



maldives  
**creative  
economy**

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**Strategic Action Plan  
2024-2028**



**MINISTRY OF ECONOMIC  
DEVELOPMENT & TRADE**







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**creative  
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# Maldives Creative Economic Strategic Action Plan 2024 – 2028

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## 1. Maldives Creative Economy Definition Statement

The Maldives Creative Economy refers to a diverse range of economic activities rooted in the country's rich cultural heritage, creative expressions, and innovative potential. It leverages creativity, knowledge, and technology to generate economic value, promote sustainable development, empower communities, and enhance the socioeconomic well-being of the Maldivian population. The Maldives' Creative Economy spans various industries, aiming to foster sustainable development, environmental sustainability, cultural preservation, and global competitiveness.

## 2. Mission

To cultivate a thriving creative economy in the Maldives by leveraging cultural heritage, creativity, knowledge, and technology and ensuring sustainable development, socioeconomic well-being, and cultural preservation. We aim to:

- Develop robust infrastructure and enhance skills development to equip the workforce with the necessary tools and knowledge.
- Provide financial support and strengthen legal frameworks to foster a supportive environment for creative enterprises.
- Promote market access and increase creative goods and services exports to international markets.
- Ensure sustainability by integrating eco-friendly practices and fostering environmental stewardship.
- Foster community collaboration and participation to create a cohesive and dynamic creative ecosystem.

## 3. Vision

To transform the Maldives into a thriving hub for creative industries, leveraging its rich cultural heritage, creativity, knowledge, and technological potential to drive economic growth, sustainability, and social development. Our vision is a vibrant, resilient Maldives where tradition and modernity coexist, empowering communities, promoting socio-economic development, and enhancing global competitiveness through culture, creativity and innovation.

# Acronyms

|                |   |                |   |
|----------------|---|----------------|---|
| <b>AGO</b>     | Attorney General's Office                             | <b>MFOR</b>    | Ministry of Fisheries and Ocean Resources                   |
| <b>BCC</b>     | Business Center Corporation                           | <b>MHEBSD</b>  | Ministry of Higher Education, Labour and Skills Development |
| <b>CPD</b>     | Continuous Professional Development                   | <b>MHLUD</b>   | Ministry of Housing, Land and Urban Development             |
| <b>INS</b>     | Insurance Companies                                   | <b>MHST</b>    | Ministry Of Homeland Security and Technology                |
| <b>IPR</b>     | Intellectual Property Right                           | <b>MSFD</b>    | Ministry of Social and Family Development                   |
| <b>MCE-SAP</b> | Maldives Creative Economic Strategic Action Plan      | <b>MOT</b>     | Ministry of Tourism   |
| <b>MAAW</b>    | Ministry of Agriculture and Animal Welfare            | <b>MTCV</b>    | Ministry of Transport and Civil Aviation                    |
| <b>MBS</b>     | Maldives Bureau of Statistics                         | <b>MYEIA</b>   | Ministry of Youth Empowerment, Information and Art          |
| <b>MCLP</b>    | Ministry Of Cities, Local Government and Public Works | <b>NCIT</b>    | National Center for Information Technology                  |
| <b>MDLCH</b>   | Ministry of Dhivehi Language, Culture and Heritage    | <b>NCA</b>     | National Center for the Arts                                |
| <b>MEDT</b>    | Ministry of Economic Development and Trade            | <b>R&amp;D</b> | Research and Development                                    |
| <b>MOE</b>     | Ministry of Education                                 | <b>SCLP</b>    | Students with Complex Learning Profiles                     |
| <b>MCEE</b>    | Ministry Of Climate Change, Environment and Energy    | <b>SDFC</b>    | SME Development Finance Corporation                         |
| <b>MCI</b>     | Ministry of Construction and Infrastructure           | <b>SOE</b>     | State Owned Enterprise                                      |
| <b>MMPRC</b>   | Maldives Marketing and Public Relations Corporation   | <b>STEAM</b>   | Science, Technology, Engineering, the Arts and Mathematics  |
| <b>MTDC</b>    | Maldives Tourism Development Corporation              | <b>TVET</b>    | Technical and Vocational Education and Training             |
| <b>MOF</b>     | Ministry of Finance                                   | <b>TSP</b>     | Telecommunication Service Providers                         |



# Strategy 1: Promote Technology Integration

**Objective:** To promote technology integration in the Maldives to overcome challenges in developing a creative economy by enhancing digital infrastructure, creative processes, products, and services.

**SDG Goal 4:** Quality Education.

**SDG Goal 5:** Gender Equality.

**SDG Goal 8:** Decent Work and Economic Growth.

**SDG Goal 9:** Industry, Innovation and Infrastructure.

The strategy to promote technology integration is crucial for addressing the challenges faced by the creative economy in the Maldives. Despite the sector's potential, limited digital infrastructure and access to advanced production technologies hinder its growth and global competitiveness. Many creative professionals lack the necessary digital skills and resources to leverage technology effectively. Additionally, the absence of robust e-commerce platforms restricts their ability to reach broader markets. By focusing on developing digital infrastructure, enhancing access to production technologies, fostering remote work, providing digital literacy and skills training, and establishing national e-commerce platforms, this strategy aims to overcome these barriers. These action steps are designed to modernize the creative sector, making it more efficient, competitive, and accessible, thus unlocking new opportunities for growth and innovation.

| Action Steps   | Timeline  | Implementing Agencies              | Key Activities   |
|--|-----------|------------------------------------|--|
| Action 1.1. Digital Infrastructure Development, Adoption, and Implementation [4.9, 8.7, 9.7] | 2024-2028 | MHST<br>MEDT<br>BCC<br>MCLP<br>MNU | <p>Action 1.1.a. Invest in robust digital infrastructure: high-speed internet and digital connectivity.</p> <p>Action 1.1.b. Invest in robust digital infrastructure: data centers, and cybersecurity measures.</p> <p>Action 1.1.c. Develop integration programs to assist creative businesses in adopting new technologies (e.g., digital tools, AI, AR/VR).</p> <p>Action 1.1.d. Providing all islands with essential amenities and urban services, with access to higher-order services through high-speed digital and transport connectivity. [4.9]</p> <p>Action 1.1.e. Promoting research and development into launching blockchain technology applications in Maldives. [9.7]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix and Strategy 5 of Enhance Skills Development, Education and Research matrix]</i></p> |



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| <p>Action 1.2. Access to Advanced Production Technologies [9.15, 9.10]</p> | <p>2024-2026</p> | <p>MHST<br/>MEDT<br/>BCC</p>                                    | <p>Action 1.2.a: Provide access to advanced production technologies (3D printing, AI, robotics).</p> <p>Action 1.2.b: Incentivize investments in advanced technologies.</p> <p>Action 1.2.c: Create avenues for sharing resources and skills among creative businesses through the National E-Commerce platform.</p> <p>Action 1.2.d: Establishing a digital platform to incorporate every street of every city in the country, to improve public service delivery. [9.10, 9.15]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
| <p>Action 1.3. Digital Nomads: Fostering Remote Work and Telecommuting</p> | <p>2025-2028</p> | <p>MEDT<br/>BCC<br/>MOT<br/>MHST<br/>MMPRC<br/>MTDC<br/>TSP</p> | <p>Action 1.3a. Provide access to digital tools and connectivity for digital nomads.</p> <p>Action 1.3.b. Provide co-working spaces for digital nomads and creators.</p> <p>Action 1.3.c. Global marketing campaign and partnerships to promote as a digital nomad-friendly destination to attract a global workforce.</p> <p>Action 1.3.d. Implement Special Visa Programs to attract digital nomads.</p> <p><i>[To be coordinated and implemented with Strategy 4 of Expand Market Access and Promotion matrix]</i></p>   |

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| <p>Action 1.4. Digital Literacy and Skills Training [2.7]</p> | <p>2024-2028</p> | <p>MHELSD<br/>MYEIA<br/>MEDT<br/>BCC</p> | <p>Action 1.4.a. Implement comprehensive digital literacy and skills training programs for primary, secondary, higher education and vocational education</p> <p>Action 1.4.b. Implement comprehensive digital literacy and skills training programs for individual creators and creative businesses.</p> <p>Action 1.4.c. Implement nationwide comprehensive digital literacy and skills training programs.</p> <p>Action 1.4.d. Partner with educational institutions and online learning platforms to facilitate continuous learning.</p> <p>Action 1.4.e. Introducing a national scheme titled “Women in Technology” for the advancement of women professionals in technology and digitalisation fields, including investment promotion, higher education and training programmes, entrepreneurship incentives and improving the curriculum of technology education in secondary school. [2.7]</p> <p><i>[To be coordinated and implemented with Strategy 5 of Enhance Skills Development, Education and Research matrix]</i></p> |
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| <p>Action 1.5. Establishment of National E-commerce Platforms for trade facilitation [4.41, 2.17]</p> | <p>2025-2028</p> | <p>MEDT<br/>BCC<br/>MHST<br/>MCLP<br/>MTCV</p> | <p>Action 1.5.a. Develop National E-commerce platforms for trade facilitation as a one-stop solution.</p> <p>Action 1.5.b. Integration of various trade facilitation platforms, from government entities and SOEs, into the National E-commerce platform.</p> <p>Action 1.5.c. Promote National E-commerce platforms as a one-stop solution for trade facilitation.</p> <p>Action 1.5.d. Provide training on the National E-commerce adoption for businesses.</p> <p>Action 1.5.e. Establishing a digital portal comprising all streets in all cities in the country to improve efficiency in service delivery. [4.41]</p> <p>Action 1.5.f. Ensure the platform supports secure transactions and domestic and international shipping.</p> <p>Action 1.5.g. Promote the platform through digital marketing campaigns and partnerships with global marketplaces.</p> <p>Action 1.5.h. Establishing a functional nationwide mechanism for women entrepreneurs to market, buy and sell local agricultural produce. [2.17]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
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## Strategy 2: Strengthen Legal Frameworks

**Objective:** To strengthen the legal framework to protect intellectual property rights, enforce regulations, and foster a resilient and competitive creative industry in the Maldives.

