



United Nations
Educational, Scientific and
Cultural Organization



« Strengthening Cultural and Creative Industries and Inclusive Policies in Mozambique »

MDG-F Culture and Development Joint Programme implemented in

MOZAMBIQUE

DURATION : August 2008 – June 2013	CONTRIBUTION TO MDGS :       
UN PARTNERS : UNESCO, FAO, UNHCR, ILO, UNFPA, ITC (International Trade Center)	
BUDGET : 5 million USD	

OVERVIEW :

The Joint Programme aims to foster socio-economic development by promoting and strengthening the role of creative industries (with a focus on the crafts and music industries), by developing community-based cultural tourism, by supporting the recognition and use of traditional knowledge in agriculture and natural resources management, and by mainstreaming socio-cultural elements in development policies and strategies.

Specific objectives :

- Strengthen/enforce legislative and regulatory frameworks, policies and strategies for the development of cultural and creative industries
- Promote cultural tourism through improved management capacities of cultural assets
- Boost the scale and quality of cultural goods and services, leading to income generation and decent employment in the crafts and music industries
- Improve the acknowledgement and use of traditional knowledge systems in local development
- Include socio-cultural elements in development planning processes
- Mainstream socio-cultural elements in education and health policies, plans and strategies

DIMENSIONS ADDRESSED BY THE JOINT PROGRAMME :

- Economics
- Education
- Heritage
- Communication
- Governance
- Social
- Gender equality

CULTURAL DOMAINS COVERED :

- Cultural and natural heritage
- Intangible cultural heritage
- Performance and celebration
- Visual arts and crafts
- Books and press
- Audio-visual and interactive media
- Tourism

INTERNATIONAL CULTURE CONVENTIONS COVERED :

- 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- 2003 Convention for the Safeguarding of the Intangible Cultural Heritage
- 1972 Convention concerning the Protection of the World Cultural and Natural Heritage

GEOGRAPHICAL SCOPE :

3 provinces: Maputo City, Inhambane (Inhambane City and the district of Zavala) and Nampula (Nampula City and the districts of Mossuril and Ilha de Moçambique)

SNAPSHOT OF MAIN ACTIONS TO DATE :

• Creative industries' contribution to development promoted and supported :

- Improved legislative and regulatory framework: review of the legal and regulatory framework for the creative industries, focusing on the crafts and music industries (first draft Policy and Strategy for Cultural and Creative Industries developed, draft Revision and draft Regulation of the Copyright Law elaborated, draft Regulation of Performance and Public Entertainment elaborated etc.)
- Enhanced cultural institutional capacity: National Directorate for the Promotion of Cultural Industries (DNPIC) created within the Ministry of Culture, along with the Department for Cultural Statistics; 320 stakeholders trained in developing and implementing policies for the creative industries
- Capacity-building, enhanced revenues and new market opportunities for artisans: artistic training for 390 artisans; over 500 artisans linked to local and national markets; gradual institutionalization of cultural fairs for crafts

• Broader understanding of the importance of culture for development :

- New sources of information showcasing the links between culture and development: Cultural Management Information System created to share cultural data and statistics; inventorying and mapping of cultural assets; "Culture and Development" promotional products produced
- Community-based cultural tourism fostered: 4 pilot cultural tourism tours set up, benefiting 72 community-based cultural tour operators
- Socio-cultural elements mainstreamed in development planning (see success story n°2)
- Cultural activities organized to foster social cohesion: cultural mapping and newsletter editing in Maratane Refugee Camp; 4 traditional knowledge fairs and 8 intergenerational cultural exchange events between 6 242 refugees and community residents; active mobilisation of religious organisations and traditional healers in the fight against HIV/AIDS

BENEFICIARIES :

Direct : 21 651 – 34% women

Indirect : 100 890 – 52% women

- Community members, artisans, creative entrepreneurs, cultural tour operators and government officials in the JP's targeted geographic areas of intervention
- Refugee community in Maratane Camp
- Civil and community based organizations
- Local NGOs and associations

LOCAL IMPLEMENTATION PARTNERS :

