

SUB THEME: "AFFORDABLE FINANCING FOR EAC CULTURE AND CREATIVE SECTOR "

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I. INTRODUCTION

Culture and creative industries are becoming increasingly important in global economies. They are first, most promising in terms of growth and job creation than other sectors, and they also enable exchange of cultural identity and can stimulate cultural diversity. Culture is then an essential component for sustainable development. It represents a source of identity, innovation and creativity for individuals in different Communities in general and in the East African Community in particular. It is an important factor in building the social cohesion and a tool for eradicating poverty, providing for economic growth and development. At this time the international community is discussing future development goals beyond 2015. Efforts shall then be focused on putting culture at the heart of the global development agenda. Culture, in its multiple expressions ranging from cultural heritage to cultural and creative industries and cultural tourism constitutes both an enabler and a driver of the economic, social and environmental dimensions of sustainable development. Culture may play a decisive role in the forthcoming international development agenda. It may help in poverty eradication, quality education, sustainable environmental management, sustainable cities and social cohesion and inclusion.

II. SITUATIONAL ANALYSIS

Each Partner State has a National Policy on Culture and Tourism. To enable the region to adopt a comprehensive strategy for the promotion and protection of culture, the East African Community Secretariat in collaboration with the Partner States has undertaken a Mapping Study on Culture and Creative Industries. Findings from this study will contribute to the ongoing efforts to strengthen the cooperation among Partner States to develop and promote Culture and creative industries in the EAC by providing baseline information which can be used for regional culture and economic policy formulation and planning. It will also contribute to the blossoming of arts and culture sector and generate employment opportunities for the East African people especially youth experiencing unemployment.

In fact, article 119 of the Treaty establishing the East African Community, paragraph (c) stipulates that Partner States shall promote cultural activities, including fine arts, literature, music, the performing arts and other creations, as well as the conservation, safeguarding and development of the cultural heritage of the Partner States, including historical materials assets and antiquities.

Furthermore, Partner States agreed to acceding to international conventions that bear upon culture such as the Hague Convention on the Protection of Cultural Property in Event of Armed Conflict and the UNESCO Convention on the Means of Prohibition and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property. They further agreed to harmonize their policies for the conservation of their National Antiquities and museums, and prevention of illegal trade in cultural property; and any other activities to promote the East Africa identity.

Indeed, to achieve this objective, the East African Community Partner States shall develop common policy that promotes the creation of a conducive environment for the development of creativity, production and dissemination of works. This policy would develop and promote cultural expressions by providing to all parties involved in the chain of artistic production with necessary means.

In fact the reality has shown that in developed countries, culture can contribute in increasing the Gross Domestic Product, and that even beyond the brand image that contain the artistic talents, they can effectively contribute to poverty reduction among youth. The importance of culture as a factor of development has been also recognized to achieve the Millennium Development Goals by integrating gender, youth, creative artists, producers, distributors, cultural businesses, communities, indigenous peoples as well as all cultural actors and operators.

It is quite necessary to analyze the Impact of the Culture and Creative Industries sector on the angle of economic development and further take appropriate action and measures to the benefit of cultural operators.

As we all know, Culture is an instrument of peace, social cohesion and sustainable development. Convinced that it is nowadays one of the important pillars for economic development, it is undoubtedly recognized that it contributes to the Gross Domestic Product of countries that have taken it as a strategic dimension of sustainable development.

Cultural and Creative Industries situation has shown that the East African Community Partner States have a variety of expressions that reflect a creative vibrancy of cultural diversity. From music to the cinema, through

theater, dance, performing and visual arts, that is painting, sculpture, photography etc. It is particularly noteworthy that these sectors are especially vectors for youth jobs opportunities.