**SDG Goal 3:** Good Health and Well-being.

**SDG Goal 4:** Quality Education.

**SDG Goal 5:** Gender Equality.

**SDG Goal 8:** Decent Work and Economic Growth.

**SDG Goal 16:** Peace, Justice and Strong Institutions.

**SDG Goal 17:** Partnerships for the Goals.

In the Maldives, the creative economy faces significant challenges due to inadequate intellectual property protection, outdated legislative frameworks, and insufficient enforcement mechanisms. Current IP laws require revision to address the unique needs of the creative industries, leaving creative works vulnerable to infringement and exploitation. Additionally, the lack of sustainability regulations and a robust regulatory framework for the digital economy hampers the sector's growth and its ability to adapt to new technologies. By revising and enhancing IP regulations, implementing legislative reforms, and developing specific regulations for sustainability and the digital economy, the Maldives can create a more supportive and secure environment for its creative industries. This strategy aims to foster innovation and investment and also ensure that the nation's cultural heritage is preserved and celebrated, driving long-term growth and sustainability in the creative sector.

| Action Steps   | Timeline   | Responsible Entities | Key Activities   |
|--|------------|----------------------|--|
| Action 2.1. IPR Revision and Enhancement [1.19, 10.4, 13.13] | 2024 -2025 | MEDT<br>AGO<br>BCC   | <p>Action 2.1.a. Conduct a comprehensive review of existing IP laws to ensure they are up-to-date and reflective of current needs.</p> <p>Action 2.1.b. Engage stakeholders in consultations to identify gaps and areas for improvement.</p> <p>Action 2.1.c. Draft and propose revisions to the IPR legislative framework including the establishment of an IP Office, aligning it with international best practices.</p> <p>Action 2.1.d. Secure legislative approval for the updated IP laws.</p> <p>Action 2.1.e. Develop public awareness campaigns to educate creators and creative businesses about their rights.</p> <p>Action 2.1.f. Establishing a Digital National Archive by law and ensuring that all government communications are archived diligently and comprehensively. [1.19, 10.4, 13.13]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |

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| <p>Action 2.2. Legislative Reforms and Enhanced Enforcement Mechanisms [9.14, 13.13]</p> | <p>2025 - 2028</p> | <p>MEDT<br/>BCC<br/>MHST</p>  | <p>Action 2.2.a. Train law enforcement and judicial officers on IP laws and enforcement to build their capacity to handle IP-related cases.</p> <p>Action 2.2.b. Establish specialized IP courts or tribunals to provide focused and efficient resolution of IP disputes.</p> <p>Action 2.2.c. Develop partnerships with international organizations for technical assistance and capacity building, leveraging global expertise.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p>   |
| <p>Action 2.3. Develop and Implement Sustainability Regulations</p>                      | <p>2024-2028</p>   | <p>MCEE<br/>MEDT<br/>MCLP</p> | <p>Action 2.3.a. Formulate guidelines for sustainable practices in creative industries to minimize environmental impact.</p> <p>Action 2.3.b. Implement sustainability standards and certification processes to encourage compliance.</p> <p>Action 2.3.c. Establish monitoring mechanisms to ensure adherence to sustainability regulations.</p> <p>Action 2.3.d. Provide support and incentives for businesses to adopt sustainable practices, fostering a culture of environmental responsibility.</p> <p><i>[To be coordinated and implemented with Strategy 8 of Promote Sustainability and Environmental Practices matrix]</i></p> |

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| <p>Action 2.4. Regulatory Framework for Digital Economy [9.6]</p>                             | <p>2025-2028</p> | <p>MHST<br/>MEDT<br/>TSP</p> | <p>Action 2.4.a. Develop data protection laws to safeguard personal information, ensuring privacy and trust in digital transactions.</p> <p>Action 2.4.b. Establish e-commerce regulations to facilitate online transactions, promoting digital trade.</p> <p>Action 2.4.c. Implement digital rights management frameworks to protect digital content from unauthorized use and distribution.</p> <p>Action 2.4.d. Introducing the necessary legislative and regulatory controls to legalise digital cryptocurrency tender and trading in the Maldives. [9.6]</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix]</i></p> |
| <p>Action 2.5. Identifying IP Pathways to Protect and Preserve Maldives Cultural Heritage</p> | <p>2025-2028</p> | <p>MEDT<br/>MDLCH</p>        | <p>Action 2.5.a. Identify all the tangible and intangible cultural heritage of Maldives.</p> <p>Action 2.5.b. Identify pathways to protect and preserve Maldives cultural heritage through IPR.</p> <p><i>[To be coordinated and implemented with Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p>   |



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## Strategy 3: Expand Market Access and Promotion

**Objective:** Enhance market access and visibility for Maldivian creative products locally and internationally.

**SDG Goal 4:** Quality Education.

**SDG Goal 5:** Gender Equality.

**SDG Goal 8:** Decent Work and Economic Growth.

**SDG Goal 17:** Partnerships for the Goals.

This strategy is crucial for overcoming significant challenges faced by the creative economy in the Maldives. Despite the sector's potential, local creative startups often struggle with limited access to funding, mentorship, and market exposure, which impedes their growth and global reach. By establishing incubators and accelerators and developing comprehensive export support programs, this strategy aims to address these issues and foster a robust support system for creative entrepreneurs. Additionally, cultivating national pride through branding and leveraging digital marketing and international alliances will enhance visibility and attract global interest. Showcasing Maldivian culture at international expositions and integrating creative industries into national development plans will further drive the sector's growth, ensuring it contributes significantly to the national economy while preserving and promoting Maldivian cultural heritage.

| Action Steps  | Timeline  | Responsible Entities        | Key Activities   |
|---|-----------|-----------------------------|--|
| Action 3.1. Incubators and Accelerators for Creative Startups [1.5, 7.1, 7.2] | 2024-2028 | MEDT<br>BCC<br>MHST<br>MCLP | <p>Action 3.1.a. Establish incubators and accelerators tailored to creative startups.</p> <p>Action 3.1.b. Provide mentorship and resources to foster innovation and entrepreneurship.</p> <p>Action 3.1.c. Create networking opportunities with domestic and international parties essential for the growth of creative industries.</p> <p>Action 3.1.d. Enhance knowledge spillover, networking, and technical assistance domestically and internationally to foster a trade facilitative ecosystem.</p> <p>Action 3.1.e. Facilitating collateral-free start-up loans of MVR 500 million in five years, with incubation and on-call mentorship, in expatriate-heavy sectors. [7.2]</p> <p>Action 3.1.f. Expanding the job market to ensure zero involuntary unemployment in the Maldives in five years. [7.1]</p> <p>Action 3.1.g. Creating enough new jobs in the workforce, across existing sectors, and through the introduction of new economic initiatives and ensuring zero involuntary unemployment in the Maldives in 5 years. [1.5]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix, Strategy 4 of Increase Financial matrix, Strategy 5 of Enhance Skills Development, Education and Research matrix, Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |

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| <p>Action 3.2. Cultivate Patriotism through Nation-wide Branding and Marketing Initiatives</p> | <p>2024-2028</p> | <p>MEDT<br/>BCC</p>                    | <p>Action 3.2.a. Launch a national branding campaign that encourages the support of domestic creative products and services, to enhance national pride and stimulate domestic demand for creative products.</p> <p>Action 3.2.b. Organize nationwide events and exhibitions that showcase the work of local creatives, fostering a sense of pride and community.</p> <p>Action 3.2.c. Collaborate with educational institutions to integrate creative arts and cultural heritage into the national curriculum, nurturing patriotism from an early age.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix, Strategy 5 of Enhance Skills Development, Education and Research matrix, Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |
| <p>Action 3.3. Establish Export Support Programs [1.23]</p>                                    | <p>2025-2028</p> | <p>MEDT<br/>BCC<br/>MDLCH<br/>MCLP</p> | <p>Action 3.3.a. Develop a one-stop export facilitation center to provide information, training, and support to assist creators in entering international markets.</p> <p>Action 3.3.b. Offer financial incentives, such as grants and low-interest loans, to support export-ready businesses.</p> <p>Action 3.3.c. Provide resources for compliance with international standards and regulations.</p> <p>Action 3.3.d. Establishing an online platform to facilitate e-marketing for youth and women to enter commercial seafood and fisheries businesses. [1.23]</p>  |

