



United Nations  
Educational, Scientific and  
Cultural Organization



Diversity of  
Cultural Expressions

# ACTION !

## UNESCO SUPPORTS THE AFRICAN FILM INDUSTRY



**UNESCO AT THE  
26<sup>TH</sup> EDITION  
OF FESPACO**

22 FEBRUARY  
2 MARCH  
**2019**





# UNESCO is a partner of the 26<sup>th</sup> edition of FESPACO

**The United Nations Educational, Scientific and Cultural Organization** (UNESCO) seeks to achieve peace through international cooperation in education, science and culture.

UNESCO's **2005 Convention** on the Protection and Promotion of the Diversity of Cultural Expressions is the first international legal instrument governing cultural goods and services.

The 2005 Convention establishes a strategic framework through instruments of international cooperation and assistance (International Fund for Cultural Diversity (IFCD) and technical assistance programmes) to support creativity worldwide. It supports States and civil society organizations in the development and implementation of cultural policies and actions in the field of culture to strengthen creative industries, including the film industry.

# PRO GRAMME



**26** FEB

**28** FEB

**9.30 a.m.**



Salle du conseil  
Mairie  
Ouagadougou

50 years of FESPACO:  
50/50 for women

**9.30 a.m.** Place de la Nation  
(Chapiteau), Ouagadougou

Launch of the 2018 Global Report  
"Re|Shaping Cultural Policies"

**10.30 a.m.**



Place de la Nation  
(Chapiteau),  
Ouagadougou

Create | 2030: UNESCO supports  
the film industry in Africa

**2.30 p.m.** Salle des mariages  
Mairie, Ouagadougou

Information session on the  
International Fund for Cultural  
Diversity (IFCD)



© Ed Jansen, Arne Quinze - Valette Uur, 23-3-12 [close-up], 2012

# CREATIVITY AT THE HEART OF SUSTAINABLE DEVELOPMENT

Today, the **cultural and creative industries** generate annual global revenues of US\$2,250 billion and exports of over US\$250 billion. These sectors, currently provide nearly 30 million jobs worldwide and employ more people aged 15–29 than any other sector.

The cultural and creative industries contribute an estimated

**US\$2,250** billion

to global GDP each year



The cultural and creative industries employ an estimated

**30** million people worldwide



**The 2005 Convention** is a tool to reinforce organizational structures that have a direct impact on the different stages of the cultural value chain including creation, production, dissemination, distribution and enjoyment of cultural goods, services and activities.

**The 2005 Convention** establishes the right to adopt and take measures to foster the development of strong and dynamic cultural and creative industries.



**Goal 1**  
SUSTAINABLE  
SYSTEMS OF GOVERNANCE  
FOR CULTURE



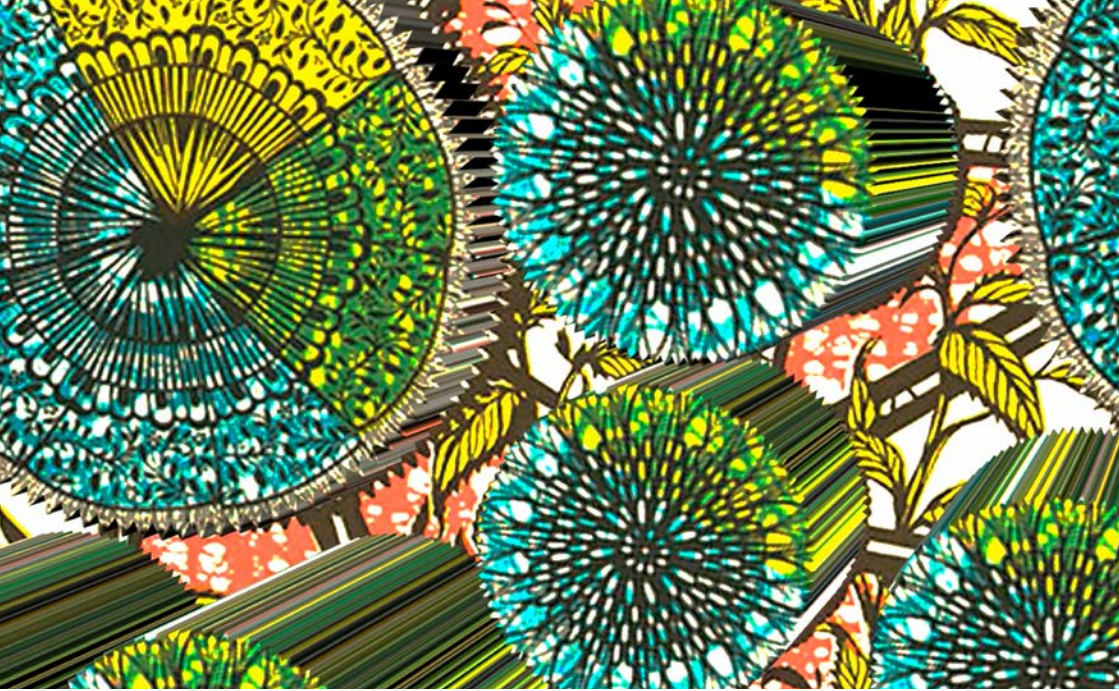
**Goal 2**  
A BALANCED FLOW OF CULTURAL  
GOODS AND SERVICES AND THE  
INCREASED MOBILITY OF ARTISTS  
AND CULTURAL PROFESSIONALS



