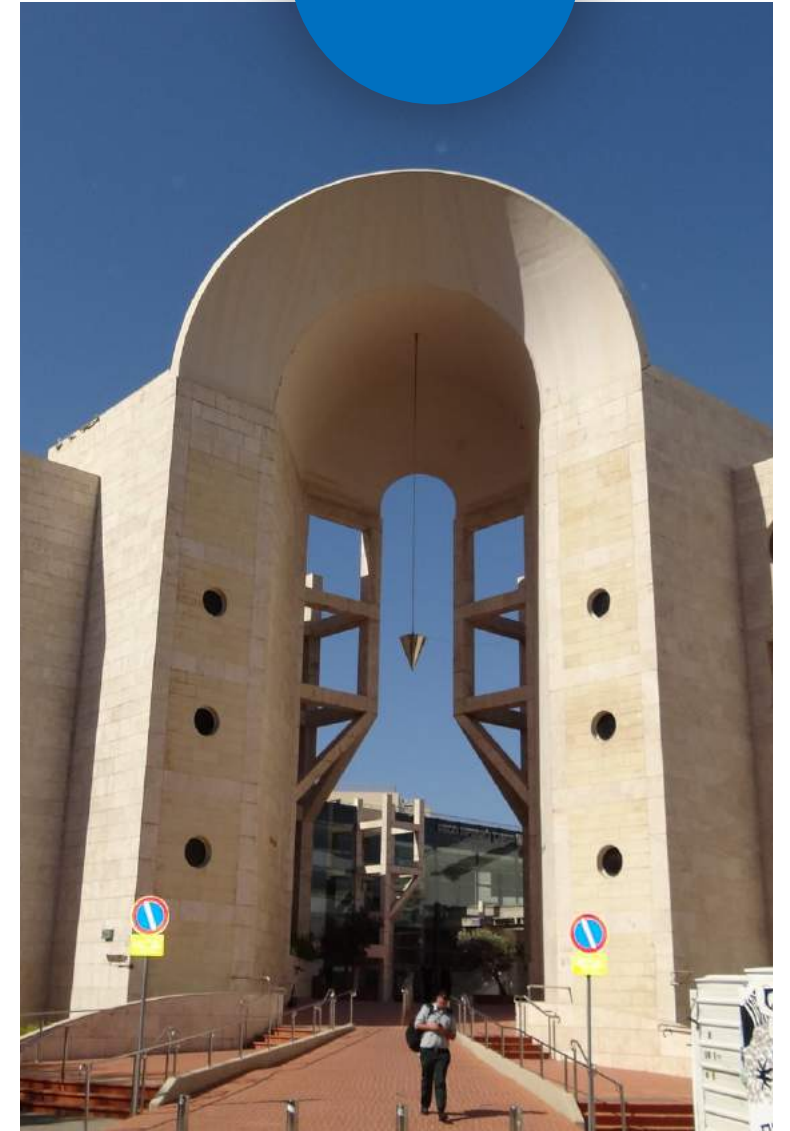
² <https://www.aa.com.tr/en/middle-east/israel-estimates-initial-cost-of-gaza-war-to-reach-51-billion/3072930>



Key CCI Figures + In Israel

Israel's cultural landscape is exceptionally diverse and rich, offering a wide range of expression within a society shaped by migration that has absorbed numerous cultures and communities and is actively engaged in international interactions. The cultural landscape mirrors its diverse population, encompassing various groups such as secular, ultra-Orthodox, national-religious communities, Jews, Arabs, and immigrants. This amalgamation fosters a vibrant and multi-cultural society, rich in traditions and creativity, although not without its challenges and disagreements. For the first two decades after the country was established, Israel focused on integrating these diverse cultures into a unified Israeli identity, primarily due to the influx of immigrants. However, this 'melting pot' approach faced criticism for favoring European-Jewish cultures over others, particularly those from Islamic countries. In recent times, there has been a noticeable shift in Israel's approach. The emphasis has moved towards celebrating its diverse cultural tapestry, rather than assimilating it into a single identity.¹

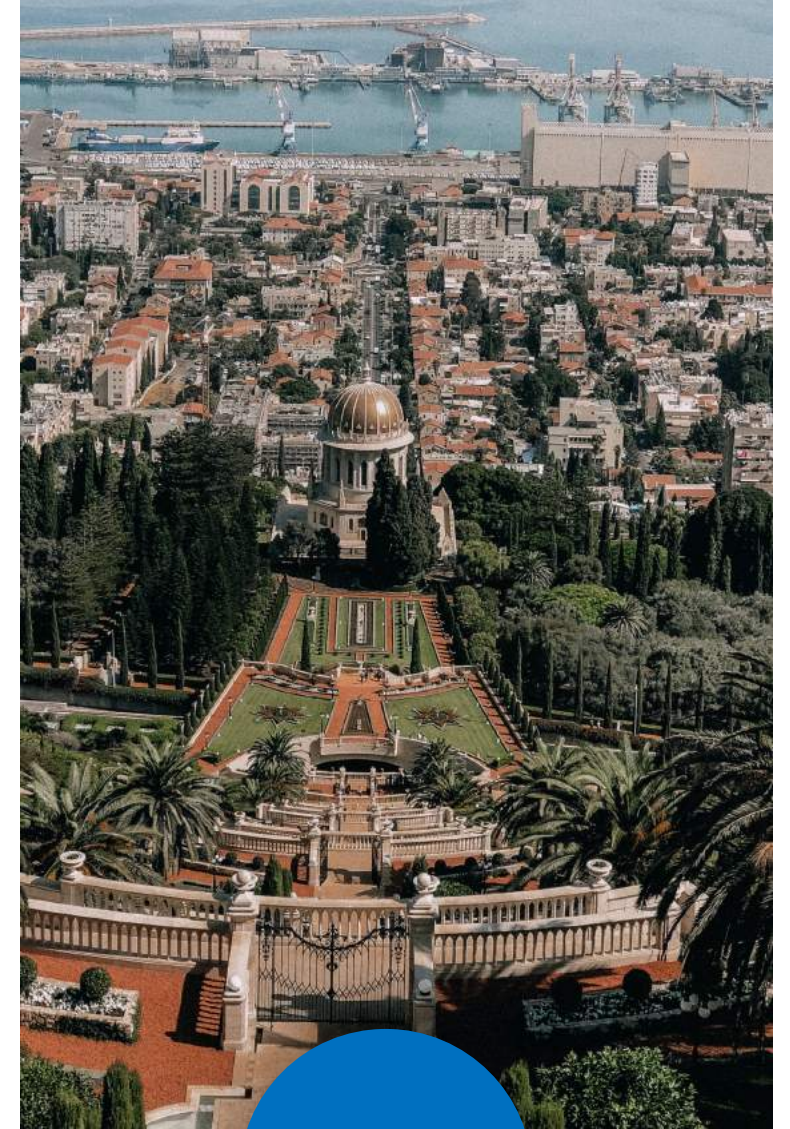
¹ <https://www.nli.org.il/en/discover/israel-culture-and-society>



