



# Amplifying Women's Voices

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REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Music, festivals
BENEFICIARY (IES):	Busara Promotions
COUNTRIES COVERED BY THE ACTION:	Tanzania
PROJECT DURATION:	04/2022 – 01/2024 (22 months)
BUDGET:	EUR 90 000 – EU FUNDING: EUR 90 000 (100 %)
WEBSITE:	N/A

The **'Amplifying Women's Voices'** project aims to ensure opportunities for female artists and creative professionals from East Africa, steadily increasing them over the next three years at the Sauti za Busara festival, to further motivate and inspire the next generation of women in the music industry.

Each year since 2022 until 2024, women from East Africa have had the opportunity to meet, rehearse, and perform with musicians from other regions of Africa as part of week-long artistic collaborations at the Swahili Encounters festival.

The Movers & Shakers program, designed for local and guest art professionals, provided African artists with a friendly and informal space where they could meet, network, and share information about their successes, challenges, and opportunities.

The quality and quantity of creative and cultural goods and/or services have increased, enhancing the visual culture of the audience, the visibility of creators, and access to new markets for creative and cultural goods and services from East Africa.

Finally, women's participation in the Sauti za Busara festival and their stories have been regularly broadcast on television, radio, print media, and online media platforms, thereby amplifying women's voices by focusing on their successes and challenges in the African music industry.



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