**Goal 3**  
THE INTEGRATION OF CULTURE  
IN SUSTAINABLE DEVELOPMENT  
FRAMEWORKS

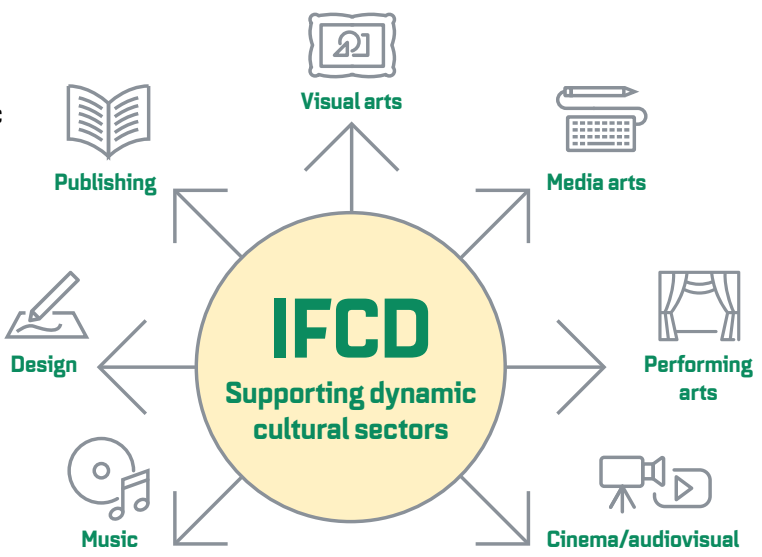


**Goal 4**  
THE PROMOTION OF  
HUMAN RIGHTS AND  
FUNDAMENTAL FREEDOMS



# THE INTERNATIONAL FUND FOR CULTURAL DIVERSITY (IFCD)

The IFCD is a unique multi-donor, fund established under the 2005 Convention that fosters the emergence of dynamic cultural sectors in developing countries that are Parties to the 2005 Convention. Its overall objective is to promote sustainable development and poverty reduction through investment in creativity.





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Since its creation, the IFCD has contributed to the development and implementation of cultural policies, capacity building for cultural entrepreneurs, mapping of cultural industries and the creation of new cultural industry business models.

The IFCD has funded over

**100** projects



and has invested more than

**US\$7** million



in more than

**50** developing countries



**44%** of IFCD-funded projects are from Africa



**63%** of IFCD-funded projects are from NGOs



Four IFCD-funded projects have been implemented to support the film and audiovisual sectors in Africa

## SENEGAL

2018-2019

### Cinema as a tool for promoting the diversity of cultural expressions

The project, led by Association Culture Waw promotes access to African cinema by creating new mobile film projection units that travel to different regions of Senegal. Since the project began, six new mobile units have been established in Saint-Louis, Matam, Kédougou, Ziguinchor, Kaolack and Thiès.