Key CCI Figures + In Israel Continued

Creative Industries are flourishing in the country, representing approximately 4% of GDP, with 46% of this added value originating from the architectural and engineering service sectors, around 17% from advertising and market research, approximately 12% from the communication and information sector and some 11% from the professional, scientific and technical service sector, which includes photography, graphics, fashion design, interior design and industrial design services (Nathanson et al. 2016). Like other countries in the region, Israel commonly perceives culture primarily as being a means of leisure and consumption, overlooking its potential as a tool for development and investment that can contribute to the broader society. The national perspective often restricts the understanding of culture to the arts, placing a significant emphasis on the Ministry of Culture's support for art institutions. To our knowledge, there is no official definition for Cultural and Creative Industries (CCI) in Israel², and although the Central Bureau of Statistics (the CBS) does not publish specific data concerning creative industries, it regularly publishes data on goods and services in the field of culture, entertainment, and sports, following UNESCO's recommendations (CBS, 2023).

² This was also highlighted by Nathanson et al. (2016)



Key CCI Figures

In Israel Continued



These sectors are:

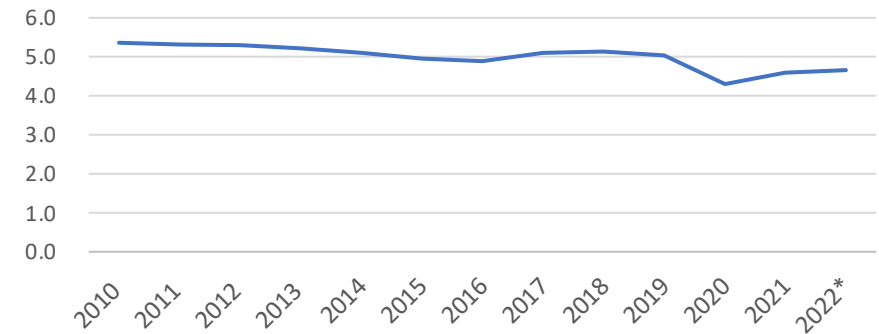
- **Cultural heritage:** Museums, archives, preservation of antiquities, and archaeological excavations.
- **Literature and printed matter:** Libraries, books, newspapers, and other periodicals (except textbooks and school libraries).
- **Music and performing arts:** theatre, dance, and concerts; nightclubs and other entertainment performances; and the purchase of instruments and equipment for playing and listening to music.
- **Visual arts:** Galleries and painting, sculpture, and other arts.
- **Cinema and photography:** Production and presentation of films; purchase of photographic and filming equipment.
- **Radio and television:** Television and radio broadcasting; purchase of radio and television receivers.
- **Socio-cultural activities:** Preparatory military programs, community centers, and cultural activities in the community, including Centers for Culture, Youth, and Sport.
- **Sports and games:** Sports clubs, swimming pools, purchase of sports equipment, organization of games and sports competitions.
- **Computers and Internet: Using the Internet,** purchasing computers and equipment for computers.
- **Environmental protection:** Recreational activities connected with nature and preservation of the environment.
- **Gambling:** National Lottery and Sports Lottery.
- **General administration and unclassified activities:** Administration of cultural, youth, and sports activities, non-profit institutions.

Key CCI Figures⁺ In Israel Continued

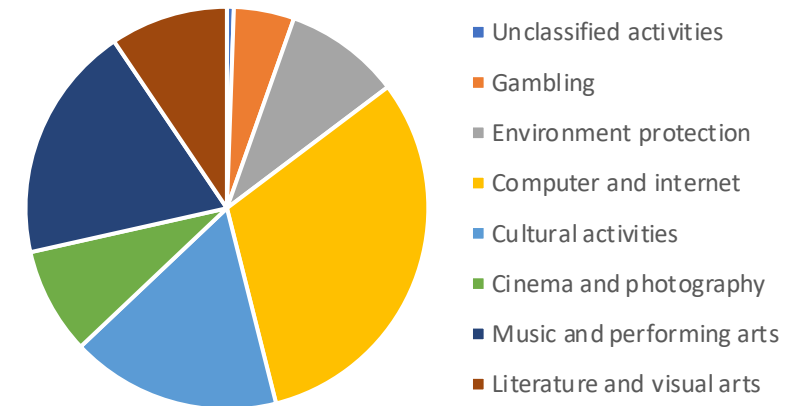
This classification for culture, entertainment, and sports is a great first step towards creating a national definition for CCI, as it includes most of the key sectors. Nevertheless, compared to the EU definition for CCI, or that of the UK or Singapore, some key sectors related to design are missing - such as architecture, software, graphic design, interior design, and fashion.