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| <p>Action 3.4. Develop and Implement Export Marketing Strategies [3.23]</p>             | <p>2024-2028</p> | <p>MEDT<br/>MOT<br/>BCC<br/>MMPRC<br/>MTDC</p>         | <p>Action 3.4.a. Conduct market research to identify creative products and services for export.</p> <p>Action 3.4.b. Conduct market research to identify target markets and consumer preferences.</p> <p>Action 3.4.c. Develop branding and marketing campaigns that highlight the unique aspects of Maldivian creative products.</p> <p>Action 3.4.d. Utilize storytelling to build a compelling narrative around the cultural and artistic heritage of the Maldives.</p> <p>Action 3.4.e. Establishing a new agency to advertise and market Maldivian fishery and seafood products globally. [3.23]</p> |
| <p>Action 3.5. Utilize Digital Marketing and Strategic Alliances [1.23, 2.16, 3.18]</p> | <p>2025-2028</p> | <p>MOT<br/>MEDT<br/>MCLP<br/>TSP<br/>MMPRC<br/>BCC</p> | <p>Action 3.5.a. Develop robust digital marketing strategies, including social media campaigns and search engine optimization.</p> <p>Action 3.5.b. Form strategic alliances with global e-commerce platforms to increase the visibility of Maldivian products.</p> <p>Action 3.5.c. Collaborate with influencers and brand ambassadors to promote creative works.</p> <p>Action 3.5.d. Establishing an online platform to facilitate e-marketing for youth and women to enter commercial seafood and fisheries businesses. [1.23, 2.16, 3.18]</p>  |

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| Action 3.6. Showcase Maldivian Products, Services and Culture at International Expositions | 2025-2028 | MOT<br>MEDT<br>MDLCH<br>BCC  | <p>Action 3.6.a. Participate in international technological and cultural expositions to showcase Maldivian innovations and creative works.</p> <p>Action 3.6.b. Develop interactive and engaging exhibits that highlight the unique aspects of Maldivian culture and creativity.</p> <p>Action 3.6.c. Use these events to network with potential buyers, partners, and investors.</p>                            |
| Action 3.7. Leverage Government Support and Trade Agreements                               | 2024-2028 | MEDT<br>BCC<br>MOT           | <p>Action 3.7.a. Identify and leverage existing trade agreements beneficial to creative industries.</p> <p>Action 3.7.b. Leverage and advocate for better terms to gain access to resources for the creative industries and gain market access for creative exports.</p>   |
| Action 3.8. Collaborate with International Trade Bodies and Cultural Organizations         | 2025-2028 | MEDT<br>BCC<br>MDLCH<br>MSFD | <p>Action 3.8.a. Establish partnerships and collaborate with international trade bodies and cultural organizations to promote Maldivian creative products.</p> <p>Action 3.8.b. Participate in cultural exchange programs to showcase Maldives creative goods, services and culture.</p> <p>Action 3.8.c. Leverage these collaborations to gain insights into global market trends and consumer preferences.</p> |

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| <p>Action 3.9: Leverage International Relations for Collaboration and Assistance</p> | <p>2025-2028</p> | <p>MEDT<br/>BCC</p>          | <p>Action 3.9.a: Collaborate with international organizations and other countries to exchange knowledge and resources.</p> <p>Action 3.9.b: Seek technical assistance and funding from international bodies.</p> <p>Action 3.9.c: Participate in international conventions related to the creative economy.</p> <p>Action 3.9.d: Utilize resources and support from global organizations.</p> <p><i>[To be coordinated and implemented with Strategy 4 of Increase Financial matrix]</i></p>   |
| <p>Action 3.10. Leverage International Platforms to Sell Digital Work [9.3]</p>      | <p>2024-2025</p> | <p>MEDT<br/>MHST<br/>BCC</p> | <p>Action 3.10.a. Leverage international platforms like Etsy, Amazon, and Fiverr to sell digital products and services.</p> <p>Action 3.10.b. Optimize listings for searchability and appeal to international customers.</p> <p>Action 3.10.c. Offer a range of digital products, from artwork and music to digital marketing and software development services.</p> <p>Action 3.10.d. Creating accessibility to global on-demand workforce/ freelancing marketplaces, including Fiverr, Upwork, Freelancer, Guru and People Hour to help Maldivian youth monetize their knowledge and skills. [9.3]</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix, Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |



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| <p>Action 3.11. Empower Councils to foster Creative Economy Initiatives</p>                  | <p>2025-2028</p> | <p>MCLP<br/>MEDT<br/>BCC</p>                           | <p>Action 3.11.a. Leverage creative clusters through creator hubs and business centres.</p> <p>Action 3.11.b. Organize training programs for local government officials.</p> <p>Action 3.11.c. Provide resources and tools to improve local governance.</p> <p>Action 3.11.d. Promote community participation in local decision-making processes.</p> <p>Action 3.11.e. Facilitate regular consultations between local governments and communities.</p> <p><i>[To be coordinated and implemented with Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p>  |
| <p>Action 3.12. Improve the Cooperative Synergy to Create a Trade Facilitative Ecosystem</p> | <p>2024-2028</p> | <p>MEDT<br/>MTCV<br/>MCLP<br/>MSFD<br/>BCC<br/>MOT</p> | <p>Action 3.12.a. Identify key aspects that are crucial to create a trade facilitative ecosystem and enable the business environment; minimizing the trade barriers between creators, the business environment and the market.</p> <p>Action 3.12.b. Identify pathways and enforcing mechanisms bridge between creators, the business environment and the market to create an inducive trade facilitative ecosystem.</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix, Strategy 3 of Expand Market Access and Promotion matrix, Strategy 4 of Increase Financial Support and Investment matrix and Strategy 6 of Develop Infrastructure for Innovation matrix]</i></p> |

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| <p>Action 3.13. Data Collection and Monitoring of the Creative Economy on a Sectoral and Sub-Sectoral Level.</p> | <p>2024-2028</p> | <p>MBS<br/>MEDT</p> | <p>Action 3.13.a. Establishing a Framework for Data Collection and appropriate International Standard Classification Framework.</p> <p>Action 3.13.b. Engage stakeholders in formulating the methodology for Data Collection.</p> <p>Action 3.13.c. Implementation of comprehensive Data Collection and sharing by all relevant government and private sector industries.</p> <p>Action 3.13.d. Implement continuous monitoring and evaluation mechanism of the creative economy using data analysis and reports generated from diverse sectoral and sub-sectoral level data.</p> |
| <p>Action 3.14. Integrate Creative Economy into National Development Plans</p>                                   | <p>2024-2028</p> | <p>MEDT</p>         | <p>Action 3.14.a. Embed the creative economy into the national development strategy, emphasizing its role in economic diversification and economic resilience.</p> <p>Action 3.14.b. Develop a dedicated creative economy policy framework that outlines specific goals, targets, and implementation timelines.</p>   |



Authentic Maldives





## Strategy 4: Increase Financial Support and Investment

**Objective:** Provide financial assistance and attract investments to foster growth in the creative economy.

**SDG Goal 4:** Quality Education.

**SDG Goal 5:** Gender Equality.

**SDG Goal 8:** Decent Work and Economic Growth.

**SDG Goal 9:** Industry, Innovation and Infrastructure.

**SDG Goal 17:** Partnership for the Goals.

This strategy is crucial to address the significant challenges due to limited financial resources and inadequate investment opportunities. Many creative enterprises struggle with access to funding, which hampers their ability to scale and innovate. The lack of micro-financing options and insufficient incentives for creators further exacerbate these issues. Additionally, the absence of robust financial management training and risk mitigation strategies leaves many entrepreneurs ill-prepared to navigate the complexities of financial planning and investment. By establishing a Creative Economy Fund, developing micro-financing initiatives, enhancing registration incentives, and implementing R&D tax incentives, this strategy aims to address these gaps. Enabling international payment gateways and creating innovation incentives for creative projects will open new markets and attract investment. Nationwide capacity building in financial literacy will equip creative professionals with the skills needed to manage their finances effectively. These actions are crucial for fostering a thriving creative sector that can contribute significantly to the Maldives' economy and cultural landscape.

| Action Steps  | Timeline  | Responsible Entities | Key Activities  |
|---|-----------|----------------------|---|
| Action 4.1. Establish and Implement a Creative Economy Fund | 2024      | MEDT<br>BCC<br>SDFC  | <p>Action 4.1.a. Set up the Creative Economy Fund.</p> <p>Action 4.1.b. Develop criteria for funding eligibility.</p> <p>Action 4.1.c. Promote the fund to startups and small businesses.</p> <p>Action 4.1.d. Merge Creative Economy fund with mandatory Incubator and Accelerator programs.</p> <p>Action 4.1.e. Monitor and measure the success of recipients of the fund through data collection and KPIs.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
| Action 4.2. Develop Micro-Financing Initiatives             | 2024-2028 | MEDT<br>SDFC<br>BCC  | <p>Action 4.2.a. Design micro-financing products tailored to creators and creative businesses.</p> <p>Action 4.2.b. Promote these products to small-scale creators and creative businesses.</p> <p>Action 4.2.c. Provide training on application processes.</p> <p>Action 4.2.d. Monitor loan performance and provide ongoing support.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p>   |

