



Zambezi Connects

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| REGIONAL HUB: | Southern Africa |
| CULTURAL SECTOR(S): | Culture and creation, digital media |
| BENEFICIARY (IES): | Magamba Network |
| COUNTRIES COVERED BY THE ACTION: | Zimbabwe |
| PROJECT DURATION: | 01/2022-04/2023 (16 months) |
| BUDGET: | EUR 180 000 – EU FUNDING: EUR 180 000 (100 %) |
| WEBSITE: | N/A |

The three-part ‘**Zambezi Connects**’ project aims to equip start-ups with the skills they need to promote change within their communities and become self-sufficient.

During the first part of the project, two Zimbabwean start-ups in the new media sector were incubated for 12 months in a co-working space provided by the Magamba network. They received training and mentorship in business management, financial education, branding, marketing, and digital media to enhance their professional skills.

Additionally, in the second part of the project, cultural and creative exchanges took place among artists from Zimbabwe, Zambia, Mozambique, and Botswana. Five-day residencies were conducted in each country, involving multidisciplinary artists and providing creative women with opportunities to craft their own inspiring narratives.

A shared digital toolkit in English, Portuguese, and Swahili on how to establish a sustainable creative career complemented these exchanges.

Furthermore, the visibility of the exchanges was heightened, and access to funding was improved for all participants.

Lastly, support was provided for the performances of two collaborative artists at the Shoko and Shangano festivals.



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