



United Nations  
Educational, Scientific and  
Cultural Organization

## GLOBAL ALLIANCE FOR CULTURAL DIVERSITY

### Nzassa, House of Music and Dance (Treichville, Côte d'Ivoire)

<b>Background</b>	Treichville has long been the heart of cultural life in Abidjan and has many operators and cultural events. But its rich potential cannot flourish in the absence of an adequate institutional, material and technical environment.
<b>Objective</b>	<ul style="list-style-type: none"> <li>▪ Create a centre for cultural and economic activities: the Nzassa will be a tool to support creation and distribution, a vocational training centre, a commercial space and an incubator for cultural industries of the music and dance sectors.</li> <li>▪ Promote a participatory approach involving civil society and private and public sectors to formulate and implement concrete measures for music and dance fields.</li> </ul>
<b>Partners</b>	This project involves international cooperation (GACD, <i>Organisation internationale de la francophonie</i> ), public sector (Municipality of Treichville, Ministry of Culture), private sector (Chamber of Commerce, businesses in the music and dance sectors) and civil society (the NGO <i>Culture et Développement</i> ).
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>▪ The Nzassa project's local stakeholders</li> <li>▪ Music groups, dance companies, stage technicians, labels, and cultural enterprises and professional organizations in music and dance.</li> </ul>
<b>Duration</b>	Long-term project launched in 2006
<b>Line of Action</b>	<ul style="list-style-type: none"> <li>▪ <u>Foresee the mission of a support structure for cultural industries: the Nzassa</u> <ul style="list-style-type: none"> <li>- Identifying needs and developing a feasibility study (2007-2008).</li> <li>- Organising the seminar "Support for Cultural Industries in Africa: Needs, Objectives, Methods, Tools" (May 2008, Abidjan). Thirty-eight cultural managers of the sub-region contributed to better coordinating the support initiatives for cultural enterprises.</li> <li>- Establishing a public-private consortium to oversee the setting up and management of Nzassa</li> </ul> </li> <li>▪ <u>Ensuring sustainable and efficient management</u> <ul style="list-style-type: none"> <li>- Four-month capacity-building programme for the administrators of Nzassa aimed at providing expertise and know-how to ensure a sustainable and efficient management of the centre, in addition to their active participation in its establishment, resulting in project ownership and success.</li> </ul> </li> <li>▪ <u>Support the first operational activities</u> <ul style="list-style-type: none"> <li>- Organising a training workshop for thirty cultural operators on organising and producing concerts (2009).</li> <li>- Producing training materials adapted to local realities which support the sustainability of training programmes.</li> </ul> </li> <li>▪ <u>Revitalize a West African network of incubators and foster the sharing of experiences</u> <ul style="list-style-type: none"> <li>- Participating in the programme entitled "Supporting the West African network of music business incubators in the music sector", supported by the EU/ACP, by conducting a survey on the economic activities in the music sectors of Dakar, Ouagadougou and Treichville resulting in a qualitative and quantitative database (2009/2010).</li> <li>- In the framework of the sub-regional meeting entitled "Incubators for Enterprises in the West African Music Industry" (Dakar, 22 to 24 June 2010), present the findings of the survey in order to facilitate the formulation of policies and sectoral measures which meet the needs of artists and cultural enterprises.</li> </ul> </li> </ul>
<b>Links with culture and development</b>	<p>In order to meet the specific needs identified by Côte d'Ivoire, this project strengthens infrastructure and human resources in the cultural industries with a tri-sector partnership approach, in line with the guidelines of the 2005 Convention on Protection and Promotion of the Diversity of Cultural Expressions.</p> <p>By harnessing the potential of the cultural cluster of Treichville, it also helps to revitalize the community by creating a platform for cultural activities that generate employment and income.</p>