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| <p>Action 4.3. Enhance Incentives for Creators Registration</p>                                 | <p>2024-2025</p> | <p>MEDT<br/>BCC<br/>SDFC</p>                   | <p>Action 4.3.a. Develop and promote registration incentives for creators and creative businesses.</p> <p>Action 4.3.a. Develop a creators and creative businesses talent registry.</p> <p>Action 4.3.b. Provide support services for newly registered creators and creative businesses.</p> <p>Action 4.3.c. Facilitate access to financial support and resources.</p> <p>Action 4.3.d. Monitor and support the growth and sustainability of these businesses.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
| <p>Action 4.4. Nationwide Capacity Building for Financial Management and Financial Literacy</p> | <p>2024-2025</p> | <p>MOF<br/>MHLSD<br/>MEDT<br/>MSFD<br/>BCC</p> | <p>Action 4.4.a. Develop financial literacy curricula tailored to creators and creative businesses.</p> <p>Action 4.4.b. Organize nationwide workshops and training sessions.</p> <p>Action 4.4.c. Provide online resources and support.</p> <p>Action 4.4.d. Evaluate the effectiveness of the programs and make adjustments as needed.</p> <p><i>[To be coordinated and implemented with Strategy 5 of Enhance Skills Development, Education and Research matrix]</i></p>  |

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| <p>Action 4.5. Enable International Payment Gateways for International Market Access [1.1, 1.2, 9.1, 9.2]</p> | <p>2024-2025</p> | <p>MEDT<br/>MOF<br/>BCC</p>                  | <p>Action 4.5.a. Engage to establish international payment infrastructure.</p> <p>Action 4.5.b. Ensure compliance with global payment standards.</p> <p>Action 4.5.c. Train creators and creative businesses on using international payment gateways.</p> <p>Action 4.5.d. Promote the benefits of global market access to local businesses.</p> <p>Action 4.5.e. Creating access and availability to online payment gateways including PayPal, Payoneer, Stripe, Skrill and Netella to make online payment deposit and receipts easier. [1.1, 1.2, 9.1, 9.2]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion, Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |
| <p>Action 4.6. Risk Mitigation Strategies</p>   | <p>2024-2028</p> | <p>MOF<br/>INS<br/>MEDT<br/>SDFC<br/>BCC</p> | <p>Action 4.6.a. Develop insurance schemes for creators and creative businesses.</p> <p>Action 4.6.b. Establish financial guarantee programs.</p> <p>Action 4.6.c. Educate creators and creative businesses on risk management strategies.</p> <p>Action 4.6.d. Monitor and adjust risk mitigation strategies as needed.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p>  |



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| Action 4.7. Implement R&D Tax Incentives | 2024-2028 | MOF<br>MEDT<br>SDFC<br>BCC | <p>Action 4.7.a. Introduce tax incentives to encourage investment in R&amp;D within the creative industries.</p> <p>Action 4.7.b. Design tax incentives for R&amp;D activities in the creative industry.</p> <p>Action 4.7.c. Promote these incentives to creators, creative businesses, and investors.</p> <p>Action 4.7.d. Monitor the uptake and impact of R&amp;D tax incentives.</p> <p>Action 4.7.e. Adjust policies based on feedback and performance data.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion, Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |
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| Action 4.8. Create Innovation Incentives for Creative Projects and Investments [2.5, 10.8, 14.21] | 2024-2028  | MEDT   | Action 4.8.a. Establish grants and funding programs to support innovative projects in the creative industry.                               |
|   |  | MOF    | Action 4.8.b. Establish criteria and application processes for innovation grants.  |
|   |  | MOT    |  |
|   |  | MHELUD | Action 4.8.c. Market these incentives to potential domestic and international investors.   |
|   |  | MCEE   | Action 4.8.d. Streamline regulatory processes for domestic and foreign investors.  |
|   |  | MDLCH  | Action 4.8.e. Monitor and evaluate the impact of incentives and grants.  |
|   |  | MCLP   | Action 4.8.f. Monitor and support the progress of funded projects.   |
|   |  | MSFD   | Action 4.8.g. Host and participate in creative industry expositions and international investment forums.                                   |
|   |  | MHLSD  |  |
|   |  | SDFC   | Action 4.4.h. Promote the Maldivian creative industry in international markets.  |
|   |  | BCC    | Action 4.8.i. Facilitating easy-access bank loans for the film industry, including small and medium enterprise loans for producers. [10.8] |
| MBS   | Action 4.8.j. Launching a special MVR 100 million entrepreneurship scheme for start-up loans for women entrepreneurs. [2.5]  |        |  |
|   | Action 4.8.k. Launching an Annual Global Investment Promotion tour to promote opportunities in Maldives in business and trade, infrastructure investment, banking and commerce, and tourism. [14.21] |        |  |
|   | <i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion, Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i>  |        |  |





### Get to know us

Business Center Corporation (BCC) is a state-owned Enterprise incorporated in 2017 by the Presidential Decree. BCC is the implementing body of MSME development projects initiated by the Ministry of Economic Development. Our main objective is to create an enabling and inclusive business environment for Micro, Small and Medium-sized Enterprises (MSMEs), through various support mechanisms geared towards assisting small businesses to sustain, scale, and grow.

[Find out more](#)

### What we do

## Strategy 5: Enhance Skill Development, Education and Research

**Objective:** Enhance skills, education and research to build a competent workforce in the creative industries equipped with advanced skills, innovative thinking, and entrepreneurial capabilities.

**SDG Goal 4:** Quality Education.

**SDG Goal 5:** Gender Equality.

**SDG Goal 8:** Decent Work and Economic Growth.

**SDG Goal 9:** Industry, Innovation and Infrastructure.

**SDG Goal 17:** Partnership for the Goals.

The strategy to enhance skill development and education is essential for addressing critical gaps in the creative economy in the Maldives. Despite the vibrant potential of the creative sector, there is a significant need for improved educational infrastructure and targeted training programs to nurture talent and drive innovation. Current limitations include insufficient integration of creative economy subjects into the national curriculum inadequate educational facilities curated for creative arts and a lack of specialized training opportunities. By enhancing educational infrastructure, implementing comprehensive training programs, and establishing international faculties and vocational training centers, this strategy aims to build a highly skilled workforce. Additionally, fostering public-private partnerships and leveraging technology for e-learning will facilitate continuous professional development and create pathways for sustainable practices in the creative industries. Investing in research programs and R&D infrastructure will further support innovation and collaboration between government, academia, and industry. Addressing these issues will empower individuals with the skills needed to excel, drive economic growth, and position the Maldives as a leading hub for creative industries.

| Action Steps   | Timeline  | Responsible Entities  | Key Activities   |
|--|-----------|---|--|
| Action 5.1. Enhancing Educational Infrastructure<br>[1.17, 8.15, 10.5] | 2025-2028 | MHLSD<br><br>MEDT<br><br>BCC<br><br>MOE<br><br>MHLUD<br><br>MCI | <p>Action 5.1.a. Modernize and expand existing educational infrastructure, ensuring that facilities are equipped with the latest technology and resources.</p> <p>Action 5.1.b. Invest in digital tools and resources to support creative learning and skill development.</p> <p>Action 5.1.c. Create dedicated spaces for artistic and creative activities within educational institutions.</p> <p>Action 5.1.d. Improve the quality of the National Library enhancing digital infrastructure and physical infrastructure to capture the essence of the creative economy, knowledge economy and visitor economy.</p> <p>Action 5.1.e. Enhancing STEAM (Science, Technology, Engineering, Arts &amp; Mathematics) education to spark young imagination and promote creativity to bring young minds in sync with global learning trends. [8.15, 10.5]</p> <p>Action 5.1.f. Establishing well-stocked, modern libraries in all cities, to promote learning and research among younger age cohorts. [1.17]</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix and Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |

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| Action 5.2. Implement Comprehensive Training Programs and Workshops [8.1, 10.10] | 2024-2028 | MHLS  | Action 5.2.a. Implement comprehensive training programs and workshops focused on essential skills for the creative economy, including digital skills, business management, and artistic techniques.          |
|  |           | MYEIA   |  |
|  |           | MCLP  | Action 5.2.b. Implement training programs focused on essential skills for the creative economy, including digital skills, business management, and artistic techniques.                                      |
|  |           | MDCH  |  |
|  |           | MSFD  | Action 5.2.c. Organize workshops that provide hands-on experience and practical knowledge in various creative fields.  |
|  |           | MHLUD   | Action 5.2.d. Providing abundant training and advancement opportunities for local costume designers and tailors, and facilitating marketing and promotion of their skills both locally and overseas. [10.10] |
|  |           | MCEE  |  |
|  |           | MEDT  | Action 5.2.e. Launching a nationwide training programme to train Maldivian teachers with a vision to make the education workforce 100% local in the near future. [8.1]                                       |
| MOE  |           | <i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i> |  |

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| <p>Action 5.3. Establish an International Faculty for School of the Arts [1.4, 10.1]</p>                | <p>2024-2026</p> | <p>MHLSD<br/>MYEIA<br/>MEDT<br/>BCC</p> | <p>Action 5.3.a. Establish an international faculty for arts school to provide high-quality education and foster a global perspective within the creative community.</p> <p>Action 5.3.b. Recruit international faculty to bring diverse perspectives and high-quality education to art schools.</p> <p>Action 5.3.c. Establish partnerships with renowned art institutions worldwide to facilitate faculty exchange programs.</p> <p>Action 5.3.d. Introducing an internationally recognized arts school faculty in the Maldives, to include fashion designing, culinary arts, animation and visual effects, acting and drama, fine arts, illustration, game designing, architecture, motion picture and television production and music recording. [1.4, 10.1]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |
| <p>Action 5.4. Establish an Entrepreneurship Village through the Incubator and Accelerator Programs</p> | <p>2024-2028</p> | <p>MHLSD<br/>MOE<br/>MEDT<br/>BCC</p>   | <p>Action 5.4.a. Establish incubator and accelerator programs to support startups and entrepreneurs in the creative industries to facilitate the transition to business environment.</p> <p>Action 5.4.b. Provide resources and mentorship to facilitate the transition from ideation to market.</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix, Strategy 3 of Expand Market Access and Promotion matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p>  |



