

Note to Participants

Definition of a strategic action plan for culture

Second National Consultative Workshop

Amman, 6 & 7 December 2016

1. Background

Based on expressed priority needs, Med Culture elaborated an Action - **Definition of a strategic action plan for culture** – (henceforth referred to as Action) that aims to establish a national strategy for culture in Jordan.

In early 2015, the Ministry of Culture set the definition of a National Strategy for Culture as a priority activity.

On 8-9 June 2015, this Action kicked off at the Royal Film Commission in Amman when a P2P was organised to discuss **methodology, approach and processes towards the definition of a strategic action plan for culture**.

On 15 and 16 May 2016, a National Consultative Workshop was organised in order to define the direction and parameters for building a sound national cultural policy born out of the local context of the cultural sector in Jordan. Med Culture dispatched the resulting Draft document to the Ministry of Culture on 30 August 2016.

The current National Consultative Workshop will present the first draft of the Strategy and give participants the opportunity to give their feedback. It will also discuss the objectives, the definition of priorities for an Action Plan and the parameters for monitoring and evaluation.

2. Aim of this workshop

- i. Presentation of progress on action **Towards the Development of a National Strategy for Culture**
- ii. Review of themes presented in Strategy document (result of previous workshop): Perimetre; Vision; Definition of Partners; and Promotion of Culture in Peripheries.



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- iii. Discussions of three outstanding themes to complete Strategy document: Strategic Objectives; Priorities for Action Plan; and Monitoring and Evaluation.

3. What is the role of Med Culture in this initiative?

Med Culture is acting as facilitator for this participative approach; as convener of the consultative workshops; and oversees the drafting of the Strategy.

Its main partners in this initiative are the Ministry of Culture, representatives of artistic and cultural organisations and independent operators active in the artistic and cultural fields, who all constitute the main drivers and owners of this project. This partnerships is hinged on the belief that culture, like any other avenue of human endeavour, needs planning if it is to take its place alongside other development avenues, and Med Culture is mobilising all available resources to **translate this value into a real cultural project that promotes coherent and long-term support measures for the sector.**

4. The success of the consultative approach adopted though the programme

The consultative approach was adopted based on the principle that culture counts for its citizens and that they should be part of the planning process.

The first National Consultative Workshop organised in collaboration with the Ministry of Culture and under the patronage of the Minister, was a resounding success. Its aim was to put together representatives of the Ministry of Culture, representatives of line ministries and cultural operators to set a common vision for culture, and define its parameters and objectives as a first step towards the definition of a strategic plan. The reactions we got from the participants and the comments we received right after the workshop were not only encouraging, but confirmed that we were on the right track in the process we adopted.

We expect no less from this second workshop.