The CCI market in Israel is substantial, accounting for approximately 5% of GDP. However, like many other countries globally, it experienced the impact of the COVID-19 pandemic. The national expenditure on culture, entertainment, and sports has not yet returned to pre-pandemic levels and remains below 5% of GDP. Households financed 83.6% of the national expenditure on culture, entertainment, and sports, compared to 82.6% in 2021 and 81.0% in 2020 (CBS, 2023). The majority of this expenditure, 66%, was accounted for by the business sector; 21% by non-profit institutions; 11% by local authorities; and the remaining 2% by government ministries and national institutions.³

National Expenditure on Culture
Entertainment and Sports



Breakdown of National Expenditure on Culture
Entertainment and Sports (2022)



Source: Central Bureau of Statistics

<https://www.cbs.gov.il/en/mediarelease/pages/2023/national-expenditure-on-culture-entertainment-and-sports-in-2022.aspx#losExcelos>

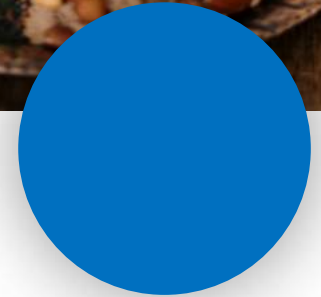
³ https://www.cbs.gov.il/he/mediarelease/DocLib/2023/257/08_23_257e.pdf

Key CCI Figures⁺ In Israel Continued

In terms of the budget dedicated to culture, Israel's 2024 budget for "Science, Culture and Sports" allocates approximately 746 million USD⁴. This marks a notable increase of 43 million USD, or roughly 6%, compared to the 2022 budget. This financial adjustment is a component of Israel's comprehensive budget plan, where diverse ministries and sectors receive varying allocations and adjustments over the course of two years.

Creative Industries in Israel are contributing to job creation for young people. Nathanson et al. (2016) conducted a survey among graduates in the creative industries, for which the results revealed some compelling insights. Approximately 65% of these graduates are currently working in small to medium-sized organisations. Amongst them, 23% are employed in medium-sized organisations with 20 to 99 employees, whilst roughly 21% work in smaller-scale organisations comprised of 5 to 19 employees. Additionally, around 10% of these graduates are self-employed, operating without any employees under them.

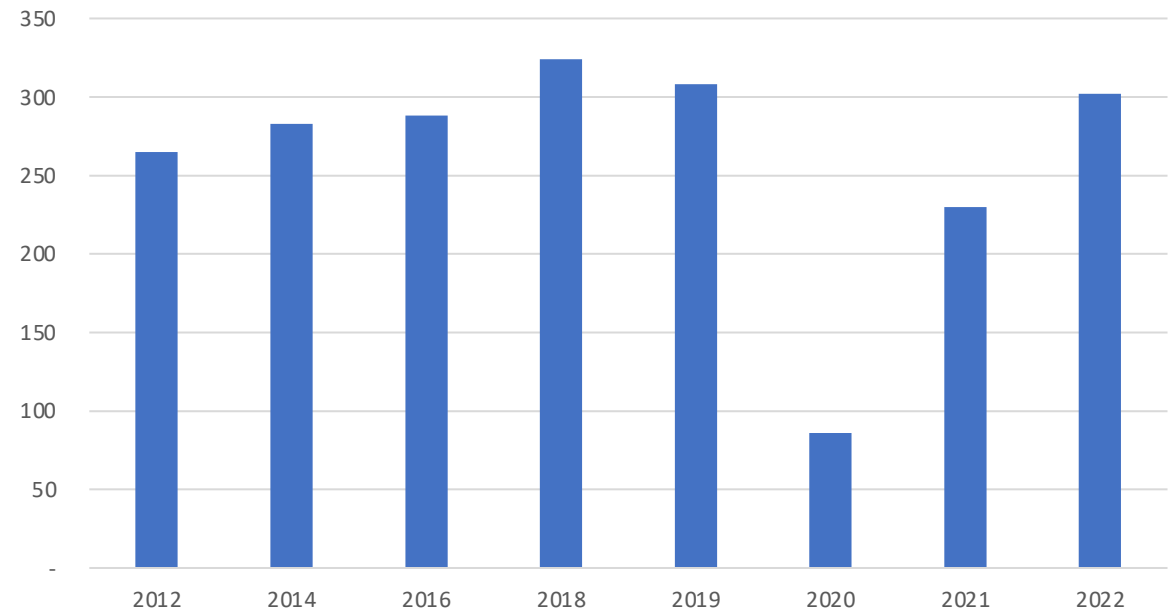
⁴ For the conversion rate of 1NIS equal to 0.27 USD. Source: <https://main.knesset.gov.il/en/about/pages/budget/budgetinfo8.aspx>



Key CCI Figures⁺ In Israel Continued

The COVID-19 outbreak had a severe impact on many businesses within the Cultural and Creative Industries (CCI), with the film industry being particularly hard-hit. The number of screened movies has yet to return to pre-pandemic levels. In 2020, Israel had 52 cinemas with 419 screens and a total seating capacity of 64,303. By March, cinemas were forced to close to the public due to pandemic restrictions. Consequently, there was a significant decline in the number of tickets sold, only reaching around 2.2 million compared to 17.7 million in 2019.⁵

FULL LENGTH FILMS SCREENED IN MOVIE THEATRES IN ISRAEL



Source: Central Bureau of Statistics

<https://www.cbs.gov.il/en/publications/Pages/2023/Culture-Entertainment-and-Sports-Statistical-Abstract-of-Israel-2023-No-74.aspx>

⁵ https://www.cbs.gov.il/he/mediarelease/DocLib/2021/364/30_21_364b.pdf

<https://www.cbs.gov.il/en/publications/Pages/2023/Culture-Entertainment-and-Sports-Statistical-Abstract-of-Israel-2023-No-74.aspx>