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| Action 5.5. Integrate Creative Economy Subjects into the National Curriculum [5.9, 9.9] | 2024-2028 | MOE<br>MHLSD<br>MEDT | <p>Action 5.5.a. Integrate creative economy subjects into the national education curriculum to nurture creativity and innovation from an early age.</p> <p>Action 5.5.b. Ensure early exposure to creative subjects to foster critical thinking, and problem-solving, financial literacy and digital literacy skills.</p> <p>Action 5.5.c. Enhancing resources and strengthening mechanisms to cater for Students with Complex Learning Profiles (SCLP) and ensuring dedicated SEN teachers in all schools. [5.9]</p> <p>Action 5.5.d. Introducing a national scheme titled “Women in Technology” for the advancement of women professionals in information technology and digitalisation, including investment promotion, higher education and training programmes, entrepreneurship incentives and IT education curriculum improvement in secondary school. [9.9]</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |
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| <p>Action 5.6. Establishing and Improving the Quality of Vocational Training Centers [1.4, 2.25. 7.3, 8.9]</p> | <p>2024-2028</p> | <p>MOE<br/>MHLSD<br/>MEDT</p>         | <p>Action 5.6.a. Develop vocational training centers specializing in creative industries to provide practical skills and hands-on experience.</p> <p>Action 5.6.c. Expanding ‘Exclusive for Maldivians’ employment fields, to limit expatriate competition for lucrative jobs and income-earning sources for Maldivian youth (including hair and beauty, customer service, housekeeping and front office in resorts, auditing and accounting, marketing, air-conditioning and refrigeration repairs, and taxi driving). [1.4, 2.25. 7.3]</p> <p>Action 5.6.d. Reforming TVET based on the findings of a comprehensive national skills audit builds capacity for industry needs. [8.9]</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix, Strategy 3 of Expand Market Access and Promotion matrix, and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |
| <p>Action 5.7. Promoting Continuous Professional Development (CPD) [7.7]</p>                                   | <p>2024-2028</p> | <p>MOE<br/>MHLSD<br/>MEDT<br/>BCC</p> | <p>Action 5.7.a. Implement CPD programs for educators and industry professionals to keep them updated with the latest industry trends and teaching methodologies.</p> <p>Action 5.7.b. Increasing Maldivian professionals in selected fields of importance for future national development, including airport management and route development, auditing and accounting, fisheries and agriculture marketing, logistics, computer science teaching, transport and trade, and property and estate management. [7.7]</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix, Strategy 3 of Expand Market Access and Promotion matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p>   |

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| Action 5.8. Leveraging Technology and E-Learning [8.7]                           | 2024-2028 | MOE   | Action 5.8.a. Utilize e-learning platforms and digital tools to expand access to education and training, especially for remote island communities.   |
|  |           | MHLSD | Action 5.8.b. Investing in high-end e-learning resources, artificial intelligence and virtual reality throughout the education sector. [8.7]<br><br><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix]</i>          |
|  |           | MEDT  |  |
|  |           | BCC   |  |
| Action 5.9. Public-Private Partnerships for Skills Development                   | 2024-2028 | MOE   | Action 5.9.a. Foster collaborations between government, educational institutions, and private sector companies to develop targeted training programs.  |
|  |           | MHLSD | <i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i>  |
|  |           | MEDT  |  |
|  |           | BCC   |  |
| Action 5.10. Develop Research Programs Focused on Sustainable Creative Practices | 2024-2028 | MCEE  | Action 5.10.a. Develop and support research programs that focus on sustainable and eco-friendly practices in creative production.<br><br><i>[To be coordinated and implemented with Strategy 8 of Promote Sustainability and Environmental Practices matrix]</i> |
|  |           | MEDT  |  |

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| <p>Action 5.11. Invest and Establish Research and Development Infrastructure and Capacity Building [8.5 &amp; 9.5]</p> | <p>2024-2028</p> | <p>MEDT<br/>MHLSD<br/>MHULD</p> | <p>Action 5.11.a. Establish state-of-the-art research facilities, innovation hubs and R&amp;D centers to foster innovation and development and international collaboration.</p> <p>Action 5.11.b. Create a dedicated fund for R&amp;D projects, particularly those aligned with the creative economy.</p> <p>Action 5.12.c. Establishing an annual national research grant fund to promote research and development and intellectual property rights assurance. [8.5]</p> <p>Action 5.12.d. Establishing a centre for research, training and market access in coding, to bring Maldives on par with regional competitors. [9.5]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
| <p>Action 5.13. Foster Collaboration between Government, Academia, and Industry</p>                                    | <p>2024-2028</p> | <p>MHELSD<br/>MEDT</p>          | <p>Action 5.13.a. Promote collaboration between universities, research institutions, and creative businesses through joint projects and research initiatives.</p> <p>Action 5.13.b Develop public-private partnerships to provide funding and expertise for large-scale projects.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p>   |







## Strategy 6: Develop Infrastructure for Innovation

**Objective:** Establish comprehensive infrastructure that supports innovation, growth and fosters collaboration among creative industries.

**SDG Goal 8:** Decent Work and Economic Growth.

**SDG Goal 9:** Industry, Innovation and Infrastructure.

**SDG Goal 11:** Sustainable Cities and Communities

**SDG Goal 17:** Partnership for the Goals.

This strategy is crucial for addressing key challenges faced by the creative economy in the Maldives. Currently, the creative industries suffer from inadequate facilities and support systems, hindering their growth and global competitiveness. The lack of specialized spaces such as innovation hubs, co-working spaces, and cultural centers limits opportunities for collaboration and development among creators. Transportation networks and access to quality infrastructure further exacerbate these issues, making it difficult for artists and creative professionals to operate efficiently. By implementing action steps such as establishing creative cities, improving transportation, developing co-working spaces, and building cultural centers, this strategy aims to create a robust framework that nurtures creativity and innovation. These measures will not only facilitate the growth of creative industries but also enhance their integration with tourism, thereby promoting a vibrant cultural landscape and boosting the overall economy.

| Action Steps  | Timeline  | Responsible Entities                            | Key Activities  |
|---|-----------|---|---|
| <p>Action 6.1. Creative Cities: Innovation Hubs, Smart Cities, and Tech Parks</p> <p>[1.13, 4.34, 10.2, 10.6, 10.7, 15.9, 18.5]</p> | 2024-2028 | <p>MHST</p> <p>BCC</p> <p>MHLUD</p> <p>MEDT</p> | <p>Action 6.1.a. Identify potential locations for innovation hubs, smart cities, and tech parks and design and construct state-of-the-art facilities with sustainable infrastructure.</p> <p>Action 6.1.b. Secure funding and partnerships from private and public sectors.</p> <p>Action 6.1.c. Foster a collaborative environment by organizing regular events and workshops.</p> <p>Action 6.1.d. Promote the innovation hubs to attract international and local talent.</p> <p>Action 6.1.e. Implement policies to support start-ups and small businesses within these hubs.</p> <p>Action 6.1.f. Launching the first-ever fully-equipped arts village (production house) in the country, to exhibit, inspire, create and showcase Maldivian art and culture, through the talents of youthful creativity and inspiration. [1.13, 10.2]</p> <p>Action 6.1.g. Opening a modern movie theatre in Hulhumale' Phase II. [10.6]</p> <p>Action 6.1.h. Opening movie theatres in every city and major population centres. [10.7]</p> <p>Action 6.1.i. Developing a theme park in greater Male', as an attraction catering to local families and tourists visiting the country. [15.9]</p> <p>Action 6.1.j. Establishing at least one nature park in every atoll, with a view to presenting added economic benefits to the island community in addition to its impact on preserving the ecosystem. [18.5]</p> <p>Action 6.1.k. Introducing e-biking schemes in all cities, to reduce carbon emissions and traffic congestion. [4.34]</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix, Strategy 3 of Expand Market Access and Promotion matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |



