

For Immediate Release

PRESS RELEASE:

Tuesday, 20th June 2023

EAST AFRICA'S LARGEST CREATIVE AND CULTURE INDUSTRIES GRANT FUND, ACP-EU CULTURE (EASTERN AFRICA) "IGNITE CULTURE", WILL HOST A 3-DAY EVENT AT THE ZANZIBAR INTERNATIONAL FILM FESTIVAL (ZIFF 2023).

Eastern Africa - June 2023 - The ACP-EU Culture Programme (Eastern Africa): Ignite Culture—for the support of creative and cultural industries (CCIs) in 14 Eastern Africa countries—is excited to announce that we will host a regional networking event which will take place at the Zanzibar International Film Festival ([ZIFF 2023](#)).

The 3-day event, named ZanzIgnite (pronounced Zanz-Ignite), will be a convening of beneficiaries from Eastern Africa's largest grant fund for creative and cultural industries, the grant implementation team, funding and support partners, other ACP-EU culture hubs, and esteemed government bodies dedicated to CCIs. Others wishing to virtually attend are invited to [register for the ZanzIgnite event via Zoom](#).

Starting from Sunday 25th June to Tuesday, 27th June 2023 attendees will be engaged in a series of keynote speeches, beneficiary showcasings, capacity-building workshops, a mini-tour of Stone Town, short-films showcasings, a networking cocktail and more!

ZanzIgnite is the ideal occasion to get together and assess the opportunities, support mechanisms, and skills development that have been provided to date, and to focus on what is needed to promote social and economic growth of the region's CCIs. We will discuss the impact of the ACP-EU culture programme; learn from and share with each other; engage industry actors and policymakers; workshop; and involve other ACP-EU culture hubs. We are especially honoured to host this event at ZIFF 2023 because, in addition to being the largest cultural festival in Eastern Africa, the Zanzibar International Film Festival is also an official beneficiary of the Ignite Culture grant facility.

The ACP-EU Culture Programme (EA) is implemented by [HEVA Fund](#) in partnership with [British Council Kenya](#), with the financial contribution of the [European Union](#), and further support from the Organisation of African, Caribbean and Pacific Group of States ([OACPS](#)).

Recordings of the events will be made available on the official programme platforms. Live updates and content will be shared on the Ignite Culture social media pages. All links have been provided in the [notes section](#) of this press release.

Register to join ZanzIgnite online: <https://bit.ly/3PhhMir>

EVENT HASHTAGS

#ZanzIgnite

#IgniteCultureEA

EVENT POSTER



PORTRAIT POSTER



LANDSCAPE POSTER

Project Background Information

Having launched 3 successful calls for applications, across 14 Eastern Africa countries with €4.5 million to be awarded for the period 2021-2024, the programme aims to:

- Encourage entrepreneurship and cultural innovation, as well as the participation of the youth
- Create new jobs and increasing artists' and cultural professionals' revenues
- Raise the quality of the ACP cultural productions,
- Valorise the cultural goods and services from Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tanzania, And Uganda on international markets.
- Increase knowledge of policy and legal frameworks that impact the sector and advocate for more support structures.



Enabling Creative And Cultural Entrepreneurs

ACP-EU Culture Programme (EA) aims to support the growth and sustainability of Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tanzania and Uganda's cultural and creative sectors by empowering cultural entrepreneurs and artists and enhancing their access to resources, networks, and markets.

Funding: The programme provides financial support to cultural entrepreneurs, artists, and creative businesses, enabling them to develop innovative and sustainable business models, products, and services.

Training and mentoring: The programme offers training and mentoring to the grant holders, equipping them with the skills, knowledge, and tools to develop their business plans, marketing strategies, and operational processes.

Networking and collaboration: The programme facilitates networking and collaboration between cultural and creative entrepreneurs, enabling them to share knowledge, best practices, and resources.

Market access: The programme helps grant holders to access new markets, both within and outside their regions, by connecting them with potential customers, partners, and investors.

Visibility and recognition: The programme promotes the grant holders' products, services, and achievements, increasing their visibility and recognition both locally and internationally.

NOTES

For more on ACP EU Culture Programme (Eastern Africa) - Ignite Culture:

Website: <https://www.britishcouncil.org/east-africa-arts/ignite-culture>

Blog: <https://medium.com/@igniteculture>

Social Media: [Twitter](#) | [Facebook](#) | [Instagram](#)

Email: igniteculture@hevafund.com

Events Page: [Events 2022/ 2023](#)

Register to Join ZanzIgnite Online: <https://bit.ly/3PhhMir>

About HEVA

HEVA is the region's first dedicated investments, advisory and knowledge solutions group for Africa's creative economy. We are a partnership registered in Kenya, working with creative industry practitioners and business owners across 14 countries in the Eastern Africa region, and in partnership with investors and benefactors from around the world.

HEVA has innovated financial models specifically for the Eastern African creative economy, directly investing in more than 100 creative businesses and supporting over 8,000 creative practitioners in diverse ways.

HEVA's addition of Ignite Culture, the **ACP-EU Culture Program Grant Facility**, into its existing fund financing, was specifically designed to address the impact of COVID-19 on small and medium-size businesses as identified in HEVA's 2020 sector pandemic study, titled "[COVID-19 Resilience: Creative Industry Options and Strategies](#)".

<https://www.hevafund.com/>

About British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. We do this through our work in arts and culture, education and the English language. We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2021–22 we reached 650 million people.

www.britishcouncil.org

Previous news about HEVA's CCI Grant Facility below:

[It's Official, HEVA Begins Disbursements of 2.5 Million Euro Committed to the Creative and Cultural Industries in Eastern Africa](#)

[Meet the Beneficiaries from Cohort 2 and Learn About Their Awarded Projects](#)

[Meet Our First Cohort of Grantees!](#)

[Countdown to End of July 2021: Launch of New 14-Country CCI Grant Facility](#)

[Virtual Launch Recap: 4.5 Million Euro Grant Facility For Creative and Cultural Industries In 14 Eastern Africa Countries](#)