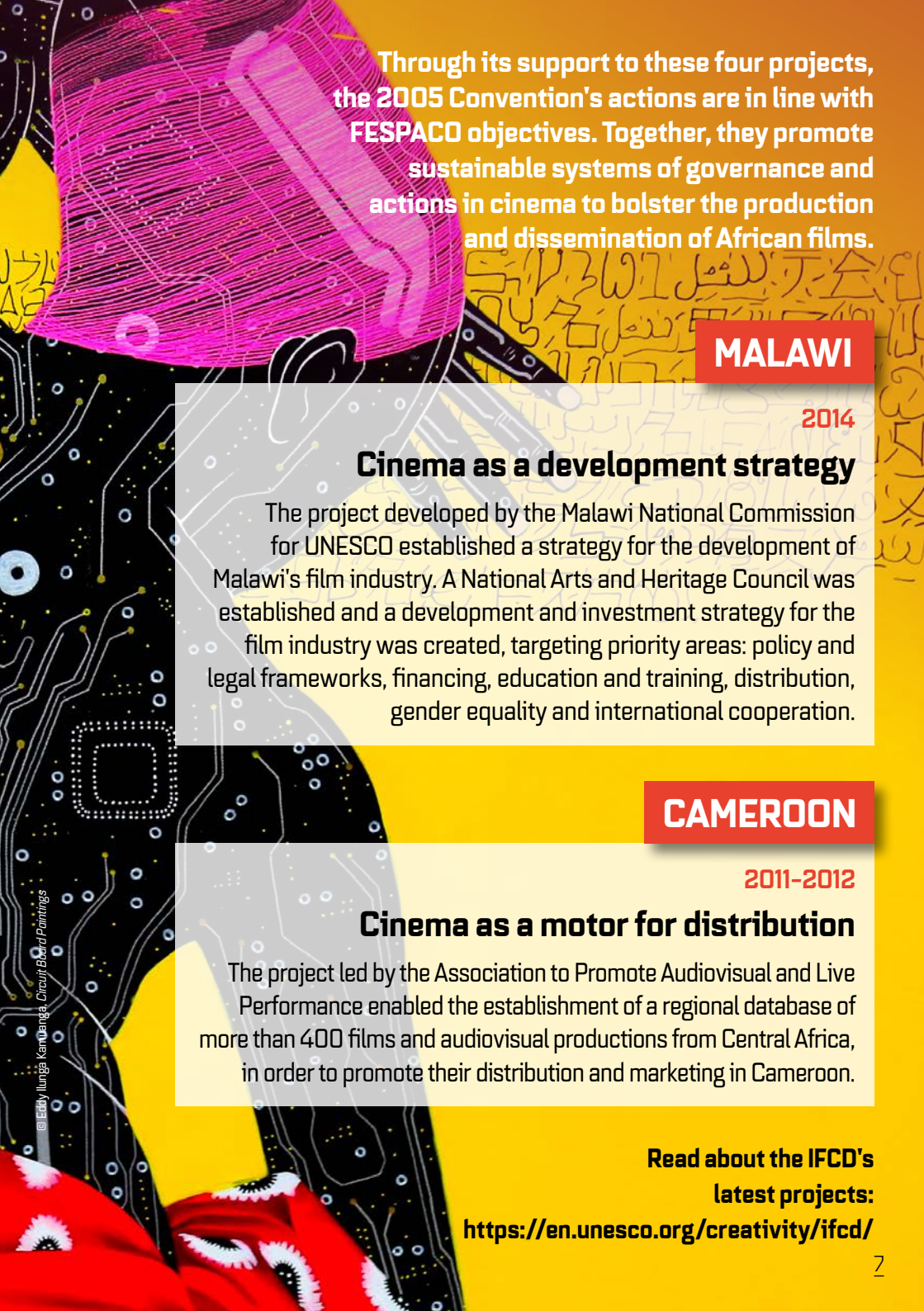
## MADAGASCAR

2017-2019

### Cinema as a creator of employment

The T-MOVIE project provides an opportunity for young people to develop careers in the film industry and offers them training in the production of films. Through the project, a centre for audiovisual training and guidance for youth was established, as well as a platform for the distribution of short films made by students. A database of professionals and main players in the Malagasy film industry will also be established.





Through its support to these four projects, the 2005 Convention's actions are in line with FESPACO objectives. Together, they promote sustainable systems of governance and actions in cinema to bolster the production and dissemination of African films.

## MALAWI

2014

### Cinema as a development strategy

The project developed by the Malawi National Commission for UNESCO established a strategy for the development of Malawi's film industry. A National Arts and Heritage Council was established and a development and investment strategy for the film industry was created, targeting priority areas: policy and legal frameworks, financing, education and training, distribution, gender equality and international cooperation.

## CAMEROON

2011-2012

### Cinema as a motor for distribution

The project led by the Association to Promote Audiovisual and Live Performance enabled the establishment of a regional database of more than 400 films and audiovisual productions from Central Africa, in order to promote their distribution and marketing in Cameroon.