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| <p>Action 6.2. Improving Transportation Networks [4.9, 4.12, 4.13]</p> | <p>2024-2028</p> | <p>MHST<br/>BCC<br/>MHLUD<br/>MTCV<br/>MEDT</p> | <p>Action 6.2.a. Modernize transport facilities to handle increased tourist influx and export of creative goods.</p> <p>Action 6.2.b. Enhance local transportation to improve accessibility to creative hubs and cultural sites.</p> <p>Action 6.2.c. Conduct assessments to identify areas needing upgrades in airports and ports.</p> <p>Action 6.2.d. Allocate budget and resources for modernization projects.</p> <p>Action 6.2.e. Implement advanced technologies for efficient transport operations.</p> <p>Action 6.2.f. Develop comprehensive public transport networks connecting creative hubs and cultural sites.</p> <p>Action 6.2.g. Improve infrastructure to support sustainable transport options, such as electric buses and bike-sharing programs.</p> <p>Action 6.2.h. Providing all islands with essential amenities and urban services, with access to higher order services through high-speed digital and transport connectivity. [4.9]</p> <p>Action 6.2.i. Developing the Northern Development Zone (comprising of Haa Alifu Atoll, Haa Dhaalu Atoll and Shaviyani Atoll) as a high-order urban hub in the Maldives outside Male' Urban Region, and the Zone to include global shipping and industrial activity centred at iHaven; administered by Kulhudhuffushi City; and global connectivity provided by Haa Dhaalu Hanimaadhoo. [4.12]</p> <p>Action 6.2.j. Developing the Southern Development Zone (comprising of Gaafu Alifu Atoll, Gaafu Dhaalu Atoll, Fuvahmulah City and Addu City) as a high-order urban hub in the Maldives outside Male' Urban Region, and the Zone to be centred at Addu City, providing international connectivity, global shipping hub, industrial activity, agricultural and tourism facilities in Fuvahmulah City and Gaafu Alifu Atoll and Gaafu Dhaalu Atoll. [4.13]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
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| <p>Action 6.3. Develop Co-Working Spaces and Studios for Creators [1.5, 10.3]</p> | <p>2024-2028</p> | <p>MEDT<br/>BCC</p> | <p>Action 6.3.a. Provide affordable co-working spaces equipped with essential tools and resources for creative professionals and digital nomads.</p> <p>Action 6.3.b. Survey potential sites for co-working spaces and studios.</p> <p>Action 6.3.c. Design spaces to cater to various creative professionals' needs.</p> <p>Action 6.3.d. Equip spaces with essential tools, high-speed internet, and other resources.</p> <p>Action 6.3.e. Offer affordable rental options and membership plans.</p> <p>Action 6.3.f. Organize networking events and training programs to support creators.</p> <p>Action 6.3.g. Developing fully-equipped and soundproofed jamming and recording studios for young musicians and sound engineers. [1.5, 10.3]</p> <p><i>[To be coordinated and implemented with Strategy 1 of Promote Technology Integration matrix and Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
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| <p>Action 6.4.<br/>Build Cultural Centers for Artists and Performers [4.14]</p> | <p>2024-2028</p> | <p>MDLCH<br/>MEDT<br/>MHULD<br/>MCI</p> | <p>Action 6.4.a. Develop multipurpose cultural centers in key locations to serve as venues for exhibitions, performances, and workshops.</p> <p>Action 6.4.b. Identify strategic locations for cultural centers.</p> <p>Action 6.4.c. Develop multi-functional spaces for exhibitions, performances, and workshops.</p> <p>Action 6.4.d. Partner with local artists and performers to utilize these spaces.</p> <p>Action 6.4.e. Create programs to promote local culture and heritage.</p> <p>Action 6.4.f. Implement sustainable practices in the construction and operation of these centers.</p> <p>Action 6.4.g. Developing seven additional middle-order urban centres at strategic locations (three in the north of Male' and four in the south). [4.14]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix and, Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |
| <p>Action 6.5.<br/>Establish Creative Industry Clusters</p>                     | <p>2024-2027</p> | <p>MEDT<br/>BCC</p>                     | <p>Action 6.5.b. Identify key creative industries to focus on and develop clusters that concentrate resources and facilities for these industries.</p> <p>Action 6.5.a. Establish creative industry clusters to concentrate resources, facilitate collaboration, and drive innovation.</p> <p>Action 6.5.c. Facilitate collaboration among industry, academia, and government.</p> <p>Action 6.5.d. Organize industry-specific events to foster innovation.</p> <p>Action 6.5.e. Provide funding and incentives for research and development</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix, and Strategy 5 of Enhance Skills Development, Education and Research matrix]</i></p>  |

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| <p>Action 6.6.<br/>Establish<br/>a Garment<br/>Facility in Addu<br/>City</p> | <p>2024-<br/>2028</p> | <p>MEDT<br/><br/>BCC</p> | <p>Action 6.6.a. Establish a garment facility in Addu City to promote local garment production, enhance local employment, and integrate sustainable practices within the textile industry</p> <p>Action 6.6.b. Set up modern garment production facilities to capitalize on the fashion and textile market.</p> <p>Action 6.6.c. Design the facility to include modern and sustainable production lines</p> <p>Action 6.6.d. Source local materials and integrate sustainable practices.</p> <p>Action 6.6.e. Ensure compliance with international labour and environmental standards to attract global partnerships.</p> <p>Action 6.6.f. Train the local workforce and provide employment opportunities.</p> <p>Action 6.6.g. Develop marketing strategies to attract global partnerships.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
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| <p>Action 6.7.<br/>Develop Cultural and Historical Villages</p>   | <p>2024-2028</p> | <p>MDLCH<br/>MEDT</p>                   | <p>Action 6.7.a. Establish villages that authentically replicate traditional lifestyles, cultural practices, architecture, and fashion to attract tourists.</p> <p>Action 6.7.b. Integrate local artisans, craftsmen, and fashion designers into these villages to preserve and promote indigenous skills and traditions.</p> <p>Action 6.7.c. Select locations with significant cultural and historical value to enhance the authenticity and appeal of the villages.</p> <p>Action 6.7.d. Design villages that accurately reflect traditional lifestyles, incorporating authentic architecture, cultural practices, and fashion elements.</p> <p>Action 6.7.e. Actively involve local artisans, craftsmen, and designers in the development and ongoing activities of the villages.</p> <p>Action 6.7.f. Develop comprehensive tourist programs that highlight the local culture, history, architecture, and traditional fashion.</p> <p>Action 6.7.g. Market these villages as unique, immersive tourist destinations that offer an authentic cultural experience.</p> <p>Action 6.7.h. Implement sustainable practices to preserve the local environment, ensuring the long-term viability of the villages.</p> |
| <p>Action 6.8.<br/>Establish a trade-facilitative ecosystem linking the Art Village, Media Village, and creators.</p> |                  | <p>MEDT<br/>BCC<br/>MYEIA<br/>MDLCH</p> | <p>Action 6.8.a. Identify the key elements necessary to develop a trade-facilitative ecosystem in the Maldives, connecting the Art Village, Media Village, and creators.</p> <p>Action 6.8.b. Determine pathways and implement mechanisms to bridge the gap between creators, essential aspects of a trade-facilitative ecosystem, and the market.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p>   |

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| <p>Action 6.9.<br/>Establish Video<br/>Production<br/>Facility<br/>[1.13, 10.12]</p> | <p>2024-<br/>2028</p> | <p>MEDT<br/><br/>BCC</p> | <p>Action 6.9.a. Develop state-of-the-art video production facilities to support the growing demand for digital content.</p> <p>Action 6.9.b. Provide training programs for local talent in video production and post-production techniques.</p> <p>Action 6.9.e. Partner with educational institutions to create internship programs for students.</p> <p>Action 6.9.f. Facilitate collaborations between local content creators and established media companies.</p> <p>Action 6.9.g. Implement a marketing strategy to attract national and international productions.</p> <p>Action 6.9.h. Ensuring synergy between visiting film and documentary makers and the local film industry, to facilitate collaboration and opportunities for local film industry functionaries for exposure, growth and marketing on an international scale. Pledge # 10.12</p> <p>Action 6.9.i. Launching the first-ever fully-equipped arts village (production house) in the country, to exhibit, inspire, create and showcase Maldivian art and culture, through the talents of youthful creativity and inspiration. [1.13]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix and Strategy 7 of Foster Community Integration, Cooperative Synergy, and Cultural Preservation matrix]</i></p> |
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| <p>Action 6.10.<br/>Enhance<br/>Access to<br/>and Quality<br/>of Existing<br/>Infrastructure<br/>and Services<br/>for Creators</p> | <p>2024-<br/>2025</p> | <p>MYEIA<br/>MDLCH<br/>MEDT<br/>BCC<br/>MCI<br/>MHLUD</p> | <p>Action 6.10.a. Identify all existing infrastructure and services essential for creating a trade-facilitative ecosystem for creators.</p> <p>Action 6.10.b. Identify pathways and implement strategies to enhance access to these existing infrastructure and services, ensuring they are affordable and available to creators, thereby fostering a trade-facilitative ecosystem.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
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# Strategy 7: Foster Community Engagement and Cultural Preservation

**Objective:** Enhance community integration, foster collaboration and promote cultural preservation.

**SDG Goal 4:** Quality Education.

**SDG Goal 5:** Gender Equality.

**SDG Goal 8:** Decent Work and Economic Growth.

**SDG Goal 9:** Industry, Innovation and Infrastructure.

**SDG Goal 11:** Sustainable Cities and Communities

**SDG Goal 17:** Partnership for the Goals.

This strategy is crucial for addressing the current challenges faced by the creative economy in the Maldives. Despite the rich cultural heritage and vibrant creative industries, there are significant gaps in recognition, collaboration, and integration that hinder growth and sustainability. National Recognition Programs and Public-Private Partnerships are essential for elevating local talents and securing necessary resources. Organizing national and international competitions and collaborative projects will enhance visibility and foster innovation across various sectors. Integrating tourism with the creative industries will increase access to cultural products and services, driving both economic and cultural benefits. Supporting cultural festivals, exhibitions, and events will celebrate and promote local heritage, while international media partnerships can extend the reach of Maldivian culture globally. Digital archiving and storytelling will preserve and connect communities with their cultural history, and cultural education programs will ensure the continued development of creative skills. Additionally, community-based rehabilitation and empowerment programs, along with support for traditional arts, are vital for inclusivity and preserving traditional practices. This comprehensive approach will address the fragmented state of the creative economy and promote a more integrated and resilient cultural sector in the Maldives.