III. CONTEXTUAL FRAMEWORK

Culture and creative industries contribute significantly to the regional economy in terms of revenue, employment creation, poverty reduction, and exports earnings, social and sustainable development. However, this contribution is not well captured and documented. The problem is that, like in most African Countries, the creative industries in East African Community Partner States are generally fragmented. As a consequence, the cycle of production, marketing and distribution is not coherent. Despite the profusion of talent in the EAC partner States as well as the richness of cultural tradition and heritage, there has been limited commercialization of cultural and artistic creations in both the domestic and foreign markets.

It is in line of the above that the East African Community Secretariat in collaboration with the Partner States has undertaken the Mapping Study of the East African Community Culture and Creative Industries. The main objective of this study was to collect socio-economic data on the different segments of cultural and creative industries such as music, film and video, crafts, visual arts, performing arts, sound recording, television and radio, computer software, museum and heritage sites, advertisement, publishing, design and fashion, among others. The results provided information on the various segments of cultural industries in terms of geographical distribution and concentration, regional statistics and global market opportunities, exports, contribution to employment, contribution to Gross Domestic Product.

Furthermore, from the First Edition of Jumuiya Afrika Mashariki Utamaduni Festival "JAMAFEST" which was held in Kigali in 2013, recommendations from various reflections carried out revealed that the East African Community has a creative potential that should be developed to contribute to the reduction of unemployment and poverty alleviation in the Community. This was also highlighted by the findings from the above mentioned study.

However, the problem is that there still inadequate budget resources for regional Culture programmes to allow players in the culture sector to flourish better in the implementation of their action. In fact, Partner States need to overcome the challenge of long-term development financing of Culture projects. At the regional level for example, the trend is that many cultural activities are mainly financed by the private sector. One of the most

outstanding examples may be the Tusker Project Fame which is a regional project that promotes music industry in the East African Community Partner States. Thus, there is a need to establish a more structured financing framework to be able to contribute towards Culture projects financing by the individual Partner States and then at the regional level. The East African Community shall put cultural programme on the list of its key priorities.

And, if we go back to the UNESCO Framework for 2009 Cultural Statistics, our action should be focused on the following areas:

- The cultural and natural heritage (sites, monuments, historic buildings);
- The arts and festive events;
- Visual Arts (painting, sculpture) and handicrafts (basketry, blacksmithing, leather goods);
- Books and press domain;
- The audiovisual (radio, television) and interactive media (internet);
- The design and creative services;
- Tourism, sport and leisure.(pictures)

IV. GOOD PRACTICES, OPPORTUNITIES

Culture can become a catalyst for political and socio-economic transformation and change within the East African Community Partner States. The music industry, living performance and film are outstanding examples that had not only contributed to the settling of the crisis in Burundi for example in few years but also had strengthened social cohesion.

At the regional level, Partners States shall broaden and deepen their cultural cooperation by creating a fund that shall support cultural activities taking place both within and outside of the borders of each East African Partner States. The fund therefore shall strengthen the financing of regional culture projects and programmes aiming at building a dynamic cultural sector that shall actively contribute to the economic growth and sustainable development, enhancing the free movement of cultural actors in improving the distribution and marketing of their cultural goods and services responding to local or regional demand, and creating adequate conditions for their circulation and access to national, regional and global markets.

In Burundi, concerts, various shows, television series have been funded by the Government, NGOs and public companies like BRARUDI (PRIMUSIC) to create a peaceful atmosphere and create youth employment opportunities. The partnership between the public and private sector in culture financing ought to be reinforced in all the Partner States aiming at promoting national

artists. The Burundian cinema has reached an important milestone by hosting the East African Community Film Network's Headquarters with the support of the GIZ and other partners. The new Burundian Cultural Policy has also been revised with the support of a Belgian NGO "AFRICALIA". I do not doubt that in the other East African Community Partner States examples are also abound.

The East African Community Secretariat shall also develop a long term culture financing strategy and submit it to Development Partners that are willing to finance the culture sector.

