



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

AN ANALYSIS OF THE TRENDS IN TANZANIA

The UNESCO 2005 Convention on
the Protection and Promotion of
the Diversity of Cultural Expressions

Cultural and Creative Industries (CCIs)

Before signing of Convention, between 2007-2010, Copy-right based industries contributed 3-4.6% to the gross domestic product (GDP)
--WIPO

In 2018, the creative and entertainment sector was considered to be one of fastest growing by 13.7%
-GOT



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

Challenges of the CCl's in Tanzania

CDEA's research has identified seven framework conditions (for the film and music sectors and other sectors) that are relevant for growth and investments

- Financial framework conditions:** CCl's seen as a risk for commercial banks, no guarantee financial systems or major investments in the CCl's
- Industry framework conditions:** Most CCl's are located at the precursor and embryonic stages of industrial development (micro, with some SMEs)
- Market framework conditions:** There is a domestic and international market for CCl's but limited benefits from their royalties
- Knowledge framework conditions:** Hardly any industry research to inform policy
- Policy and Regulatory conditions:** There is a weak copyright management framework and no policy measures to support creative startups. Mobility funds are limited, save for the British Council mobility fund
- Support framework conditions:** Very few organizations providing support to CCl's e.g. hubs, incubators & accelerators
- Cultural framework conditions:** There are is a critical mass of creative and entrepreneurs in the country, organized under arts federations and associations, which need technical, business and organization development, as well as market linkages



SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE



Goal 1: Cultural Policies

Both Tanzania and Zanzibar have cultural policies (1997; 2005)

However, the main features of the policies do not specifically address all the 5 moments of the creative value chain namely: creation, production, **distribution, dissemination**, participation and enjoyment, especially with new trends like the digitization and globalization

The policies covers broader aspects of culture, which include language, national values and intangible heritage.

In addition, the cultural policy of Tanzania, emphasizes identity, cohesion and social development, while the convention emphasized the commercialization of creative goods, services and activities and value chain development





SUPPORT SUSTAINABLE SYSTEMS
OF GOVERNANCE FOR CULTURE

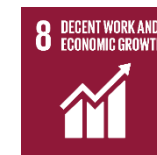


Goal 1: Public service media and the digital environment

From Analogue to Digital: Tanzania was the first East African country to switch off the analogue television, on December 31, 2012, which brought with it opportunities for CCI in the digital space

Digital Regulation: The Electronic and Postal Communications (Online Content) Regulations, 2018 is a regulation considered to be restrictive for creative expression, while the 60/40% local content under Broadcast Content Regulations (2017), (the Electronic and Postal Communications Act 2010) in Tanzania and Zanzibar broadcasting Policy 2018 are considered to be supportive to CCI

New Technologies: music and film distribution platforms e.g. Mkito.com, Mdundo, Mziiki, Wasafi.com, Swahilihood & Swahiliflix, Instagram fashion shops and Youtube music videos, are a growing trend





SUPPORT SUSTAINABLE SYSTEMS
OF GOVERNANCE FOR CULTURE

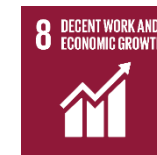


Goal 1: Partnering with Civil Society

Arts Federations: The National Arts Council, BASATA has a unique working arrangement, in which the art federations, which are civil society organizations, are coordinated by the Council

Legislation making: The Ministry of Trade and Industry, has partnered with civil society, Tanzania League of the Blind (TLB) to advocate for the signing of the Marrakesh Treaty to Facilitate Access of Published Works to Persons who are Blind, Visually Impaired or Otherwise Print Disabled (MVT 2013)

Revision of the Cultural Policy: Tanzania is in the process of revising its cultural policy and this has been a participatory process that has involved civil society. This could be an opportunity to integrate key issues identified during the QPR drafting process





ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND INCREASE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS

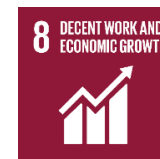


Goal 2: Mobility of Artists and Cultural Professionals

Travel Grants. There is no government travel fund. British Council has a piloted fund that is implemented by the Prince Claus Fund and CDEA. This poses a challenge for the sustainability of regional and International travel for artists and cultural professionals, as well as the inclusivity of forums that require the presence of artists and cultural professionals from Tanzania

Entry permits: There are entry permits issued to foreigners entering Tanzania for performance and knowledge exchange by the National Arts Council . This is unique to Tanzania

International cooperation: Through bilateral relationships between countries like China, India, Italy, Germany, UK, USA, Sweden, France and Russia, there are cultural exchanges between artists and cultural professionals of both countries





ACHIEVE A BALANCED FLOW OF
CULTURAL GOODS AND SERVICES AND
INCREASE THE MOBILITY OF ARTISTS
AND CULTURAL PROFESSIONALS

Goal 2: A Balance Flow of Cultural Goods and Services

Import/Export Balance. During the implementation of the convention 2012-2020, there was no scientific study so show the trend in terms of trade in cultural goods and services.