- Ministries: Education and Culture (including DNPIC, the new National Directorate for the Promotion of Cultural and Creative Industries), Tourism, Industry and Trade, Labor, Youth and Sports, Health, Agriculture, Foreign Affairs and Cooperation, Science and Technology
- Regional Government: Provincial level Directorates and Departments of the same central ministries in Inhambane and Nampula provinces, and Maputo City
- Local authorities: both formal (Municipal Councils) and informal (community leaders, traditional healers, religious organizations)
- Other implementation partners:
 - Institutes and academia: National Institute of Books and Discs (INLD), of Assistance to Refugees (INAR), for Employment and Professional Training (INEFP); Institute for Socio-cultural Research (ARPAC), for Statistics (INE), for Traditional Medicine (IMT), for Export Promotion (IPEX), for the Promotion of Small and Medium sized Enterprises (IPEME); Higher Institute for Art (ISArT); University Eduardo Mondlane (UEM)
 - Associations: in particular the Center for the Study and Development of Craft (CEDARTE), the Mozambican Society of Authors (*Sociedade Moçambicana de Autores* - SOMAS), the Association of United Artisans of Nampula (ASARUNA), and the National Artisan Association (ANARTE)

- Local consulting firms with expertise in creative industries (in particular crafts), cultural tourism and Sexual and Reproductive Health
- International NGOs and consulting firms

ALIGNMENT TO NATIONAL PRIORITIES :

The Joint Programme is in line with numerous national strategies:

- United Nations Development Assistance Framework (UNDAF) for 2007-2009
- Delivering as One Operational Plan of the UN System in Mozambique for 2007-2009
- Strategic Plan for Education and Culture (PEEC) for 2006-2011
- Action Plan for the Reduction of Absolute Poverty (2006-2009) (PARPA II)
- National Multisectoral Strategic Plan to Combat HIV/AIDS, 2005-2009 (PEN II)
- Strategic Plan for the Development of Tourism in Mozambique, 2004-2013 (SPDTM)
- Tourism, Health, Agriculture, Employment and Vocational Training strategies

SUCCESS STORIES :

- ❖ Socio-cultural elements integrated into planning processes and local development strategies
Sustainable socio-economic development has been fostered through pioneer efforts to harness and incorporate traditional knowledge into the design of local development strategies, thereby ensuring they effectively respond to local needs, improve livelihoods and contribute to cultural heritage preservation. Based on the premise that local communities have privileged insight into how to use local resources and a profound understanding of the different habitats and eco-systems indispensable to their conservation, traditional knowledge in agriculture and forestry management was promoted by the JP, contributing to greater food security and the creation of a local Mussiro powder business (MDG1), sustainable use of forest resources (MDG 7) and cultural preservation (reforestation and preservation of culturally-significant endangered tree species). Moreover, a socio-cultural approach to sexual and reproductive health was adopted to tackle maternal mortality (MDG 5) and the HIV/AIDS pandemic (MDG 6), given that sexuality, pregnancy and childbirth are embedded in specific cultural practices. Finally, an integrated model for mainstreaming culture, gender and human rights in local development plans was established, thereby empowering women (MDG 3) and the community in general.
- ❖ Mobilizing the community's entrepreneurial spirit by improving tourist access to high potential cultural assets
Cultural tourism has been earmarked by government authorities, the private sector and the community as a key tool for socio-economic development in Mozambique, culminating in the establishment of 4 pilot cultural tourism tours run by 72 community-based operators, providing new employment opportunities (cultural tour guides, dance groups, local gastronomy, storytelling etc.), skills and knowledge for women in particular, thereby improving their living conditions, while also formalizing the culture sector's contribution to the tourism industry and increasing its value and visibility within the community. After various inter-sectoral government workshops focusing for the first time on the impact of culture for development, community-based cultural entrepreneurs were heavily involved in identifying tour routes, and then mapping, inventorying and selecting cultural assets along those routes, before receiving business knowledge and skills to improve their services.

FOR FURTHER INFORMATION :

MDG-F website:

<http://www.mdgfund.org/program/strengtheningculturalandcreativeindustriesandinclusivepoliciesmozambique>