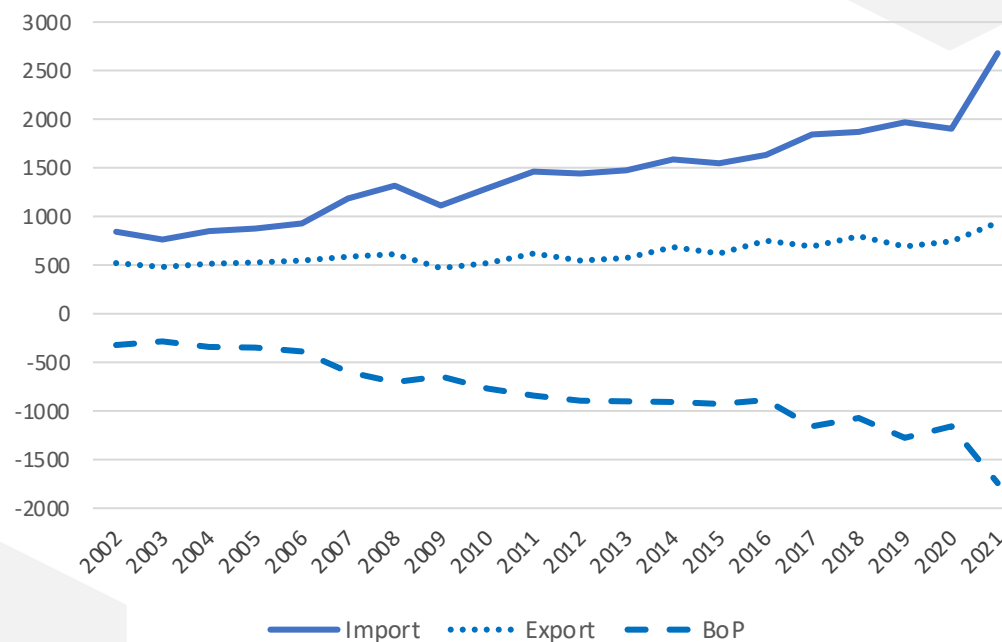
CCI Exports



Israel is amongst the top 10 creative services exporters amongst developed world countries (UNCTAD, 2022), with exports in the sector reaching 21,618 million USD in 2020, representing 2% of worldwide creative service exports and 41% of the country's total service exports.

Israel's creative goods exports reached 938.3 million USD in 2022, with 56% of these being in design, including architecture, fashion, interiors, toys, and jewelry. 16% of the exports are in publishing, 12% in visual arts and 9% is dedicated to audiovisual products. Meanwhile, the country's creative goods imports greatly exceed those of exports, reaching 2,679.6 million USD in 2022 (UNCTAD 2022 database on creative economy).

CCI imports and exports



Source: UNCTAD global database on creative economy 2022

CULTURAL INFRASTRUCTURE

Israel has one major opera house, which is the Tel Aviv Performing Arts Centre. This centre has been the residence of the Israeli Opera since 1994.

[Design Museum Holon](#)



59 Museums

[The Habima Theater](#)



55 Theaters

[Tel Aviv Cinematheque](#)



52 Cinemas

[The National Library of Israel](#)



680 Libraries

[Charles Bronfman Auditorium](#)



77 Cultural centers

[The Shlomo Lahat Opera House](#)



1 Opera House

Numbers up to the end of 2021; non-exhaustive list based on inputs provided by EMEA researchers, based on CBS and other official sources in Israel).

MAIN CCI ACTORS

CCI Ecosystem

01

Governmental

02

Private Sector



03

Associations & NGOs

04

Academia

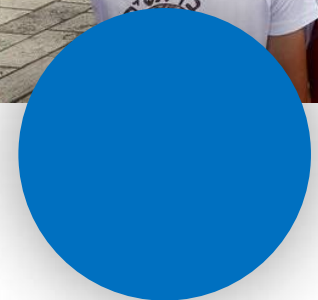
Governmental Actors



The main governmental entities promoting CCI include but are not limited to:

- Ministry of Culture and Sport: <https://www.gov.il/>
- Ministry of Tourism: <https://www.gov.il/>
- Ministry of Heritage: <https://landmarks.gov.il/>
- The Israel Film Fund: <http://intl.filmfund.org.il/>
- The Jerusalem Film and Television Fund: <https://thejerusalemfilmfund.com/>
- The Music Fund: <https://musicfund.eu/projects/israelpalestina/>
- The Israeli Ministry of Foreign Affairs - Cultural Affairs Department: <https://www.gov.il/>
- The Israel Museum: <https://www.imj.org.il/en>
- Municipal Cultural Departments (Many Israeli cities have their own cultural departments that support local artists and cultural initiatives). e.g., The Tel Aviv-Yafo Municipality - Department of Arts and Culture: <https://visit.tel-aviv.gov.il/see-do/art-culture>
- Council for Conservation of Heritage Sites in Israel: <https://shimur.org/>
- Mifal HaPais Council for the Culture and Arts: <https://culture.pais.co.il/Pages/AboutUsEn>
- The Israel National Opera: <https://www.israel-opera.co.il/eng/>
- The National Library of Israel: <https://www.nli.org.il/en>

We did not observe any systematic coordination toward further developing CCI between these actors.



Private ⁺ Sector



Private sector CCI actors not only include artists, designers, architects, and other individual creative workers and individuals but also Incubators and Business Support Organisations (BSO), such as:

- Nielsen Innovate (incubator for new and media technologies): <https://nif.vc/the-program/>
- HIGHROAD (software and technology incubator): <https://highroad.center/>
- The Kitchen - FoodTech Hub (food tech incubator): <https://www.thekitchenhub.com/>
- TechnoArt (supporting Media, AI, Audio Technology): <https://technoart.org/>
- 365x Accelerator (software incubator): <https://www.365x.io/>
- SigmaLabs (software incubator): <https://sigmalabs.co/>
- The Lab – Performing Arts Incubator in Jerusalem: <https://aicf.org/artist/the-lab/>
- Design Terminal: <https://www.israel21c.org/design-terminal-opens-in-bat-yam/>
- The Hive by Gvahim: <https://www.f6s.com/thehivebygvahim1>
- 8200 Impact <https://impact.8200.org.il/>
- MassChallenge Israel: <https://masschallenge.org/programs-israel/>
- SouthUp: <https://southup.org/>
- The Jerusalem Foundation: <https://jerusalemfoundation.org/creative-culture/>