Read about the IFCD's latest projects:

<https://en.unesco.org/creativity/ifcd/>

# UNESCO AT THE 26<sup>TH</sup> EDITION OF FESPACO

During the 26<sup>th</sup> edition of FESPACO, UNESCO will organize a number of activities highlighting its contribution to African filmmaking and to the development of the African economy

**26** TUESDAY  
FEBRUARY  
2019

**9.30 | 11.30 a.m.**

Salle du conseil, Mairie  
Ouagadougou

## 50 years of FESPACO: 50/50 for women

The round table will examine the challenges and barriers to funding and training faced by women in Africa's cinema and audiovisual sectors. It will examine the shortcomings of public policies in tackling the issue of gender equality, which is often regarded as a minor issue in this sector. The round table will include young and experienced women directors, film distributors and festival organizers, as well as ministers of culture and gender.

In the presence of the  
Director-General of UNESCO,  
Ms Audrey Azoulay, and  
the First Lady of Burkina Faso,  
Mrs Sika Kaboré

5 GENDER  
EQUALITY





**28** THURSDAY  
FEBRUARY  
2019

**9.30 | 10.30 a.m.**

Place de la Nation (Chapiteau),  
Ouagadougou

Public launch of the  
2018 Global Report  
“Re|Shaping Cultural  
Policies”

The Global Report series has been designed to monitor the implementation of the UNESCO 2005 Convention. The 2018 Global Report offers a range of new and valuable evidence to inform cultural policymaking and advance creativity for development.



**28** THURSDAY  
FEBRUARY  
2019



**Create**  
2030

**10.30 | 11.30 a.m.**

Place de la Nation (Chapiteau),  
Ouagadougou

**8** DECENT WORK AND  
ECONOMIC GROWTH



Speakers for the Create | 2030 Talk:

Mr. Ezaius Mkandawire (Malawi)

Mr. Andry Ramaroveloa (Madagascar)

Mr. Rémi Atangana Abega (Cameroon)

Mr. Dusseynou Thiam (Senegal)

## Action! UNESCO supports the film industry in Africa

In the last fifteen years, film production in Africa has grown significantly. Topping the list is Nigeria, where the film industry employs a million people and over 2,000 films are produced each year, for a total market value of over \$340 million. It is followed by South Africa, where the film industry is valued at approximately \$150 million.

However, cinema in Africa faces many challenges in terms of technical and vocational training that would ensure audiovisual production standards are in line with those in international market. In order to address these challenges, the 2005 Convention, through the IFCD, has invested in training programmes to help young people acquire skills for the creative industries.

**Create | 2030 brings together four IFCD beneficiaries to share their reflections on the following issues:**

- What is the main obstacle in accessing international markets for African films?
- How can the projects be sustainable and how can they influence cultural policies in their countries?
- How can regional cooperation be improved in order to ensure greater cultural diversity?

**28** THURSDAY  
FEBRUARY  
2019

**2.30 | 4.00** p.m.

Salle des mariages, Mairie  
Ouagadougou

## Information session on the International Fund for Cultural Diversity (IFCD)

The session will be held on the premises of the National Commission for UNESCO and is addressed to civil society organizations and government institutions. It will provide an opportunity to present the IFCD eligibility criteria and selection procedures in order to ensure the quality of funded projects with a real impact on cultural and creative industries. The information session will also address recurring questions.



# INTERNATIONAL FUND FOR CULTURAL DIVERSITY (IFCD)

## Apply to the IFCD

You will have the opportunity to develop innovative projects, to be co-financed by the private and public sectors and to invest in your country's cultural industries.



### WHO CAN APPLY TO THE IFCD

- Public authorities and institutions,
- INGOs and NGOs



### HOW TO SUPPORT THE IFCD

- Voluntary contributions by Parties to the Convention
- Donations by private sector and individuals



### MAKING AN IMPACT

- Empower youth and women
- Strengthen cultural policies
- Create new business models
- Reinforce creative sectors
- Increase civil society participation



### FUNDING RULES

- Projects may run for 12 to 24 months
- Maximum amount of US\$100,000

## Contribute now

Organize an event, concert or exhibition, or sponsor a project to raise funds for artists and cultural professionals in developing countries through the IFCD.




<http://en.unesco.org/creativity>



Sweden  
Sverige

The activities are made possible with the support of the Government of Sweden

 @UNESCO #supportcreativity

 [www.facebook.com/unesco](http://www.facebook.com/unesco)

 [www.youtube.com/unesco](http://www.youtube.com/unesco)

 [www.instagram.com/unesco](http://www.instagram.com/unesco)

 [convention2005.ifcd@unesco.org](mailto:convention2005.ifcd@unesco.org)



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