

9 & 10 June 2021



ACP-EU
culture



Webinar

Towards a sustainable cultural and creative industry in African, Caribbean and Pacific countries

Wednesday 9 June 2021

10:00 – 10:30 KEYNOTE ADDRESSES AND OPENING REMARKS

- **Mr. Martin Seychell**
Deputy Director General, DG International Partnerships, European
- **H.E. Mr. Georges Rebelo Pinto Chikoti**
Secretary-General, Organisation of ACP States
- **H.E. Mr. Mohamed Hamid**
Minister of Culture, Tourism and Crafts, Republic of Niger

10:40 – 10:50 PRESENTATION OF THE ACP-EU CULTURE PROGRAMME AND INTRODUCTION TO SUPPORT MECHANISMS

- **H.E. Dr. Ibrahim Norbert Richard**
Assistant Secretary-General, Department of Political and Human development Affairs, Organisation of ACP States
- **Ms Henriette Geiger**
Director, Directorate Human development, migration, governance and peace, DG International Partnerships, European Commission

11:00 – 12:00 DIGITAL ACCELERATION: NEW HORIZONS FOR THE CULTURAL AND CREATIVE INDUSTRIES

Digital technologies are undeniably opening up new avenues for the cultural and creative sectors. The whole value chain is affected by the acceleration of digital transformation, also fostered by the global pandemic crisis. Digital technology has multiplied creative languages and opened up new possibilities for the production, dissemination and consumption of culture, but not in an equal way for all. This panel will analyze the challenges and opportunities related to this phenomenon.

Moderator

- **Dr. Destiny Tchhouali**
Professor of International Communication, Université du Québec, Canada

Panelists

- **Mr. Braden Chin**
Chief Executive Officer, CHM Group, Papua New Guinea
- **Ms. Melisa Achoko Allela**
Interactive Media Lecturer, Technical University of Kenya
Founder of Leso Stories, Kenya
- **Dr. Aladji Kamagaté**
Doctor in Physics and Professor-Research, Ecole Supérieure africaine des techniques de l'information et de la communication, Côte d'Ivoire

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13:30 – 14:30

GENDER AND CULTURE: DIVERSITY, PARTICIPATION AND LEADERSHIP IN THE CREATIVE INDUSTRIES

The issue of gender equality in the cultural and creative industries remains problematic, despite the increasing attention of public and private bodies, and the efforts of international donors who have made it a guiding principle of their actions. In practice, discrimination on the basis of gender identity and sexual orientation persists in access to training, skilled jobs, equal pay and positions of responsibility. Much work remains to be done to bridge these differences and ensure equal access to career opportunities, entrepreneurship and personal development for all in the cultural and creative sectors.

Moderator

- **Dr. Njoki Ngumi**
Head of Learning, Development and Research, Heva Fund, Kenya

Panelists:

- **Ms. Simone Harris**
Founder of 360 ARTISTS and business consultant, Jamaica
- **Ms. Katya Aragão**
Film director
Commercial and Marketing Director, Tela Digital Media Group, São Tome and Principe
- **Ms. Yemisi Mokuolu**
CEO, Hatch Ideas, United Kingdom

14:45 – 15:45

UNLOCKING THE POTENTIAL OF CULTURAL AND CREATIVE INDUSTRIES: SUSTAINABLE GROWTH AND DECENT JOBS

The cultural and creative sectors have an undeniable potential for human development, contributing to its economic, social, environmental and cultural dimensions. Their strategic role in achieving sustainable development goals is widely recognized by all international organizations. In many countries, however, these sectors are still based on largely informal systems and fragile regulatory and financial environments. It is necessary to strengthen the cultural and creative ecosystem by increasing the professional capacities of operators and entrepreneurs, by improving the quality of their productions and their recognition on the markets, in order to make culture an engine for sustainable growth, providing stable and qualified jobs.

