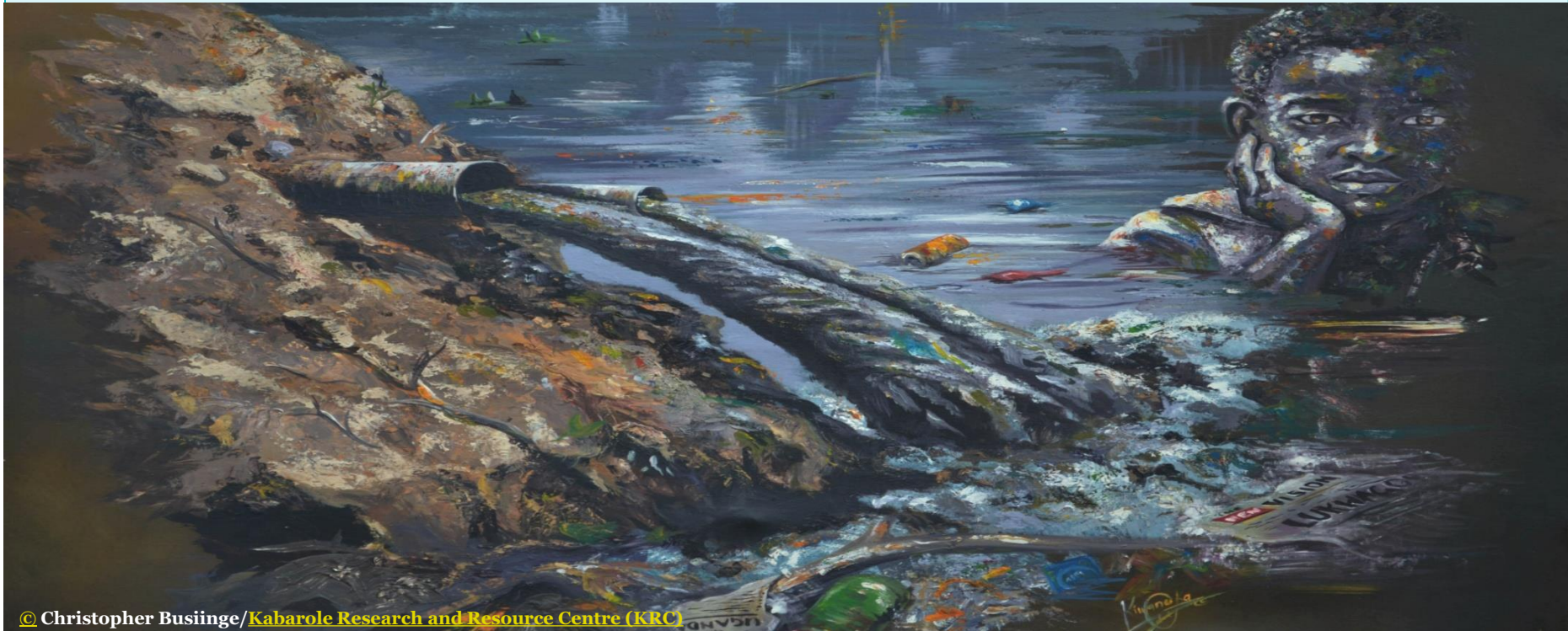


# Harnessing the power of Arts and Culture – What models exist in Africa to promote Eco-Existence?

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# Outline



- ❑ A. The Theoretical Grounding
  - ❑ The three representations of culture and sustainability
  
- ❑ B. Role of the Climate Conscious Artist
  - ❑ African Crossroads 2021 –theme –Eco-existence, a Collective Manifesto
  - ❑ CDEA’s showcase at African Crossroads
  - ❑ Communicating Sustainability
  
- ❑ C. Creative spaces for nature: biodiversity, habitats and ecosystems
  - ❑ Eco Sanaa Hub –Visual metaphor of eco-existence
  - ❑ Imagining the Future Eco Existence
  