However, the Tanzania WIPO report, on the economic contribution of copyright-based industries published in 2012, for the period 2007-2010 established that in 2007 the copyright-based industries contributed 7.3% **of the total national exports**. In 2008, they contributed 6%, in 2009 they recorded 6.9%, and in 2010 they contributed 6%.

This calls for a new study, taking into account trends such as digitization and e-commerce and global trade.





ACHIEVE A BALANCED FLOW OF
CULTURAL GOODS AND SERVICES AND
INCREASE THE MOBILITY OF ARTISTS
AND CULTURAL PROFESSIONALS

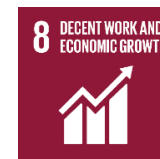


Goal 2: Treaties and Agreements

The EAC Treaty. The EAC agreement that entered into force on 7 July 2000, has culture as a priority under the Common Market Protocol. However, the EAC member states have not yet scheduled the Recreational, Cultural and Sporting Services for liberalization under the **Common Market Protocol (CMP)**. In addition, among the EAC member states, it is only Rwanda that has liberalized Recreational, Cultural and Sporting Services under **the General Agreement for Trade in Services (GATS)**. By liberalizing this sector, Tanzania could prioritize professional skills relevant for the growth of CCIs.

Resale Rights: The amendment of the resale rights in Copyright and Neighbouring Rights Act No. 7 Of 1999 (Amended in 2019), is a good practice that lead to benefits for visual artists

Preferential treatment. The Chinese agreement with Tanzania aims to expand markets for CCIs





INTEGRATE CULTURE
IN SUSTAINABLE
DEVELOPMENT
FRAMEWORKS



Goal 3: National Sustainable Policies and Plans

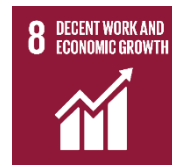
National Development Plan . For the first time in the history of development planning, the creative industry was included in the national development plan of Tanzania (NDP 2016/17-2020/21). However, the plan does not indicate the financing for the sector by the private sector and development partners.

Including this data, could provide a more clearer picture of the creative sector

Financing creative industry (TShs billion)

SUBSECTOR	GOVT.	PRIV.	DPs	Total	2016/17	2017/18	2018/19	2019/20	2020/21
Creative industry	344.86	-	-	344.86	0	80.75	80.99	81.03	81.04

Source: NDP, 2016





INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS

In Tanzania, the support focuses on

1. Effective public sector

- Government revenue rises and tax collection improves.
- Public finances are managed well and transparently.
- The Budget is published online and corruption is tackled.
- Civil society has improved capacities to monitor the Government's actions.

2. Employment and livelihoods

- New innovations are provided the necessary funding.
- Forests are managed and administered better.
- Forests provide jobs and sources of income.

Goal 3: International Sustainable Development Programmes

Culture Sector Working Group. UNESCO Tanzania in 2009 -2014, chaired this group that consisted of Development partners supporting the culture sector in Tanzania, and engaging with the government of Tanzania. This group is now defunct owing to the change of strategy for some of the development partners, who no longer support the cultural sector.

Non-traditional funders: Funding for creativity exists, but outside the traditional funding partners. E.g. funders of social innovation, digital rights and social development. There is need for the government to determine the extent to which these programmes integrate CCI and provide financial assistance for creativity in Tanzania, so that this is reflected in national development plans





PROMOTE
HUMAN RIGHTS
AND FUNDAMENTAL
FREEDOMS



Goal 4: Gender Equity

Media industries: The International Association of Women in Radio & Television (IAWRT), Tanzania carried out a gender analysis in 2013 that indicated that men are favored on assignments, training opportunities, and promotions. There are also reported incidences of sexual harassment of the female workers. Women constituted a large percentage of temporary workers which does not enjoy company benefits. Out of the six media organizations sampled, only Tanzania Broadcasting Corporation had an operational gender mainstreaming policy.

Creative Industries. Visual arts, are one of the sectors with few females. Nevertheless, BASATA has a gender policy that should guide arts sector. This calls for training and mentorship, right from primary school, to encourage girls to study and practice the arts.





PROMOTE
HUMAN RIGHTS
AND FUNDAMENTAL
FREEDOMS



Goal 4: Artistic Freedom

The Constitution of Tanzania and Zanzibar.

The two constitutions provide for rights which include, the right to work, freedom of movement, freedom of association and promotion and protection of culture.

However, specific to the artist, the government of Tanzania could consider implementing the UNESCO Recommendation concerning the Status of the Artist.



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions