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REGIONAL HUB:	Southern Africa
CULTURAL SECTOR(S):	Music, documentary films
BENEFICIARY (IES):	Kay Media (Pvt) Ltd
COUNTRIES COVERED BY THE ACTION:	Zimbabwe
PROJECT DURATION:	12/2021-07/2022 (8 months)
BUDGET:	EUR 42 990 – EU FUNDING: EUR 42 990 (100%)
WEBSITE:	N/A

The **'Ephemeral Tales'** multimedia project aims to produce a four-part animated musical mini-series by bringing together creatives from different disciplines in Zimbabwe, including animators, digital artists, musicians, and audio producers.

To achieve this goal, a creative storytelling training workshop has been created with the support of key Kay Media staff to facilitate skills development, collaboration, and knowledge sharing, enhancing the participants' ability to produce high-quality, impactful content.

The result was a high-quality 4-part animated musical that was broadcast on video and audio streaming platforms, social media, as well as animation and film festivals, reaching a wide local and international audience.

The production process and behind-the-scenes footage were documented in videos and photographs, which were used as promotional content to generate awareness and publicity.

Finally, streaming and publishing royalties from platforms, radio, and television helped fund the project, primarily from diaspora audiences.



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