- ❑ Two Key Questionings and Perspectives from my presentation

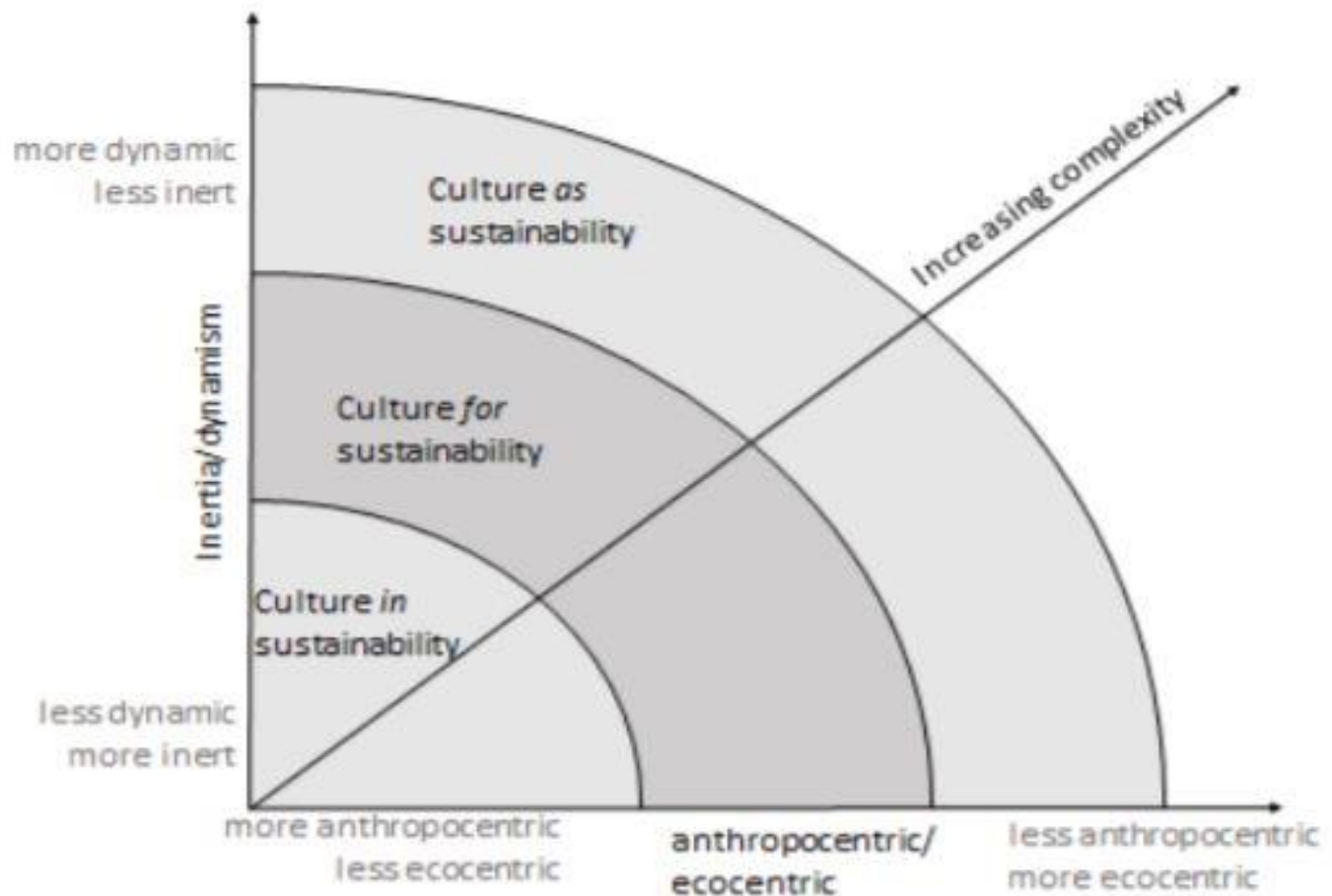
# A. Theoretical Grounding of the Presentation



- The relationship between culture and sustainability has been researched by many scholars, however, Soini and Dessein (2016) provide a conceptual framework that should be seen as a map for navigating the complex debate of culture and sustainable development that presents three representations namely:
  - ✦ culture in sustainability;
  - ✦ culture for sustainability
  - ✦ and culture as sustainability.
- Soini and Dessein's framework sets **culture as sustainability** as a universal goal to be achieved progressively within specific value systems or contexts.

