

Promoting Heritage and **CULTURE** for Ethiopia's Development

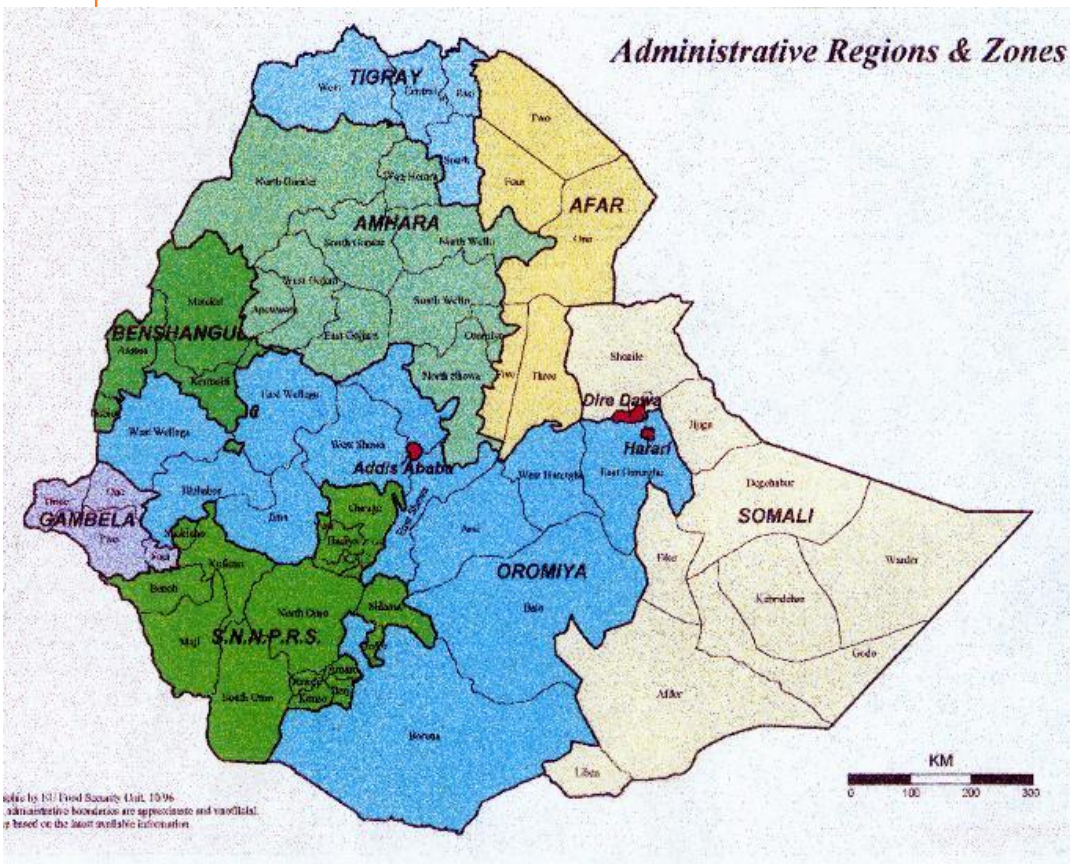
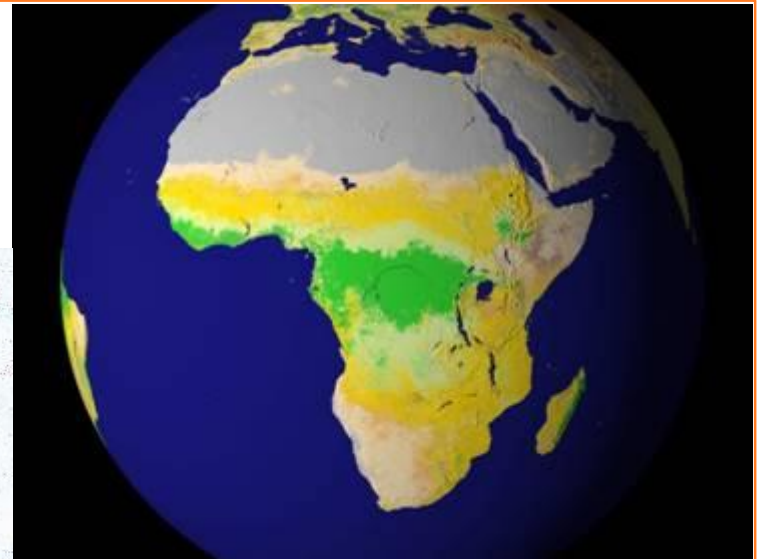


A European Union funded project of the
Ministry of Culture and Tourism
for the development of the Culture sector in Ethiopia

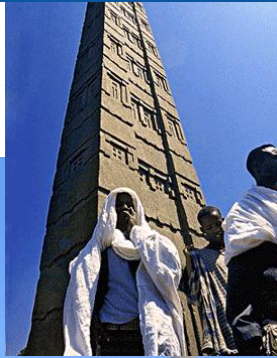
PRO-HE-DEV

Preserving, Using and Promoting Ethiopia
Heritage and Cultural Activities as a source of
Economic Growth, Employment Creation and
Sustainable Development.

- Budget: €10M
- Geographical coverage
- Duration: 4 years



RICH HERITAGE
9 UNESCO WH sites



Enormous Ethnical diversity leading to rich cultural diversity which can nourish artistic and cultural creation

A strong cultural identity with distinct languages, traditions, music, religion and cultural specificities

Significant number of cultural practitioners in areas such music, visual arts, cinema and audiovisual, performing arts

PRO-HE-DEV

This heritage and cultural activities hold a strong potential to enhance tourism and employment, a potential that has been insufficiently tapped



- **Problems and Needs Analysis**

- Emphasis on protection and restoration of heritage.
- Need to be complemented by a new approach- transforming heritage into socio-economic value and development.
- Poor sector specific strategies and capacity to translate policy commitments into management plans
- Majority of operators in these sectors are artists and very few cover the other functions of the value chain. Very few professional enterprises/structures with capacity to ensure intermediary roles required for production, distribution and promotion of cultural goods and services.
- Poor institutional, regulatory and administrative environment for cultural activities.

Sectoral policies

GoE's commitment to speed up development of culture and tourism sectors as resources to trigger socio-economic development.

GTP

Culture and Tourism GTP Sector Plan

Purpose

PRESERVE AND DEVELOP TARGETED HERITAGE SITES AND SECTORS AND IMPROVE THEIR MANAGMENT

- Building the capacity of Minister of Culture and Tourism and local bureau
- Building the capacity of key cultural institutions
- Conserve and promote paleontological heritage
- Develop a range of heritage sites and cultural activities at the regional level
- Supporting music and image sectors

The Government of Ethiopia and the European Union have joined hands to preserve and promote Ethiopia's Culture and Heritage as a basis for socio-economic development.

With a total amount of **10 million Euro** for the period 2013-2018, the project is structured around five complementary components.

BUILDING CAPACITY

Capacity building activities are conceived to reinforce the role of the Ministry of Culture and Tourism, the regional and local bodies in charge of culture in the country.

The aim is to improve the institutional and regulatory environment, facilitate information sharing and coordination, and optimize sectoral public outreach and communication.

GRANT SCHEME FOR CULTURAL INDUSTRIES IN THE IMAGE AND AUDIOVISUAL SECTORS

With a budget of 1 million Euro, the Grant Scheme aims at contributing to capacity building opportunities, promoting initiatives and events, as well as supporting specific productions.

The Scheme is based on a **Call for proposals** and will be open to private cultural operators. The indicative timetable for publishing the Call for proposals is the first half of 2014.

PALEONTOLOGICAL HERITAGE

The Omo and Hadar sites will be further protected and promoted in partnership with UNESCO.

REGIONAL CULTURAL DEVELOPMENT

The project will allocate funds to the nine regions of Ethiopia to preserve and promote cultural heritage and cultural diversity at a local level.

Benishangul-Gumuz, Gambella and Somali regions will benefit from capacity building initiatives.

Afar, Amhara, Harari People, Oromia, Southern Nations, Nationalities and Peoples, and Tigray regions will :

- Promote and protect cultural, historical and natural resources.
- Develop traditional craft.
- Diversify cultural activities.
- Upgrade historical sites.
- Develop cultural spaces and cultural tourism.

THE MUSIC SECTOR

The project will support the Yared School of Music.

Sustainability

Existing Structure

Ongoing initiatives: support to make them better known

Aligned to government national transformation plan

Lessons learnt

During preparation:

Long time to design – positive

Helped to produce proper project which is sustainable

Creative: implementing modality – regions grants

What's next

- Project implementation 2014 – 2020 intensified
- Start 6 regional projects (grants)
- Development Yared Music School Project
- Development the UNESCO intervention in HADAR/OMO
- Development of CfP
- Open call for tender for long term TA
- No further financing for culture foreseen in **the 11th EDF**

THANK YOU