

ACP-EU CULTURE PROGRAMME SUPPORTING THE CULTURAL AND CREATIVE SECTORS IN EASTERN AFRICA



Implementing Partners

- The British Council
- HEVA Fund



Budget

Total amount: € 7 044 451
Amount of EDF contribution: € 6 000 000 (or 86.18%)



Duration

40 months



Geographic coverage

Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tanzania and Uganda.



Background

Despite a strong dynamic in the development of cultural and creative industries, particularly in East Africa, Africa's market share in this sector remains very much in the minority compared to the rest of the world. Research has shown that efforts should focus primarily on four areas: greater visibility of cultural actors and better access to the public; strengthening cultural infrastructure; improving access to finance; and building a more effective support and encouragement ecosystem, including by promoting a better understanding of the creative industries and their business models by policy makers and financiers.



Objectives

- Improving the environment in which cultural and creative practitioners operate in East Africa through innovative grants and funding;
- Capacity building for young people starting out in the cultural and creative sectors;
- Improving the visual literacy of the public and access to new markets for East African cultural and creative goods and services;
- Setting up a support programme for beneficiaries in the areas of finance and law, monitoring and evaluation and finally digitalisation.



Axes of intervention

- Development of a programme dedicated to East Africa aimed at better understanding the specificities of cultural and creative industries and advocating for the improvement of the political and legal ecosystem in which they operate;
- Capacity-building programme(s) to improve knowledge and understanding of intellectual property and to develop modalities for collecting and distributing rights;
- Searching for innovative financing models for the sector in East Africa;
- Developing cultural education programmes offering out-of-school training at tertiary or secondary level.

Contact

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