



10th EDF Support to Culture in Tanzania

Culture as a vector for social inclusion

Presentation at DEVCO Seminar

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Saila-Maria Saaristo

Overall Objective: access to local culture and cultural diversity are promoted while the potential contribution of cultural heritage and creative industries to economic development is developed

Protection and Promotion of Cultural Heritage (NSAs & Local Authorities) - decentralised



7 grants for a total of EUR 7 million

Projects include preservation/rehabilitation of historical sites and collection/preservation of intangible heritage for promotion of Tanzania culture

Emphasis on **local community participation** to ensure ownership, sustainability and local socio-economic development

Support to creative and cultural industries to unleash potential of sector (NSAs) - centralised



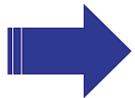
11 grants for a total of EUR 2.5 million

Projects focus on direct support (capacity building, exposure, networks, etc.) to artists and their support services to increase their professionalism and reach wider audiences

Emphasis on **employment, entrepreneurship, social inclusion of the youth**

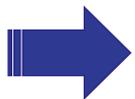
Background/rationale for the programme:

- current environment is not conducive for artists/support services to develop; creative and cultural industries are not yet seen by government as potential big contributors to the economy;
- skills set of artists/support services is low due to lack of education, training, etc. leading to poor performances or import of foreign capacity;



need to demonstrate the potential of high-performing artists in attracting a public, generating revenue, creating employment;

- there is a high risk that tangible and intangible cultural heritage in Tanzania is being lost because of poor conservation/documentation;
- Tanzania is not using the full potential of its cultural heritage as potential touristic attraction;



need to involve local authorities and civil society in protecting and promoting their heritage for social cohesion and economic development ;

Example through crafts

Weaving a Platform for Development: Empowering refugee women through fair trade



Credit: Shannon Sibayan

Objective

To reduce poverty and contribute to economic growth in Ngara, Tanzania by developing the capacity of the refugee-impacted artisans and the local staff of WomenCraft to become social entrepreneurs.

Implementing partners

Womencraft (Tanzania)

Location

Ngara district, Kagera

What difference will it make?

Rural women artisans will be able to create, market and sell their products to Fair Trade markets, becoming economically self-reliant and contributing to the economy of the tri-border region.

Example through cultural heritage promotion

Local stakeholders managing the promotion of heritage resources in Kilwa to strengthen social and economic development



Objective

Reinforce the capacities of Kilwa stakeholders in managing Heritage Resources to trigger social and economic development

Implementing partners

CRAterre (France) in partnership with local government authorities of Kilwa

Location

Kilwa, region of Lindi

What difference will it make?

The community and local authorities start managing their heritage including inventory of sites, touristic trails, training of tour guides, restoration of local guesthouses, and creation of an Information centre. This triggers ownership of own resources, sense of belonging and job creation

Example through performing Arts

Fit for Life

Educating vulnerable youngsters in the arts and creative industries



Objective

To strengthen and enhance the creative, training and management activities at the Babawatoto Centre for Children and Youth

Implementing partners

Goethe-Institut Tanzania in partnership with Parapanda Theatre Lab (TZ), International Cultural Centre UfAFabrik (Germany), Babawatoto Centre (TZ)

Location

Mburahati, Dar es Salaam

What difference will it make?

Children and youth of the Babawatoto Centre will have more confidence in their own abilities and will be able to express themselves through art

Example through Dance

Muda Africa - A critical discourse, an emotion, a story, an idea, a conversation:
dance is an investigation of humanity



Credit: Kwang Lee

Objective

For Muda Africa to become the leading centre for contemporary dance in Tanzania through capacity building in dance, choreography, performance and self-management

Implementing partners

Muda Africa (Tanzania) in partnership with Visa 2 Dance (Tanzania)

Location

Dar es Salaam

What difference will it make?

Tanzanian trained dancers will have high artistic and entrepreneurial skills, allowing them to attract paying audiences.

Example through support services

Skills for Creative Industry Support Services providing capacity building to those who help the sector to flourish



Objective

Giving technical and management staff who support creative industries extra skills they need to do a better job and increase their employability

Implementing partners

British Council (UK) in partnership with Alliance Franco-Tanzanienne of Arusha (Tanzania), Nafasi Artspace (Tanzania)

Location

Arusha, Pwani, Dar es Salaam

What difference will it make?

Sound and lighting engineers, creative industry managers and art curators will get new technical, IT and language skills to better support the artists in their performance and career. This enhances the economic potential of Tanzania's cultural sector.



Thank for your attention

More information:

Virginie.de-ruyt@eeas.europa.eu