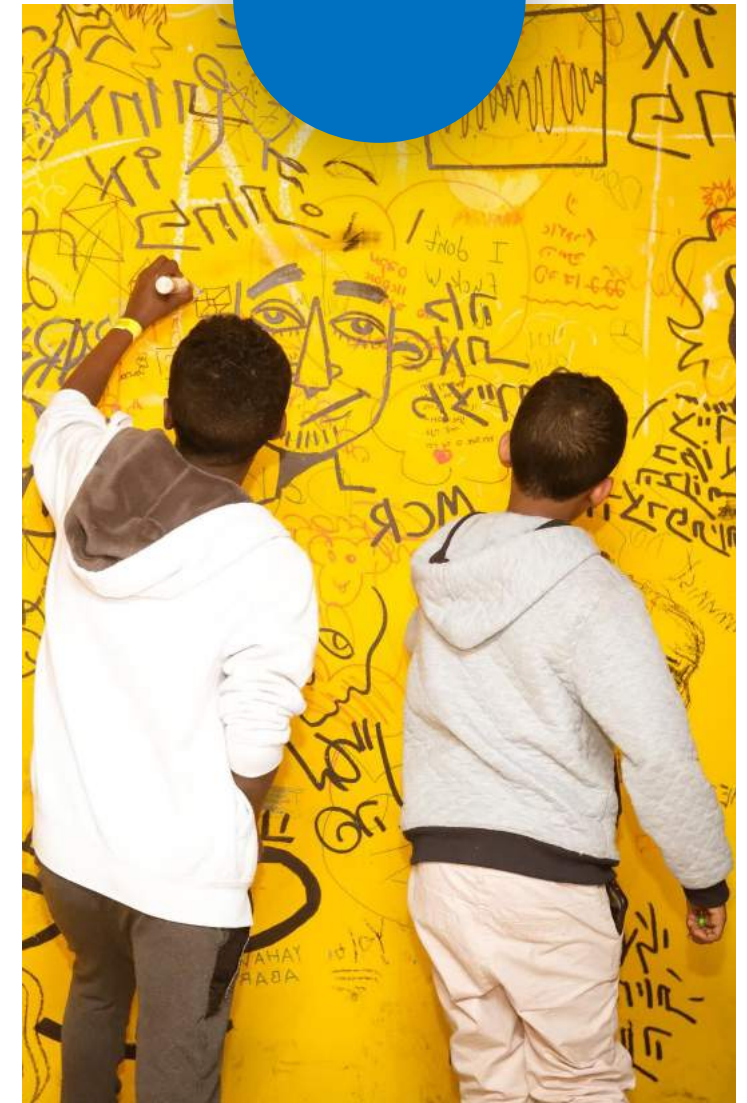


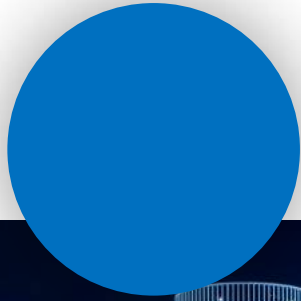
Associations & NGOs



NGOs, civil society organisations, and associations are very active in the CCI ecosystem in Israel. These include but are not limited to:

- Tarbut Movement: <https://tarbutmovement.org/about-us/>
- The Israel Export Institute, in partnership with the Ministry of Economy and Industry, the institute provides support for CCI and non-CCI companies: <https://export.gov.il/en/>
- The New Fund for Cinema and Television <https://nfct.org.il/en/>
- The Israeli Music Industry Association <https://musiciansunion.org.il/about-imu/>
- The Centre for Digital Art <https://cda.org.il/en/about/>
- The Israeli Choreographers Association <https://www.choreographers.org.il/en/about/>
- Israeli Independent Artists <https://www.iartists.org/about-us>
- EVE - Independent Theatre and Performance Art Creators: <https://eve.org.il/en/>
- AIDA: Association of Israel's Decorative Arts: <https://aidaarts.org/mission.php>
- The Israeli Producers Association: <https://www.producers.org.il/about-ipac/?lang=en>
- Gesher Multicultural Film Fund: <https://cinando.cn/en/Company/>
- Animation Guild of Israel: <https://animationguild.org.il/about-en/>





Associations + & NGOs Continued



- The Israeli Association of Book Publishers <https://www.tbpai.co.il/english>
- The Israel Composers' League: <https://www.israelcomposers.org/>
- Mishkenot Sha'anany: <https://www.mishkenot.org.il/en/home/a/main/>
Sariyyet Ramallah (www.sareyyet.ps), organizer of 15 editions of the Ramallah Contemporary Dance Festival (<https://www.facebook.com/RCDFpalestine/>)
- Ceramic Artists Association of Israel: <http://ceramics-israel.org/>
- The Jerusalem Artists' House: <https://art.org.il/?lang=en>
- Artport Tel Aviv: <https://www.artport.art/?lang=en>
- The Jerusalem Foundation: <https://jerusalemfoundation.org/>
- Israel Association of Cinema & Television Professionals- ACT: <https://www.act.org.il/>
- Scriptwriters Guild of Israel: <https://www.olffi.com/about/vision.html>
- Shaham - Israel Actors' Guild: <https://www.shaham.org.il/English>
- The Association of Museums and ICOM Israel: <https://www.icom.org.il/>
- The Israel Association of Illustrators: <https://www.illustrators.org.il/>

We did not observe any systematic coordination toward further developing CCI between these actors.



Academia

The following universities have programs in different CCI fields:

- The Sam Spiegel Film & Television School, Jerusalem: <https://www.eng.jsfs.co.il/>
- Bezalel Academy of Arts and Design: <https://www.bezalel.ac.il/en>
- Tel Aviv University: [https://english.tau.ac.il/arts and culture in tlv](https://english.tau.ac.il/arts_and_culture_in_tlv)
- The Hebrew University of Jerusalem: <https://en.huji.ac.il/studies>
- Shenkar College of Engineering, Design and Art: <https://www.shenkar.ac.il/en>
- The Jerusalem Academy of Music and Dance: <https://www.jamd.ac.il/en>
- Holon Institute of Technology: <https://www.hit.ac.il/en>
- Sapir Academic College: <https://www.sapir.ac.il/en>
- The University of Haifa: <https://www.haifa.ac.il/?lang=en>
- Rimon School of Music: <https://www.rimonschool.co.il/en/>
- The Neri Bloomfield School of Design and Education: <https://che.org.il/en/place/>
- The Academic College of Society and the Arts: <https://asa.ono.ac.il/english/>

We did not observe any systematic coordination toward further developing CCI between these actors.

GOVERNMENTAL INITIATIVES TO PROMOTE CCI



The Israeli government is proactively backing the Cultural and Creative Industries sector, by implementing initiatives that specifically support cultural and creative businesses. Many of these initiatives were introduced in response to the challenges posed by COVID-19. The government is also implementing sector-specific initiatives, with a notable focus on the film industry and television production.