# □ The three representations of culture and sustainability

The trajectory of culture moves from being less eco-centric to being eco-centric



## B. Role of the Climate Conscious Artist



- African Crossroads is a community of future-oriented African thinkers and doers which collaborates all year long and critically reflects on the most cutting-edge entrepreneurial, scientific, artistic, and technological developments anchored in African intellectual and technological traditions.
- The 2021 Edition, was a hybrid event (Oct 14-25), that focused on eco-existence as a collective manifesto, partnering with 8 hubs in 8 African cities (Harare, Lusaka, Dar es Salaam, Limbe, Tunis, Lagos, Nairobi and Kampala) that hosted its communities to be part of the live event
- It began with a question –What does Climate justice mean for African?
- And ended with a COLLECTIVE MANIFESTO on how to restore a symbiotic relationships between humans and other-than-human entities (natural elements, animals, data-generated avatars and others).
- Key perspective from African Crossroads –In the beginning man lived in harmony with nature, as expressed by the lifestyles of indigenous communities, and over centuries we have unlearned to co-exist with the earth

# □ CDEA's Showcase at African Crossroads 2021



- CDEA, as Creative Hub, showcased our Save Native Plants Project, as part of the Ubuntu Climathon Sessions
- Artists as communicators on climate action in cities e.g. **Ecological heritage Vs** Exotic species



- Creative expression e.g. film and graphic arts
- Conserving the Ecosystem of Coastal East Africa, Tanzania (scaling up)

# □ Communicating Sustainability



- The arts and creative industries are ideally placed to lead on environmental sustainability; with creativity and inspiration they can champion a ***greener economy, energy efficiency***, challenge our reliance on fossil fuels, ***make creative use of otherwise wasted materials*** and **open new ways to greener production and living**
- **However, a key question is:** How climate conscious is the African artist to influence communities to relearn the idea of eco-existence and stimulate green community lifestyles?

# C. Hubs as creative spaces for nature: biodiversity, habitats and ecosystems





# □ Eco Sanaa Hub – Visual metaphor of eco-existence



- A shared work space, where we co-exist with nature. Our garden has various plants, including a variety of indigenous plants e.g Kaswagara and fruits
- We have an outdoor meeting space that is thatched and creates a cool environment Amidist the coastal humidity of Dar es Salaam
- We believe green ambience is into a place where we can ask the questions that contribute to the debate and understanding of what causes climate change
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# ❑ Office space -Visual metaphor of Eco-existence



Functional creative Arts: Our climate action approach is through resource efficiency We are creating a visual metaphor of what sustainable working looks like

- **Materials:** Use of recycling and traditional techniques draw from our cultural heritage and contemporary rustic design –the furniture –from old dhows, glasses from wine bottles, limit the use of single use plastics and will soon be separating our waste.
- Inclusion of indoor plants –**snake plant** is well know for absorbing **carbon dioxide**

# □ Water -Visual metaphor of Eco-existence

- **Water:** Introducing the use of the **ceramic water filtration** technology, to reduce the cost buying bottled water
- **Energy:** The future is to combine the use of solar – energy
- Combines the traditional clay pot technology with filtration technology



# □ Imagining Future Eco-Existence



# Dar es Salaam Eco Sanaa Village



- Green building (Energy, water and building materials)
- Landscaping with indigenous plants
- Products -natural products, slow fashion, performances and cinema, that are energy efficient, slow food
- Services – hospitality –Eco living
- **Key question:** Can creative hubs become living labs in African cities to enhance circularity as a pathway to an eco-cultural civilization?

# Summary: Key questions; perspectives



- How climate conscious is the African artist to influence communities to relearn the idea of eco-existence and stimulate green community lifestyles?
- Can creative hubs become living labs in African cities to enhance circularity as a pathway to an eco-cultural civilization?