

# Launching of the 2018 Global Report of the 2005 Convention Re/Shaping Cultural Policies: Advancing creativity for development

Wednesday, 16 May 2018, 10h00-13h00 Venue  
Theatre in the Park Harare Gardens

*With live radio and social media broadcast through*



### Opening

**Prof. Hubert Gijzen**, Regional Director for Southern Africa, **UNESCO**

**Ms. Margaret Chirapa**, Secretary General, Zimbabwe National Commission for UNESCO

**Mr. Farai Mpfunya**, Executive Director, Culture Fund Zimbabwe

**Hon. Kazembe Kazembe MP**, Minister of Youth, Sports, Arts and Recreation

### Launch of the Global Report

**Damir Dijakovic** UNESCO Regional Cultural Advisor for Southern Africa

### Panel of Experts Presentation & Discussion

#### Sustainable Development:

#### What future for cultural and creative industries (CCI) in Africa

Cultural and Creative Industries around the world are increasingly recognised as playing a vital role in sustainable development. The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions formally recognised the dual nature, both cultural and economic, of contemporary cultural expressions produced by artists and cultural professionals. Shaping the design and implementation of policies and measures that support the creation, production, distribution of and access to cultural goods and services, the 2005 Convention is at the heart of the creative economy. Recognising the sovereign right of States to maintain, adopt and implement policies to protect and promote the diversity of cultural expression, both nationally and internationally, the 2005 Convention supports governments and civil society

in finding policy solutions for emerging challenges.

This new UNESCO Global Report “Re|Shaping Cultural Policies” is an invaluable tool for monitoring the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions by the 146 state parties to the convention. This panel will explore policies, strategies and approaches for enabling policy and practice environments for cultural professionals and entrepreneurs. The session will also highlight the role of different public and private sector / civil society stakeholders in achieving required growth in the context of the provisions of the convention and using case studies from the Quadrennial Reporting submitted by state parties as well as the global the report.

# Re/Shaping Cultural Policies

Advancing creativity for development



**Moderator:** Mr. Napoleon Nyanhi is the founding Station Manager of Capitul FM, Zimbabwe's first Commercial Talk Radio Station based in Harare. He leads a phenomenal team of broadcasters who have changed the landscape of broadcasting through their in-depth coverage and analysis of difficult topics that were once considered taboo in the country. Before moving to Capitul FM he was the Programming Manager at Star FM Zimbabwe's first independent radio station. He has been in the radio broadcasting industry for 6 years and before that he spent 5 years in TV production working for C Media Africa and Celebration Ministries International. He is an accomplished event host, voice over artist, radio host and TV presenter.

## Panel of Experts Presentation & Discussion

### Sustainable Development: What future for cultural and creative industries (CCI) in Africa



Ms. Ojoma Ochai is Director, Arts (and Creative Economy) West Africa, British Council, member of the UNESCO global expert facility on the 2005 Convention on the Protection and Promotion

of the Diversity of Cultural Expression and from 2014 to 2016, was Entertainment Specialist for a World Bank Growth and Employment project in Nigeria.

Nominated Young Person of the Year in Nigeria by The Future Awards in 2010, listed on the YNaija list of 10 Most Powerful People In Nigeria's Arts and Culture (under 40) in 2014, and YNaija 100 Most Influential Women in Nigeria, in 2015; Ojoma is also a Fellow of the DEVOS Institute of Arts Management at the University of Maryland, USA. She is chair of the Lagos Theatre Festival Board, Chair of Open House Lagos Board (2015 – 2017) and on the board of Music Museum Foundation of Nigeria.

She will talk about Multi-Stakeholder approaches to making creative and cultural industries work.



Mr. Albert Chimedza is a film maker, writer and musician as well as the founding Chairman of the Zimbabwe Chamber of Creative Industries, ZCCI. He runs The Mbira Centre, a private enterprise dedicated to the industrialization and

mainstreaming of Zimbabwe's premier traditional musical instrument the Mbira. He also runs the Mbira Institute, an applied think tank dedicated to the research and study of the relationship between colonial trauma, mental decolonisation and indigenous intellectual capital.

He served on the board of trustees for the Zimbabwe International Film Festival Trust (ZIFFT), the Board of Alliance Francaise, Harare and the cultural industries sub sector committee of the Culture Fund.

In 2006 Albert was Artist in Residence at Wellesley College in Boston and, in 2017, a visiting scholar giving lectures on the globalization and mainstreaming of indigenous intellectual assets and capital at Universities in California. He has travelled widely in Africa, Europe, the USA and Asia in the course of his work with mbira and film.

He studied Psychology and sociology at the University of Zambia in Lusaka, screenwriting and film making at the film schools at Columbia University in New York and USC in Los Angeles. He is a Fulbright scholar and a Fellow of the Sundance Film Institute.



Mr. Charles Vallerand, independent expert on CCI, Canada, is consultant on cultural policies and a UNESCO Expert on the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. He leads

capacity-building seminars for government officials and civil society in developing countries. He is the editor of the "Cultures in the Digital Era" weekly newsletter covering emerging policy issues for the arts and cultural industries in Canada and internationally. From 2010 to 2016, he was Executive Director of the Canadian Coalition for Cultural Diversity and General Secretary of the International Federation of Coalitions for Cultural Diversity (IFCCD). His presentation will focus on media's central contribution to economic and cultural development. As a producer and presenter of contents, its actions have far-reaching implications in the way we perceive ourselves and the world around us. Media is by far the most influential form of cultural expressions if only because of its reach even to the most remote populations. It is therefore in the public's interest that media be subject to policies to protect and promote diversity, if we are to guarantee an equitable and democratic society. This will be achieved through policies regulating media diversity in the marketplace and diversity of contents in the media.



Educated in Philosophy and Philology, Mr. Lupwishi Mbuyamba undertook professional studies in Music becoming an Organist, professor and researcher in Music Aesthetics at the National Institute of Arts and at the Catholic Faculties in Kinshasa. His career is indeed well characterized by this discipline at the national and at the international levels where he has been taking the leadership in several Musical Organizations including the position of the President of the International Society for Music education. Professor Mbuyamba is currently the Executive Director of the Observatory of Cultural Policies in Africa after a long career with UNESCO where he was entrusted the responsibilities of the Regional Cultural Adviser for Africa and UNESCO Representative successively in Zimbabwe, Angola and Mozambique.

# Panellists



Mr Stephen Chifunyise is an arts, culture and Zimbabwe Academy of Arts Education for Development (ZAAED). He is currently the Chairman of several organisations in Zimbabwe that deal notably with cultural diversity, publishing, performing arts and

intangible heritage. He has particular knowledge on theatre issues and has facilitated numerous theatre for development and theatre skills workshops in Angola, Zambia, Zimbabwe, Lesotho, Swaziland and Cameroon.