Therefore affordable financing of cultural and creative industries initiatives takes into account the Political will of each Partner State to implement its Cultural Policy; it also takes the scale of national, regional or international projects and impact of these projects on the environment, area or the beneficiaries. The new trend of Public-Private Partnership and Non-Governmental Organizations ought to be reinforced across the region to create opportunity for culture projects funding.

Another no less major asset is the market potential that takes into account the total number of the East African Community inhabitants (almost 110 million inhabitants) which constitutes a considerable potential for consumption.

IV. CHALLENGES

Facing the current globalization, the East African Community Partner States should avoid identity sectarianism to highlight joint efforts. The major challenges to address are:

- The inadequacy of budgets for promotion of cultural enterprises;
- The weak profitability of cultural infrastructure (schools and training facilities) and equipment to the benefit of cultural actors in the region;
- The non-harmonization of legal texts resulting to the galloping works copyright piracy;
- The weak mobility of artists in the region;
- The non-operating of production and distribution structures to the benefit of the East African Community artists.

All those stated challenges lead to the necessity for actions on which must adjust supporting policies, cooperation and partnership in the cultural and creative industries domain.

V. INTEGRATION, PARTNERSHIP AND COOPERATION

Within the mandate of the Treaty for establishment of the East African Community (EAC), under Article 119, the Partner States undertook to promote close cooperation in Culture and Sports as one of the strategies to foster regional integration and economic development. In the above regard, the EAC Development Strategy 2011-2016 provides for the strengthening of this cooperation to enhance social cohesion and foster economic development and regional integration through culture and sports.

The promotion of culture as a catalyst for creativity in the framework of the Common Market Protocol for economic growth and employment/job creation should be focused on. Cultural and creative industries are an asset for economy and competitiveness in the Partner States and creativity is meant to generate both social and technological innovation and stimulates growth and jobs.

Partner States should work hand in hand in the implementation of Articles 4, 10, 16 and 43 of Common Market Protocol and enhance the free movement of Cultural workers; free movement of Cultural Goods and services; increased production and supply capacities of Cultural goods and services; trade and investment related to culture and creative industries.

The East African Community region should pay specific emphasis on enhancing skills and competence of cultural practitioners and stakeholders involved in the creation, production, distribution, marketing and management of cultural goods and services, to fully exploit the economic potential of the regional cultural assets and creativity which will further promote employment, decent work and entrepreneurship in the culture sectors.

It is then for us to solve problems related to:

- Culture financing by encouraging creation of small and medium cultural enterprises (SMEs);
- The tax incentive;
- The regulation of the market by a clear and harmonized regulation;
- The establishment of an integration policy in this area ensuring the free movement of cultural goods and services as well as encouraging actors to come together around cultural exchanges, training or cultural events in all the above cited fields;
- The creation of a support fund for the organization of cultural events for medium scale or conduct particularly significant cultural entrepreneurship initiatives aimed to promote cultural and creative

- industries in the service of cultural actors of East African Community;
- The creation of a database on cultural and creative industries in the East African Community;
 - Encouraging the strengthening and professionalization of cultural and artistic trades and production structures (museums, sites, entertainment arts, music, dance, film, theater domain, tourism ...).

VI. CONCLUSIONS AND RECOMMENDATIONS

To ensure affordable businesses financing in the cultural and creative industries, many prerequisites must be taken into account. These are:

- A strong common Cultural Policy committing the East African Community Partner States to take into account the cultural dimension of development in all the development plans and programs;
- Increase awareness of successful regional integration through the harmonization of laws and regulations including the Copyright;
- Create for example from JAMAFEST small regional markets where artists may come and sell their products and network with potential producers in the various sectors Arts and Culture such as the Jua kali, Kazinguvu;
- Create a regional strategy framework for strengthening peace and social cohesion by promoting promising initiatives in the sense of affordable costs;
- Establish a professionalization framework for private cultural actors (civil society) that can contribute to a reflection for the establishment of cultural and creative industries promotional platforms;
- Promote the development of micro-enterprises to job creation in the cultural and creative industries sector and create a related regional fund.