

SUPPORT TO THE FILM AND AUDIOVISUAL SECTORS IN ACP COUNTRIES



The ACP-EU Culture programme is an initiative funded by the European Union (EU) and implemented by the Organisation of the African, Caribbean, and Pacific States (OACPS)

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ACP-EU
culture

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FOREWORD

ACP-EU Culture: strengthening the cultural and creative ecosystem in ACP countries



Dr. Ibrahim Norbert Richard
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Organisation of the African,
Caribbean, and Pacific States

The Organisation of African, Caribbean and Pacific States (OACPS) has placed the culture and creativity sector at the heart of its member states' sustainable development strategies and their integration into the global economy. This sector, universally recognised for its potential for inclusive economic growth, has proven to be particularly resilient despite the devastating consequences of COVID-19. Its transversality allows it to reach the greatest number of people and to raise awareness of the fundamental values of our society, such as the promotion of human rights and the culture of peace, as well as considering the imperatives of environmental sustainability and the fight against climate change. In the field of culture, the power of images is well established: content creation and storytelling must be mastered.

Our world is globalised, interdependent and constantly evolving, leading to profound geopolitical and economic changes. In this context, the OACPS undertakes coordinated advocacy actions, in close collaboration with its strategic partners, in particular the European Union. These initiatives are reflected in the desire, expressed in the ACP-EU Culture Programme, to strengthen the ecosystem of the cultural sector in ACP countries, by stimulating entrepreneurship and the autonomy of professionals and boosting creativity and innovation. The aim is to give artistic and creative talents new opportunities to increase their income, to use new technologies to benefit from stable and quality jobs, and to promote better access to national and international markets. It is important to support them in their efforts during these transitions, with a particular focus on ending inequalities, on women's leadership and on youth participation. To this end, the mobilisation of the private sector allows for more ambitious and stable achievements, embedded in the local and regional social fabric. The programme's innovative approach is already bearing fruit, as every year dozens of feature films, documentaries and series are being produced, alongside the many projects that are flourishing at regional level in all other areas of culture and creation.

I hope that the ACP-EU Culture Programme will continue to help talents in the ACP States to flourish, releasing their creative potential and entrepreneurial skills, with a view to the development of the audiovisual sector for the benefit of all.

Supporting cinema and audiovisual, a concrete contribution to the socio-economic and human development of ACP countries



Agnieszka Skuratowicz
Head of Unit
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Our cultural cooperation has focused for some years on the professionalisation and competitiveness of cultural industries, because we are aware that the creative sector strongly involves young people, who are one of our priorities through our international partnerships.

Many artists and creators are emerging in ACP countries. They surprise us by their dynamism, but also by their capacity for resilience and perseverance, especially during the COVID-19 pandemic. The cultural and creative industries should therefore be able to offer new generations a wide range of employment opportunities and local business creation.

In response to these expectations, we have jointly designed the ACP-EU Culture Programme with the Secretariat of the Organisation of ACP States. We are pleased to see the positive results of the new mechanism set up to boost the film and audiovisual sectors, with almost 100 projects already supported in all ACP regions since 2020.

Thanks to the requirements of North-South partnerships, the links between ACP and European cultural actors and operators, which have been in place for the past fifteen years, are being consolidated. The result is a real commitment to strengthening the capacities of artists, using new technologies throughout the value chain, and thus enabling their works to access international markets.

But the power of the image is not limited to the economic dimension. We want to use it to build a positive vision of the future for the next generation. The situation of socio-economic precariousness in which a large part of the youth finds itself often maintains a strong feeling of social injustice, a lack of confidence in the future.

Telling and sharing real-life stories allows us to clarify the perception of others, to feed a curiosity about differences, to find similarities and to make connections. Images are invaluable and should be used to the full in times of increasing tension.

We therefore need to continue image and media literacy as well as the promotion of civic and citizenship values among the new generation, especially to challenge stereotypes, fight against racism and other forms of discrimination.

By joining forces, we want to focus on the sustainability of cultural organisations, on policy reform to create an enabling environment for the empowerment of cultural entrepreneurs, but also to contribute to the well-being of peoples by promoting dialogue for conflict resolution.