| Action Steps   | Timeline  | Responsible Entities        | Key Activities   |
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| Action 7.1.<br>National Recognition Programs             | 2024-2025 | MEDT<br>MDLCH<br>BCC        | Action 7.1a. Establish national recognition programs and awards for creators to celebrate and incentivize creativity and innovation.<br><br>Action 7.1.b. Promote recognition programs through media campaigns and public announcements.   |
| Action 7.2.<br>Foster Public-Private Partnerships [13.6] | 2024-2025 | MEDT<br>BCC<br>MOT<br>MYEIA | Action 7.2.a. Encourage collaborations between the government, private sector, and creative industries to increase access to financial support, infrastructure, and resources needed to grow the creative economy.<br><br>Action 7.2.b. Facilitate meetings and forums between government entities and private sector stakeholders.<br><br>Action 7.2.c. Identify and promote areas for collaboration within creative industries.<br><br>Action 7.2.d. Provide incentives for private sector investment in creative projects.<br><br>Action 7.2.e. Increasing civil service access to study visits, exchange programmes and cultural trips to key development partner countries, with a view to promoting understanding of different cultures, governance models and administrative norms. [13.6]<br><br><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix, and Strategy 4 of Increase Financial Support and Investment matrix]</i> |

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| Action 7.3.<br>Organize<br>National and<br>International<br>Competitions<br>and<br>Collaborative<br>Projects across<br>Various Sectors | 2024-<br>2025 | MEDT  | Action 7.3.a. Promote regional collaboration to share resources, knowledge, and best practices.  |
|  |               | BCC   | Action 7.3.b. Initiate collaborative projects that involve various sectors such as technology, education, and finance to support and enhance the creative economy. |
|  |               | MYEIA | Action 7.3.c. Organize regional workshops and conferences to share best practices and resources.   |
|  |               | MDLCH | Action 7.3.d. Organize and host national and international competitions across various creative industries.  |
|  |               | MSFD  | Action 7.3.e. Initiate joint ventures, co-productions and cultural exchange programs.  |
|  |               |       | <i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i>  |

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| <p>Action 7.4.<br/>Integration with<br/>Tourism</p> | <p>2025-<br/>2028</p> | <p>MOT<br/><br/>MEDT<br/><br/>BCC</p> | <p>Action 7.4.a. Establish creative product marketplaces within popular tourist destinations, featuring local artisans and their work.</p> <p>Action 7.4.b. Promote cultural festivals and events as key attractions for tourists, incorporating interactive elements and workshops.</p> <p>Action 7.4.c. Create and market thematic cultural itineraries that highlight unique cultural, creative and artistic offerings.</p> <p>Action 7.4.d. Integrate local creative products and services into tourism packages, including art workshops, performances, and crafts.</p> <p>Action 7.4.e. Implement digital platforms and apps to provide tourists with easy access to local creative products, services, and cultural information.</p> <p>Action 7.4.f. Support the development of creative tourism experiences, such as hands-on art classes.</p> <p>Action 7.4.g. Collaborate with travel agencies and tour operators to promote creative industries as integral components of travel itineraries.</p> <p>Action 7.4.h. Invest in infrastructure and facilities that enhance the visibility and accessibility of creative products and cultural experiences for tourists.</p> <p>Action 7.4.i. Conduct regular assessments and feedback surveys to refine and improve creative industry integration in tourism offerings.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
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| <p>Action 7.5.<br/>Organize and Support Cultural Festivals, Exhibitions, and Events</p> | <p>2024-2028</p> | <p>MDLCH<br/>MEDT<br/>MYEIA<br/>MSFD</p> | <p>Action 7.5.a. Organize and support cultural festivals, exhibitions, and events that highlight local traditions, arts, and crafts.</p> <p>Action 7.5.b. Plan and execute annual cultural festivals that highlight local culture, creativity and innovation.</p> <p>Action 7.5.c. Provide funding and logistical support for local creatives to participate in exhibitions and events.</p> <p>Action 7.5.d. Partner with local businesses and organizations to sponsor and promote these events.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p>                             |
| <p>Action 7.6.<br/>International Partnerships for Media Productions</p>                 | <p>2025-2028</p> | <p>MDLCH<br/>MOT<br/>BCC<br/>MEDT</p>    | <p>Action 7.6.a. Explore partnerships with international production houses for animated films and series that showcase local stories and cultures of Maldives.</p> <p>Action 7.6.b. Identify and approach international production houses for collaboration on animated films and series.</p> <p>Action 7.6.c. Develop and pitch projects that showcase local stories and cultures of Maldives.</p> <p>Action 7.6.d. Negotiate agreements that include global distribution and revenue sharing for animated films and series.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |

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| Action 7.7.<br>Digital Archiving   | 2024-<br>2025 | MDLCH<br><br>MEDT                                     | <p>Action 7.7.a. Develop comprehensive digital archives of cultural heritage, including traditional music, dance, oral histories, and crafts.</p> <p>Action 7.7.b. Create a comprehensive plan for digital archiving of tangible and intangible cultural heritage.</p> <p>Action 7.7.c. Make digital archives accessible to the public and researchers through an online platform.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p>  |
| Action 7.8.<br>Storytelling for<br>Community<br>Connection<br>and Cultural<br>Preservation | 2025-<br>2027 | MDLCH<br><br>MOE<br><br>MHELSD<br><br>MEDT<br><br>BCC | <p>Action 7.8.a. Harness the power of storytelling to connect communities and preserve cultural heritage. Support initiatives that encourage the documentation and sharing of local stories through various media.</p> <p>Action 7.8.b. Support initiatives that document and share local stories through various media.</p> <p>Action 7.8.c. Organize community events and workshops focused on storytelling.</p> <p>Action 7.8.d. Provide grants and resources to individuals and groups working on storytelling projects.</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix and Strategy 4 of Increase Financial Support and Investment matrix]</i></p> |

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| <p>Action 7.9.<br/>Cultural<br/>Education [1.11,<br/>8.3]</p> | <p>2025-<br/>2028</p> | <p>MDLCH<br/><br/>MEDT<br/><br/>MHELSD</p> | <p>Action 7.9.a. Integrate cultural education into school curriculums to ensure that young people learn about and appreciate their cultural heritage. Include practical workshops, storytelling sessions, and field trips.</p> <p>Action 7.9.b. Integrate cultural education modules into the school curriculum.</p> <p>Action 7.9.c. Conduct practical workshops, storytelling sessions, and field trips for students.</p> <p>Action 7.9.d. Train teachers to effectively deliver cultural education content.</p> <p>Action 7.9.e. Introducing a specialised programme to inculcate appreciation and knowledge of Maldivian history, culture, governance and civics in schools. [1.11, 8.3]</p> <p><i>[To be coordinated and implemented with Strategy 5 of Enhance Skills Development, Education and Research matrix]</i></p> |
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| <p>Action 7.10. Community-based Rehabilitation and Disability Empowerment [5.7]</p> | <p>2024-2028</p> | <p>MYEIA<br/>MSFD<br/>MEDT<br/>BCC<br/>SDFC<br/>MHST</p> | <p>Action 7.10.a. Develop programs using creative arts for the rehabilitation and therapy of individuals with disabilities.</p> <p>Action 7.10.b. Provide platforms for artists with disabilities to showcase their work and earn a livelihood.</p> <p>Action 7.10.c. Organize regular exhibitions, fairs, and online marketplaces to promote and sell artwork created by artists with disabilities.</p> <p>Action 7.10.d. Collaborate with NGOs and international organizations to secure funding and support.</p> <p>Action 7.10.e. Develop training programs for therapists in creative arts therapies.</p> <p>Action 7.10.f. Implement awareness campaigns to promote inclusivity and support for artists with disabilities.</p> <p>Action 7.10.g. Ensuring jobs for all people with special needs who seek employment. [5.7]</p> <p><i>[To be coordinated and implemented with Strategy 3 of Expand Market Access and Promotion matrix]</i></p> |
| <p>Action 7.10. Support for Traditional Arts</p>                                    | <p>2025-2028</p> | <p>BCC<br/>MEDT<br/>SDFC<br/>MDLCH</p>                   | <p>Action 7.10.a. Provide financial and logistical support for traditional artists and craftsmen to sustain their practices.</p> <p>Action 7.10.b. Organize market access initiatives such as craft fairs and online marketplaces.</p> <p>Action 7.10.c. Offer logistical support for artists to sustain and grow their practices.</p> <p><i>[To be coordinated and implemented with Strategy 4 of Increase Financial Support and Investment matrix]</i></p>   |







## Strategy 8: Promote Sustainability and Environmental Practices

**Objective:** Promote sustainability and environmental practices within the creative economy to ensure long-term ecological balance, cultural preservation, and economic viability in the Maldives.