In 2022, the Israeli government announced a comprehensive aid package to support the cultural sector post-COVID-19 pandemic. Spearheaded by the Minister of Finance, Avigdor Lieberman, and the Minister of Culture and Sports, Hili Trooper, the package included NIS 28 million for cultural institutions and self-employed artists; NIS 10 million for artists in Sal Tarbut programmes; NIS 50 million for local cultural activities; NIS 12 million for city cultural halls; NIS 38 million via an SLA test; and an increased NIS 6 million budget for the Fund for Distressed Artists. This initiative aims to sustain artists, stage workers, and cultural institutions during this challenging period and is part of broader efforts to maintain the vibrancy of Israel's cultural world.⁶



⁶ https://www.gov.il/en/departments/news/press_19012022-a

GOVERNMENTAL INITIATIVES TO ⁺ PROMOTE CCI CONTINUED

The National Library of Israel plays a pivotal role in shaping the cultural landscape, meticulously documenting and preserving the societal and cultural evolution of Israel. A noteworthy initiative is the "National Digital Collection: Architecture, Dance, Design, and Theatre," with the goal of preserving, documenting, and digitising the country's cultural treasures, making them easily accessible. This digital archive serves as a dynamic window into the rich historical tapestry of Israel's culture and society, offering a plethora of resources such as photographs, manuscripts, art, and more.⁷

In 2022, in a groundbreaking move, it was announced that Israel's Culture and Sports Ministry is establishing new cultural institutions in Arab communities for the first time, allocating \$114 Million to close the Arts and Culture gap in the Arab Community. These include a repertory theatre, art museum, cinematheque, dramatic arts school, music schools, and art galleries. Fuelled by a cabinet resolution and a budget of 365 million shekels over five years, this initiative aims to bridge cultural gaps in Arab areas. The plan also encompasses historic site surveys in Arab towns for preservation, with an additional 63 million shekels allocated for restoring certain sites for cultural use. This comprehensive effort marks a significant shift in state support for the development of Arab culture.⁸

⁷ <https://www.nli.org.il/en/discover/israel-culture-and-society>

⁸ <https://www.haaretz.com/israel-news/2022-02-22/ty-article/.premium/israel-budgets-114-million-to-closing-arts-and-culture-gap-in-arab-community/0000017f-f1c7-dc28-a17f-fdf7b6a60000?v=1701537989274>



GOVERNMENTAL INITIATIVES TO PROMOTE CCI CONTINUED



The Israeli government's role in the film industry's growth is significant. The passage of the New Cinema Law in 2000, which aimed to secure more funding for Israeli cinema, highlights direct government involvement in fostering the industry. The Israeli Film Fund plays a crucial role in nurturing a sustainable, creative, and vibrant film industry. Its achievements are evident in the increased international viewing of Israeli films. The existence of ten film schools and seven international film festivals in a relatively small country like Israel indicates a strong institutional support system for film education and promotion.

Furthermore, the Israeli government offers financial incentives for foreign film and series productions, including a 30% reimbursement of production expenses to promote Israel as a global filming hub. Applications for 2022 grants accounted for aid reaching tens of millions of shekels under directive No. 4.52 for collaborations between Israeli and foreign companies. This two-year aid initiative, also covering animated productions, aims to boost local employment, increase tourism, and showcase Israel's landscapes and historical sites.



GOVERNMENTAL INITIATIVES TO PROMOTE CCI CONTINUED

It's expected to stimulate the economy, especially in hospitality, transport, and professional services post-COVID-19. Various ministries, including Economy and Industry, Culture and Sports, Finance, Foreign Affairs, and Tourism, collaborate to expand filming in Israel and to promote tourism.⁹ According to Heller et al. (2021), legal aspects concerning artists in Israel involve general contract and sales laws, as well as specific laws, like the Antiquities Law and Archives Law. Artistic freedom is supported by the Supreme Court despite not being protected under a distinct Basic Law. Artists' organisations in Israel have not been given significant status in the state's discourse on cultural policy, indicating a disconnect between the needs of artists and the policies implemented by the state, underscoring the need for more comprehensive policies (Med-Culture, 2018).

In 2021, the Ministry of Culture and Sports announced increased budgeting for cultural institutions, aiming to grant artists full rights according to labour laws. However, this move has been criticised as being insufficient and excluding private entities, which are not obligated to recognise artists as workers under this reform. The COVID-19 pandemic further highlighted the precarious situation of artists due to their 'freelancer' status, which excludes them from unemployment compensation and other basic social rights.¹⁰

The Jerusalem Foundation's 2023 Innovation Fund

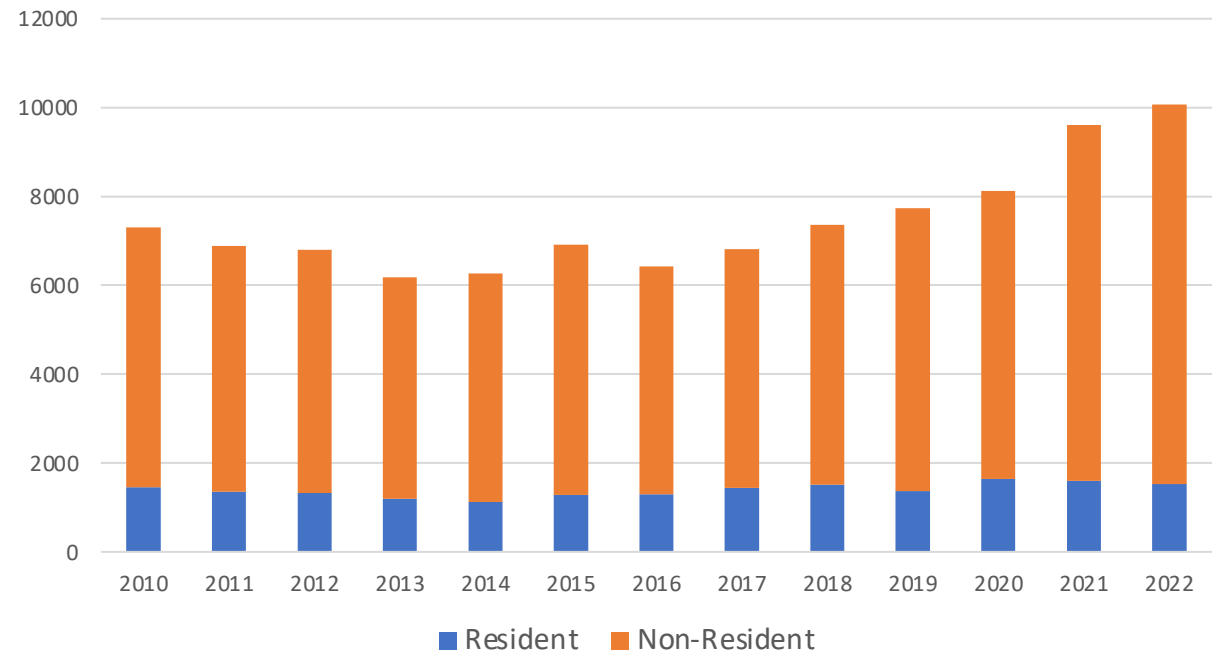
This initiative, although not government-funded, is noteworthy. The Jerusalem Foundation raised over \$2.5 million for its 2023 Innovation Fund, supporting 65 cultural and community-based initiatives in Jerusalem. Projects include collaborative undertakings amongst art schools, cross-cultural embroidery collaborations, multi-disciplinary performing arts series, and community-based cultural initiatives.¹¹