THE ACP-EU CULTURE PROGRAMME

Increased support to the film and audiovisual sectors in African, Caribbean, and Pacific countries

Implemented by the Organisation of African, Caribbean and Pacific States (OACPS) and funded by the European Union (EU), the ACP-EU Culture Programme illustrates the ambition to boost the competitiveness of cultural and creative industries and their contribution to social and economic development in ACP countries.

Covering the period 2019-2024, the programme includes an innovative mechanism to support audiovisual co-production in ACP countries.

The programme's grants are allocated to existing co-production funds and are additional to the financial support that these funds usually provide to the field through their calls for proposals.

This decentralised approach thus facilitates, for operators, access to joint financing (traditional support and programme «bonus»), as well as the circulation of ACP works on the various national and international markets. Thanks to the ACP «bonus», projects can benefit from substantial funding, which will make it easier for them to complete their co-production budget.





SUPPORT TO THE FILM AND AUDIOVISUAL SECTORS

CLAP ACP

The ACP film and audiovisual sectors have been in crisis for several years, aggravated recently by the COVID-19 pandemic. With the scarcity of cinemas and distribution channels, festivals have become the only way to reach audiences. ACP-EU Culture funding can play a decisive role alongside that of the Organisation internationale de la francophonie, the Fonds de Soutien à l'industrie cinématographique de Côte d'Ivoire, the National Film Authority of Ghana, Documentary Africa Kenya and the Rwanda Film Office in creating a leverage effect facilitating regional and international co-productions.

The CLAP ACP co-production fund aims to contribute to the development of the ACP audiovisual sector by focusing on the development of co-productions that will improve the quality and quantity of films and series produced, as well as the regaining of local markets and the international influence of ACP States.

The areas of intervention are as follows:

- Financial support and accompaniment of audiovisual co-production projects: audiovisual or multimedia works;
- Strengthening and professionalisation of existing aid funds;
- Networking of producers;
- Increased participation of women in the audiovisual sector.



Implementing partners

- [Organisation internationale de la francophonie \(OIF\)](#)
- [Documentary Africa Kenya \(DocA Kenya\)](#)
- [Fonds de soutien à l'industrie cinématographique \(FONSIC\)](#)
- [National Film Authority of Ghana \(NFA Ghana\)](#)
- [Rwanda Film Office \(RDB-RFO\)](#)



Budget

Total amount: € 8 079 764
Amount of the EDF contribution: € 4 525 000 (or 56 %)



Duration

72 months (2020 - 2026)



Geographical coverage

79 ACP countries

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SUPPORT TO THE FILM AND AUDIOVISUAL SECTORS

DEENTAL ACP

In ACP countries, the audiovisual landscape is undergoing a rapid evolution, linked to the increase in population and the rise of a middle class and its desire for culture and entertainment: an explosion in the consumption of audiovisual content, particularly on the Internet and online paid or free platforms. In this context, viewers want to have an alternative to the Hollywood offer and to see films with content that is closer to their social and economic environment and in which they can identify.

The Deental ACP co-production fund seeks to strengthen the financing of the ACP cinematographic works supported, to encourage the structuring and professionalisation of the sector, to encourage the circulation of ambitious works and to stimulate job creation.

The main lines of intervention are as follows:

- Financial support at the production stage;
- Support for projects at the development stage by holding writing residencies;
- Organisation of co-production markets and workshops for professionals on the fringes of international festivals.



Implementing partners

- [Centre national du cinéma et de l'image animée \(CNC\)](#)
- Fonds de promotion de l'industrie cinématographique et audiovisuelle (FOPICA)
- Fonds d'Afrique de l'Est pour le film documentaire (DOCUBOX)



Budget

Total amount: € 5 593 750
Amount of the EDF contribution: € 4 475 000 (or 80 %)



Duration

96 months



Geographical coverage

79 ACP countries

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Lesotho



SUPPORT TO THE FILM AND AUDIOVISUAL SECTORS

WCF ACP

The WCF funding programme (WCF, WCF Europe, WCF Africa) offers various possibilities to support production and distribution and promotes pluralism in the international film industries. The additional support provided by the WCF-ACP Fund will play a crucial role in the implementation of local projects in these regions.