**SDG Goal 8:** Decent Work and Economic Growth.

**SDG Goal 9:** Industry, Innovation and Infrastructure.

**SDG Goal 11:** Sustainable Cities and Communities

**SDG Goal 17:** Partnership for the Goals.

**SDG Goal 12:** Responsible Consumption and Production

This strategy is crucial to creating a vibrant creative economy in the Maldives. Rapid development and climate change have put significant strain on the natural environment, leading to challenges such as land erosion, pollution, and habitat destruction. By implementing actions such as promoting the use of sustainable materials in creative production processes and transforming recyclable waste into creative souvenirs, we can reduce the environmental footprint of the creative industries. Supporting artisanal fishing as a cultural pursuit and integrating locally grown products into local diets and tourism experiences will help preserve traditional practices while promoting sustainable resource use. Enhancing snorkelling and diving experiences through creative coral plantation and storytelling also contributes to marine conservation. Integrating creative industries with local hospitality establishments further supports a sustainable tourism model. This comprehensive approach addresses environmental concerns while fostering a resilient and culturally rich creative economy.

| Action Steps   | Timeline  | Responsible Entities                 | Key Activities   |
|--|-----------|--------------------------------------|--|
| Action 8.1. Promote the Use of Sustainable and Eco-Friendly Materials in Creative Production Processes | 2025-2028 | MEDT<br>MCEE<br>BCC                  | <p>Action 8.1.a. Promote the use of sustainable and eco-friendly materials in creative production processes.</p> <p>Action 8.1.b. Advocate for the adoption of sustainable materials in creative industries.</p> <p>Action 8.1.c. Provide incentives or subsidies for businesses using eco-friendly materials.</p> <p>Action 8.1.d. Conduct awareness campaigns highlighting the benefits of sustainable practices.</p>  |
| Action 8.2. Promote Artisanal Fishing as a Cultural and Creative Pursuit [3.27, 3.17]                  | 2024-2028 | MFOR<br>MOT<br>MEDT<br>MDLCH<br>MCEE | <p>Action 8.2.a. Promote artisanal fishing as a cultural and creative pursuit, highlighting traditional practices and sustainability.</p> <p>Action 8.2.b. Organize cultural events showcasing artisanal fishing techniques.</p> <p>Action 8.2.c. Offer training programs for youth in traditional fishing methods.</p> <p>Action 8.2.d. Create marketing campaigns emphasizing the cultural value and sustainability of artisanal fishing.</p> <p>Action 8.2.e. Establishing a reef fish monitoring and research mechanism. [3.27]</p> <p>Action 8.2.f. Establishing a centralized system to provide real-time fish tracking data for fishermen. [3.17]</p> |

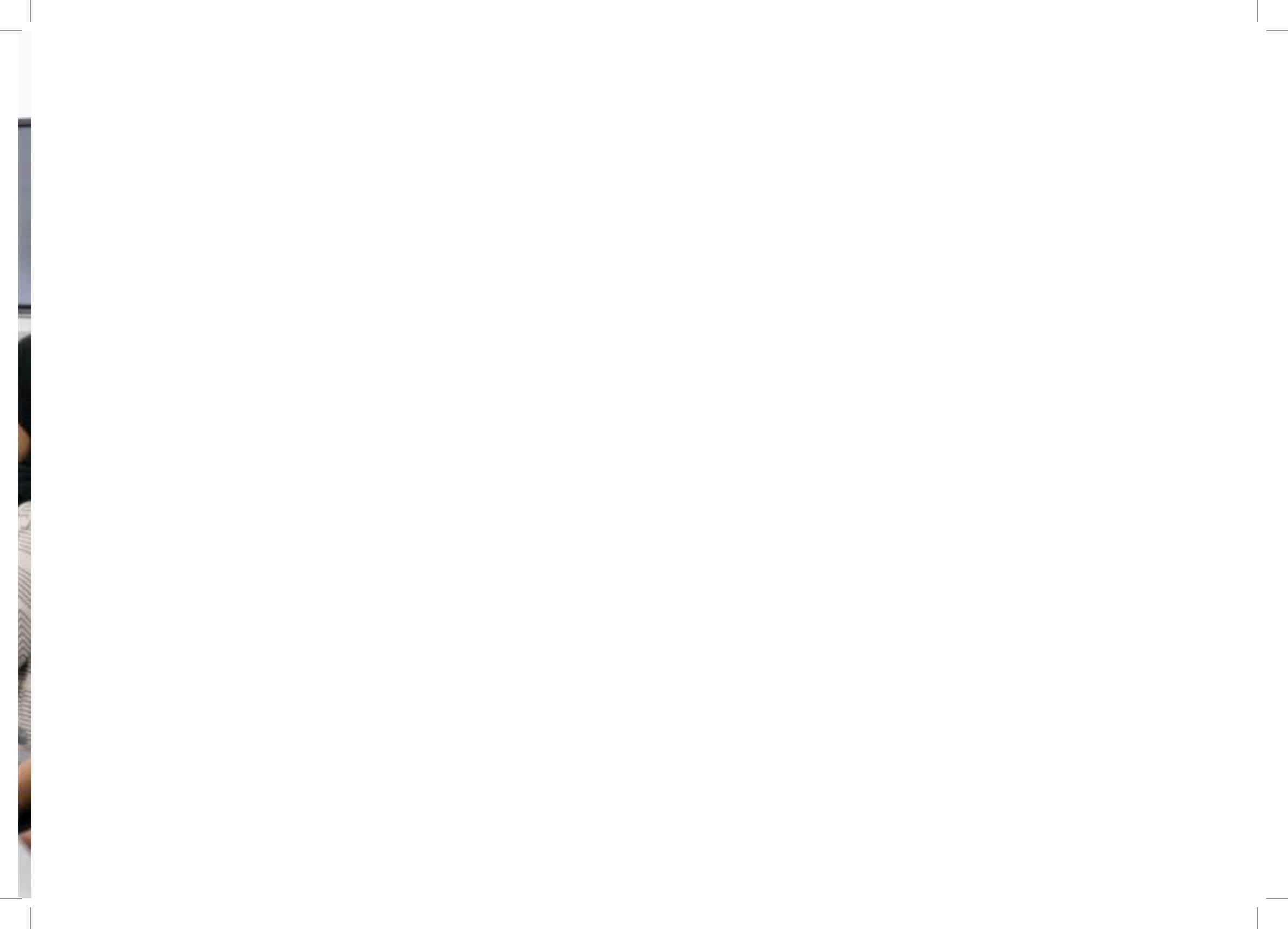
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| <p>Action 8.3. Integrate Locally Grown Products into the Local Diet and Tourism Experience</p> | <p>2025-2028</p> | <p>MOT<br/>MFOR<br/>MAAW<br/>MEDT<br/>MCEE</p> | <p>Action 8.3.a. Integrate locally grown products into the diet and tourism experience, promoting health and sustainability.</p> <p>Action 8.3.b. Promote farm-to-table dining experiences in hospitality establishments.</p> <p>Action 8.3.c. Highlight local produce in culinary tourism offerings.</p> <p>Action 8.3.d. Create partnerships between local farmers, hospitality establishments and tourism operators.</p> <p>Action 8.3.e. Develop culinary tours focused on local cuisine and products.</p> |
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| <p>Action 8.4. Transform Recyclable Waste into Creative Souvenirs.</p> | <p>2025-2028</p> | <p>MCEE<br/>MOT<br/>MEDT</p> | <p>Action 8.4.a. Transform recyclable waste into creative souvenirs, promoting eco-friendly tourism.</p> <p>Action 8.4.b. Transform recyclable waste into creative products.</p> <p>Action 8.4.c. Establish programs to upcycle waste materials into art and craft products.</p> <p>Action 8.4.d. Encourage businesses to adopt recycling and upcycling practices.</p> <p>Action 8.4.e. Launch recycling and upcycling workshops for artisans and tourists.</p> <p>Action 8.4.f. Establish collection points for recyclable materials in tourist areas.</p> <p>Action 8.4.g. Market recycled souvenirs as sustainable and unique products.</p> |
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| <p>Action 8.5. Integrate Creative Industries with Local Hospitality Establishments.</p>                                      | <p>2025-2028</p> | <p>MOT<br/>MAAW<br/>MFOR<br/>MCEE<br/>BCC<br/>MEDT</p> | <p>Action 8.5.a. Integrate creative industries with hospitality establishments and tourism to enhance the experience.</p> <p>Action 8.5.b. Develop partnerships between local artisans and hospitality establishments.</p> <p>Action 8.5.c. Offer tourists, locally-made souvenirs and cultural products.</p> <p>Action 8.5.d. Facilitate collaborations between hospitality establishments and local artisans.</p> <p>Action 8.5.e. Develop local product markets within hospitality establishments.</p> <p>Action 8.5.f. Include local cuisine and cultural activities in hospitality establishment packages.</p> |
| <p>Action 8.6. Enhance Snorkelling and Diving Experiences Through Storytelling and Creative Coral Plantation and Gardens</p> | <p>2025-2028</p> | <p>MDLCH<br/>MEDT<br/>MOT<br/>MFOR<br/>MCEE</p>        | <p>Action 8.6.a. Develop underwater art installations and coral gardens to attract divers.</p> <p>Action 8.6.b. Create underwater storytelling experiences during guided tours that are linked with Maldives history, culture, marine life and conservation.</p> <p>Action 8.6.c. Implement coral gardening initiatives with local communities and tourists.</p> <p>Action 8.6.d. Install underwater art and educational displays to enhance dive sites.</p>  |









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