Moderator

- **Ms. Valeria Marcolin**
Co-Director of Culture et Développement

Panelists

- **Mr. Luc Mayitoukou**
Founder and Director, Zhu Culture, Senegal
- **Ms. Andrea Dempster Chung**
Cofounder and Managing Director, Kingston Creative, Jamaica
- **Mr. Moses Turahirwa**
Founder and Creative Director, Moshions, Rwanda

16:00 – 16:30

CONCLUSIONS AND CLOSING OF THE DAY

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11:00 – 12:00

TOWARDS A MORE INCLUSIVE CULTURAL AND CREATIVE INDUSTRY. FROM PRINCIPLES TO REALITY

Culture is of fundamental importance for mutual respect, dignity and human identity. Too often, however, there are still individuals and groups who suffer from discrimination and social or economic exclusion. In this respect, any activity and policy in the cultural and creative sectors must incorporate measures to ensure that gender equality, a human rights-based approach and the fight against inequalities are taken into account. Ensuring full access to and participation in cultural life for all - including by providing an attractive and fulfilling working environment - must be a top priority for all actors in the sector, thus contributing to social inclusion, dialogue and peace.

Moderator

- **Ms. Chao Tayiana Maina**
Founder, African Digital Heritage, Kenya

Panelists:

- **Mr. Josh Nyapimbi**
Executive Director and Founder, Nhimbe Trust, Zimbabwe
- **Ms. Refilwe Nkomo**
Director, Visual Arts Network of South Africa
- **Mr. Michael Uwedemino**
Co-founding Partner and Project Director, CMAP, Nigeria
Visiting Senior Research fellow, King's College London, United Kingdom

13:30 – 14:30

YOUTH AND CULTURAL LITERACY: INVESTING IN THE FUTURE

A culture-based approach to education helps young generations to learn about themselves and others, to challenge cultural norms and stereotypes, to engage in dialogue and contributes to the development of creative, responsible and engaged citizens. It also trains future professionals who can find decent jobs and contribute to the development of more just and inclusive societies.

Moderator

- **Mr. Oumar Sall**
Founder and Director, Cinekap, Senegal

Panelists

- **Dr. Deborah Hickling Gordon**
Lecturer, University of the West Indies
Expert Member, UNESCO Transcultural Advisory Committee
- **Ms. Ayeta Anne Wangusa**
Executive Director, Culture and Development East Africa, Tanzania
- **Mr. Philippe Dodard**
General Director, National School of Arts, Haiti

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14:45 – 15:45

ACP-EU CULTURE PROGRAMME: BUILDING THE RESILIENCE OF THE CULTURAL AND CREATIVE SECTORS IN TIMES OF PANDEMIC

At the end of the webinar, this panel will analyse the transformation processes and good practices aimed at strengthening the resilience of the cultural and creative sectors in times of pandemic. In this regard, the support mechanisms put in place through the ACP-EU Culture Programme can strengthen the sustainability, inclusion and competitiveness of cultural and creative industries in ACP countries.

Moderator

- **Dr. Damien Helly**
Co-founder, Culture Solutions, Belgium

Intervenants

- **Ms. Mercedes Giovinazzo**
Executive Director, Interarts Foundation, Spain
- **Mr. Edington Hatitye**
Director, Music in Africa, South Africa
- **Dr. Marielle Barrow Maignan**
Cultural and Creative Industries Innovative Fund Coordinator, Caribbean Development Bank, Barbados
- **Mr. Enrico Chiesa**
Programme Coordinator, Clap ACP Fund
Organisation internationale de la Francophonie

16:00 – 16:30

CLOSING CEREMONY

- **Ms. Annica Floren**
Deputy Head of Unit, Youth, Education and Culture Unit, DG International Partnerships, European Commission
- **H.E. Dr. Ibrahim Norbert Richard**
Assistant Secretary-General, Department of Political and Human development Affairs, Organisation of ACP States

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