⁹ https://www.gov.il/en/departments/news/press_27072022 | ¹⁰ <https://www.globes.co.il/news/article.aspx?did=1001372550> | ¹¹ <https://jerusalemfoundation.org/news/the-jerusalem-foundations-2023-innovation-fund-awards-grants-to-65-cultural-and-community-based-initiatives/>

Intellectual ⁺ Property Rights (IPR)

Creative industries heavily depend on intellectual property (IP), as stated by the World Intellectual Property Organisation (WIPO). IP encompasses “creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.” Israel joined WIPO in 1970, and the country’s two national IP offices are: the Director General Ministry of Justice for Copyright office and the [Israel Patent Office Ministry of Justice](#) for Industrial Property office, providing a number of online services. The innovative capabilities of Israel are quite high, according to the [Global Innovation Index \(GII\)](#) ranking the country 14th amongst the 132 nations featured in the GII ranking in 2023.

Total patent applications



Source: WIPO IP Statistics Data Center



Intellectual ⁺ Property Rights (IPR) Continued

Israel has established quite a robust framework in the field of intellectual property (IP) regulation. According to the WIPO website, Israel is actively involved as a contracting party in 50 administered treaties and has implemented 11 core constitutional laws, along with 67 additional laws and regulations.¹²

The Copyright Law in Israel safeguards both the moral and economic rights of artists, which include the right to authorship and the preservation of the integrity of a work, as well as exclusive control over the exploitation of their works, including copying, public performance, and internet distribution, extending up to 70 years after the artist's death (Heller et al. 2021).

¹² <https://www.wipo.int/wipolex/en/members/profile/IL>

International + initiatives in CCI up to 2023

As of 2023, Israel had been removed from the Creative Europe programme. After several years of negotiations, Israel withdrew its application due to the exclusion of settlements by the EU.¹³

There are very few international initiatives related to CCI in Israel, amongst them, the Euromed [Heritage II and III](#) from 2002 to 2008, with the goal of promoting cultural dialogue and caring about the Mediterranean's heritage, through preservation and raising awareness; and Euromed [Audiovisual – Euro-Mediterranean Audiovisual Co-operation](#) from 2005 to 2008, with the goal of enhancing the audiovisual and cinematic sectors in Mediterranean Partner Countries, thus promoting cooperation and mutual understanding with the EU.

¹³ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/crea/guidance/list-3rd-country-participation_crea_en.pdf





Cultural Relations Platform

<https://www.cultureinexternalrelations.eu/>

Funded by the EU and implemented by Goethe Institute in Brussels, the Cultural Relations platform's mission is to enhance the audiovisual and cinematic sectors in Mediterranean Partner Countries, thus promoting cooperation and mutual understanding with the EU.



ARTOLIO

<https://enicbcmed.eu/projects/artolio>

In February 2022, within the framework of the UNESCO's funding of the International Fund for Cultural Diversity (IFCD) 2005, the Ramallah municipality was awarded a grant for its project "Ramallah City of Music – A strategy for sustainable city development through music". In this project, it will 1) Map the music industry and create a strategy for the development of the sector, 2) identify skills and gaps in the sector, 3) develop and implement a tailored educational program to enhance the mobility of Ramallah artists.

CHALLENGES & OPPORTUNITIES

Challenges

- Security challenges and the escalation of conflict with Gaza pose a significant challenge for the Cultural and Creative Industries (CCI) in Israel
- Political and security developments, such as boycotts against Israel and product markings from specific settlement areas, can adversely affect foreign trade. The European Commission's approval of product marking in 2015 is a notable example, potentially harming brand reputations and deterring investor motivation
- Disparities in access to cultural infrastructure, particularly in Arab villages, highlighting a need for inclusive policies ¹⁴
- The low priority given by the state to artists is evident, not only in budget allocations but also in the lack of resources for international-standard data collection and research. Israel's absence from major international platforms that report on arts policies underscores this issue ¹⁵
- Disproportionate distribution of the cultural budget amongst different CCI sub-sectors is a significant challenge that needs to be addressed, to foster a thriving creative sector
- Israel is lagging behind the Western world in recognising art as a profession and artists as professionals, resulting in limited government budgets, restricted public access and insufficient legal protection. Non-governmental organisations play a crucial role in advocating for artists' rights (see Nathanson et al, 2016)
- Lack of a Standard 'Artist's Fee': The absence of this contributes to inadequate remuneration, especially in public art projects. Whilst some progress has been made, a shift towards fair compensation and artistic support is essential (Med-Culture, 2018). [The Plastic Artists Union](#) regularly publishes the artist salary rate and advocates for making the artist's remuneration fair. ¹⁶
- Limited Promotion of Israeli Culture Abroad: The Israeli government's prioritisation of other policy areas, such as defense, hinders the promotion of Israeli culture abroad. This lack of emphasis on external relations limits funding for arts and culture, as highlighted by various reports.
- Challenges to Cultural Rights and Freedom of Expression: Artists in Israel and the Occupied Palestinian Territories face challenges in exercising their cultural rights and freedom of expression, including legal repercussions, censorship, and physical attacks. These challenges are heightened during periods of tension and are documented in reports from organisations such as Freemuse (2022).