The WCF-ACP Co-production Fund aims to support audiovisual production by increasing funding opportunities for co-production projects and to encourage co-productions between European producers and ACP directors, particularly from countries with little international experience.

The main lines of intervention are as follows:

- Financial support for audiovisual co-production projects: audiovisual or multimedia works;
- Support and capacity-building;
- Networking of producers.



Implementing partner

- [World Cinema Fund](#)



Budget

Total amount: € 1 400 000
Amount of the EDF contribution: € 1 000 000 (or 71 %)



Duration

48 months



Geographical coverage

79 ACP countries

Contact

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RESULTS 2020-2021

97

**projects funded in
2020 and 2021**

The first two years of operation of the ACP audiovisual co-production support mechanism have been particularly successful. Some 97 feature films, documentaries and series projects - proposed mainly by African, but also Caribbean and Pacific filmmakers - have received an ACP «bonus» which at least doubles the funding provided by our partner organisations. The total amount of these bonuses currently corresponds to € 3.3 million. In addition, numerous promotion, training, and capacity-building activities have already been offered to professionals in the field, enabling them to improve the quality and sustainability of their projects.

At the end of the programme, it is planned to support more than 250 film and audiovisual projects, thus reinforcing the importance of this sector for the cultural, social, and economic development of ACP countries.

Our partners speak out...

Supporting professionals is a fundamental mission for the Centre national du cinéma et de l'image animée and its two partners, FOPICA (Senegal) and DOCUBOX (Kenya). Through the DEENTAL-ACP programme, series, short and feature film projects from ACP countries, grantees of the Aide aux cinémas du monde and/or the Fonds pour la jeune création francophone are better financed and real opportunities are given to audiovisual professionals. Tailor-made schemes are built in conjunction with festivals in Europe (Cannes Festival, Séries Mania, etc.) and in ACP countries (FESPACO, Dakar Court, RFC Madagascar, etc.) to allow ACP professionals to work on their projects with experienced mentors, to deepen their knowledge of the sector and to build a real international network.

Centre national du cinéma et de l'image animée

The complementary support of the WCF ACP programme not only effectively contributes to the making and completion of ten films (so far), which stand out for their artistic and thematic quality and have the potential for a bright future on the festival circuit and beyond. More significantly, it opens up new geographical horizons for co-productions and co-operations between different countries in the South and in particular in the ACP regions, thus opening up a sustainable path to greater independence in production and decision-making. It also contributes enormously to testing new models of partnership, which is invaluable in the long term.

World Cinema Fund

For a long time, the best African filmmakers turned to the North, which was the only place capable of financing the most ambitious films and series. A new generation of producers is slowly emerging in the South, but this emergence is hampered by the scarcity of local funding, isolation, and a general lack of experience in international markets. For a stronger film sector in Africa, the Caribbean and the Pacific, the Clap ACP programme supports co-productions between ACP countries by doubling financial aid and providing artistic and technical support, while striving to involve support funds at the national level. Over 6 years, from 2020 to 2025, the objective is to finance more than 80 films and series, to allow ACP production companies to keep control of their productions and to help national funds to sustain their action.

Organisation internationale de la Francophonie

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TOGETHER TO CREATE OUR FUTURE

CultureXchange: a knowledge and skills sharing platform and networking tool for cultural and creative professionals in EU partner countries

The CultureXchange online platform, funded by the European Union (EU), aims to be an incubator for ideas and projects and a space where actors in the cultural and creative sector can connect, meet, interact and exchange.

CultureXchange focuses on issues considered essential for the future of the cultural and creative sectors in the EU's partner countries: the cultural policies of the EU and other international, regional and national organizations, funding opportunities, cooperation programmes, challenges and aspirations of the sector in different parts of the world and especially in African, Caribbean and Pacific countries.

CultureXchange provides and relays relevant information, current debates, studies, and projects from the private and public sectors. It offers its members an open space to share their knowledge and skills, increase their professional visibility, find partnerships, and seek funding, thus helping to shape the future of culture.

Register at <https://cultureexchange.eu>
and join the CultureXchange community!



ACP-EU
culture

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