¹⁴ Mossawa Centre (the Advocacy Centre for Arab Palestinian Citizens of Israel, along with other Arab-Israeli organisations) published a petition in 2012 that claimed only 3 percent of cultural budget reaches Arab cultural organisations, despite Israeli Arabs comprising 20% of population. A governmental report was published in 2015 reflecting the absence of art centres, museums, or cinematheques in these villages: <https://ifacca.org/news/2015/06/14/government-report-arab-villages-have-no-arts-cen-2/>

¹⁵ https://jfn.org.il/wp-content/uploads/2021/03/JFN-art-report-hebrew-pages_s.pdf

¹⁶ Here is the report published for salaries in 2021: <https://igud-omanim.org/wp-content/uploads/2021/07/%D7%AA%D7%A2%D7%A8%D7%99%D7%A4%D7%95%D7%9F1.pdf>

CHALLENGES & OPPORTUNITIES

Opportunities

- Israel's cultural landscape is exceptionally rich and diverse, stemming from the country's population with origins spanning approximately 100 countries. This unique blend of cultural influences creates an extraordinary tapestry of artistic expression, providing an extensive and varied foundation for the creative industries. Israel's strong technological ecosystem opens doors for creative industries to incorporate innovative technologies, like augmented reality, virtual reality, and artificial intelligence, into cultural experiences, fostering groundbreaking artistic expression.
- Despite systemic challenges, Israel is a thriving hub for artists, showcasing resilience and creativity. This dynamic cultural scene presents opportunities for growth, collaboration, and innovation within the artistic community.
- The vibrant cultural ecosystem in Israel acts as a breeding ground for emerging talent and creative entrepreneurship. Opportunities abound for artists and creatives to showcase their work, collaborate with like-minded individuals, and explore entrepreneurial ventures within the creative industries. This nurturing environment can catalyse the growth of a new generation of innovative artists and cultural entrepreneurs.
- Israel's rich cultural heritage offers opportunities for cultural tourism and heritage preservation. Collaboration between the creative industries and the tourism sector can create immersive experiences, attracting diverse audiences and contributing to the celebration and preservation of Israel's cultural legacy.



POLICY + RECOMENDATIONS

Adopting a national definition for CCI

- The current definition, applied by the Central Bureau of Statistics, includes fields of culture, entertainment, and sports. This definition includes many of the CCI related sectors and is a great first step to promote the underlying sectors. However, this definition lacks activities that relate to design - notably, software, architecture, interior design, graphic design, advertisement, and fashion.
- Workers within the design sectors have a lot in common with other artists active in music, film making or visual artists. Having a clear CCI definition adopted at a national level make it easier to target all these creative workers more effectively.
- Having national recognition of CCI will allow the development of a regulatory framework adapted to the needs of creative industries and creative workers, paving the way towards better access to markets and financing.

Promoting international partnerships and collaboration among cultural workers and artists throughout the region

- Art and culture are a universal language that brings together people from various backgrounds, and they are regarded as opponents of boycotts and separation. They create a favorable ecosystem for enhancing exchanges in artistic expression, playing a crucial role in bringing people together and fighting regional divisions.
- This can be achieved through the provision of regional training and advocacy sessions among creative workers in the region.
- Involving populations from different cultural backgrounds will help bridge stronger links between nations.

POLICY + RECOMMENDATIONS CONTINUED

Allocation of proper investment in all fields of CCI

- Whilst certain Creative and Cultural Industries' (CCI) subsectors, like the film industry, benefit from substantial support from the Israeli government, others, such as publishing and visual arts, experience a lack of comparable assistance. It is crucial to address and prioritise these under-supported sectors.
- Moreover, disparities persist within specific CCI fields. For instance, whilst classical music receives support, other music genres may be overlooked. A more comprehensive approach that extends holistic support across various artistic fields and forms is essential. This will ensure that the diverse spectrum of creative expression receives the necessary resources for development and growth.

Addressing the disparity in accessing the cultural infrastructure amongst different population groups

- There is a disparity in the availability of cultural infrastructure, which is lacking in some Arab villages, with no access to theatres, cinematheques, or art centres. The government should invest in the cultural infrastructure, targeting underserved areas.

Supporting and recognition of Artists as professionals

- Advocate for the establishment of a distinct legal status for artists tailored to their unique needs, distinct from the current freelance entrepreneur classification.
- Introduce a standardised 'artist's fee' to guarantee fair and consistent compensation for artists. This measure aims to address the existing variations in compensation and provides a clear benchmark for the remuneration of artistic contributions, fostering transparency and fairness in contractual agreements.
- Develop a comprehensive social protection scheme specifically designed for independent artists, to ensure they have access to social safety nets.



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The Creative Economy has become a strategic asset for innovative job creation around the world. Cultural and Creative Industries (CCI) represent nearly 30 million jobs worldwide and are major drivers of the economies of both developed and developing countries (UNESCO). CCI contributed as much as 7% to global GDP and was estimated to be around 10% of GDP in the MENA Region (World Bank 2017). In the CCI (mainly architecture, design, and photography), there were 1.2 million cultural enterprises, generating €193 billion of value added in the EU.

It is a growing and promising group of industries, not only because of its impact on employment creation but also due to its influence on societies' creativity and social cohesion.

CREACT4MED is an EU-funded project that aims to strengthen CCI businesses and job creation, giving support to entrepreneurs, start-ups, and SMEs in the Southern Neighborhood of the European Union, with a particular focus on young people and women.

Budget: €2,220,675, funded by the EU Commission (90%)

Timeline of implementation: March 2020 - August 2024

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EURO-MEDITERRANEAN ECONOMISTS ASSOCIATION (EMEA)

Carrer de Sant Antoni Maria Claret 167, 08025 Barcelona, Spain

Tel: +34 934462414

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