

PARTNERSHIP INITIATIVES INFORMATION SHEET

Name of the Partnership/Initiative

Africalia

Expected date of initiation: 01/07/2001

Expected date of completion: 31/12/2003

Partners Involved¹: Africalia is in the process of actively seeking partners. If you are interested in becoming a partner, or otherwise participating our project, please contact our General Coordinator whose details are given at the end of this form.

Governments:

Belgian State Secretariat for Development Cooperation

Intergovernmental organizations:

The European Union

(To be confirmed) UNESCO, the Common Wealth Institute, the International Agency for the French-Speaking Community, the French Association for Artistic Action.

Major groups: (To be confirmed)

The Arab World Institute, the International Centers of European Culture in Belgium (the British Council, the Goethe Institute, the Alliance Française, the Danish Cultural Institute, the Finnish Cultural Institute, the Italian Cultural Institute, The Cervantes Institute,...)

Other: (To be confirmed)

Private sector corporations

Leading Partner:

Africalia

Nicole Guez – General Coordinator

170 Boulevard Léopold II, 1080 Brussels

Phone: 02 – 412 5880

Fax: 02- 412 5890

E-mail: nicole.guez@africalia.be

Main objectives of the Partnership/Initiative

Africalia was created to set in motion the realization of the objectives laid out in Article 27 of the EU-ACP Cotonou Agreement. The objectives of this article are:

- the inclusion of a cultural dimension in all aspects of development cooperation,
- the facilitating of intercultural dialogue among ACP countries,
- the preservation and valorization of these countries' cultural heritage,
- the development of their cultural industries, and
- the improvement of access for their cultural goods and services to European markets.

¹ Not all partners are confirmed.

Article 27 thus contends that culture can be an important lever of sustainable human development in Africa. The objectives of Africalia derive from this concept. They are:

- to draw attention to the cultural wealth and diversity of the African continent,
- to facilitate the realization of creative and cultural productions in Africa,
- to strengthen the ability of cultural operators to play a constructive role in African society,
- to raise awareness in Belgium of the need for sustainable human development cooperation with Africa

Expected results:

Africalia will in forthcoming years work towards achieving these objectives. In 2002 it will seek to stimulate, promote and support the realisation of all sorts of cultural productions in Africa. It will also seek to encourage and facilitate the circulation of African artists and their works inside the regions and countries of that continent. Most importantly, Africalia will in 2002 actively support workshops, training sessions and information exchange networks aimed at professionalizing Africa's cultural sector and facilitating exchanges of know-how. Its decision to enter into partnerships with African cultural operators and members of the civil society that are *demanders* of its help, stems from the fact that these are eager to foster societal dialogues and contribute to laying the foundations of sustainable human development in Africa.

In 2003 Africalia will stage a season of African cultural events throughout Belgium. Their purpose will be to draw attention to the artistic potential and vibrancy of the African continent and its cultural diversity, rather than to the poverty with which it is all too often associated in the minds of Europeans. "Africalia 2003" will attempt to initiate intercultural dialogue between Africans and Belgians by emphasizing that which they have common, rather than that which sets them apart. Last but not least, the events of 2003 should lead to the creation of artistic partnerships, professional know-how exchange forums, solidarity networks and mutually lucrative deals between Belgian and Africans. It should also help introduce African artists in international circles of culture professionals.

Relationship with Agenda 21 and the United nations Millenium Declaration:

Africalia believes that the creativity of the African people and the diversity of the African cultures can create jobs in Africa and be a catalyst of social development and economic growth. It is a totally novel type of initiative that relies on culture as a vector of sustainable development cooperation.

Africalia is a Belgian action programme whose aim is to improve regional and sub-regional development cooperation inside the African continent, and to strengthen African ties with Belgium so as to favour the development of sustainable cooperation in the field of culture. The projects which Africalia supports in Africa respond to the needs of local cultural operators because they are proposed by African cultural organisations rather than by outside parties. As a rule Africalia has chosen to back projects that contribute to professionalizing the African cultural industry, facilitating the development of new or existing cultural undertakings and improving their access to regional and overseas publics. It is precisely Africalia's determination to strengthen Africans' building-capacity and to favour the emergence of environmentally sound productive activities – in which African women, youth and civil society members play a crucial role– that ties it in with the objectives of Agenda 21.

Specific targets of the Partnership/Initiative and timeframe for their achievement:

In Africa in 2002:

- Providing structural support to projects proposed directly to Africalia by cultural operators

in Africa in the context of a call for proposals.

(Preference was given to projects that impact on a region or sub-region, that provide training and that will foster exchange networks of: artists, art, know-how and information).

- Providing financial and technical assistance in the organization of large cultural events in Africa (e.g. the Dakar Biennale, the FESPACO and the MASA) so as to help professionalize these.
- Facilitating the circulation of artists and their work inside the African continent.

In Belgium in 2002:

- Preparing the season of African events meant to take place in Belgium from March to mid-September 2003.

(Identification and launch of a series of flagship projects along four main axes: artistic creation, culture, awareness-raising and prospective reflection; and organization of “the African season”).

In Belgium in 2003:

- Raising awareness among Belgian publics of Africalia’s activities in 2002 and of the realities of the African continent.
- Encouraging and facilitating the discovery of contemporary African productions in fields such as the visual arts, the performing arts, the street arts, the living arts, literature, comic books, and cinema.
- Changing the perceptions of Belgians and Africans with regard to the creative vibrancy of the African continent.
- Facilitating the creation of ties of solidarity and genuine companionship between African and Belgian individuals, organisations, companies, provinces, regions and cities.

Coordination and Implementation mechanism

The coordination of all of Africalia’s activities are overseen by a very capable staff of artistic coordinators, each of whom are experts in their fields. They are seconded in their work by a Consultative Council whose experience they can call upon. The staff as a whole answer to an Administrative Board, which is responsible for verifying that the project progresses in a way that will allow deadlines to be met.

Projects are submitted following a call for proposal publicized via our internet site and our relays in Africa. An appraisal and selection, in which all coordinators are implicated, is then effected among these on the basis of a set of previously determined criteria. The projects retained are then presented to the Administrative Board for information.

A partnership convention is then drawn up and signed with each African operator. The project is then closely followed by the artistic coordinators (who sometimes fly out on mission to Africa) and their African correspondents.

The evaluation of projects is conducted by Africalia’s correspondents on-location. These are people that have no direct involvement in the project, that are experts in their field and which Africalia’s coordinators know and trust. Most financial matters pertaining to the project are verified by an accountancy office on-location and/or by the financial manager of Africalia in Brussels.

Arrangements for funding

Belgian Ministry of Development Cooperation: (through the Belgian National Lottery)

2001 100 million BF = €2478000

2002 100 million BF = €2478000

2003 160 million BF = €4000000 (amount to be confirmed)

Total: € 8956000

European Union:

The amount has yet to be determined.

Partnerships meant to provide cash contributions and in-kind support for Africalia's projects are currently being discussed with various international organizations, financial institutions, foundations and private sector corporations.

Arrangements for capacity building and technology transfer

The main purpose of Africalia is to favour the development of a self-sustainable cultural industry in Africa via the professionalisation of African cultural operators by means of training workshops, information relays and know-how exchange networks both inside the African continent and between it and Belgium.

Africalia is for example facilitating the creation of print and multimedia cultural information databases on internet, it is also helping professionalize African artists by arranging for them to receive technical training in the context of large cultural events in Belgium or workshops in Africa.

Links of Partnership/Initiative with on-going sustainable development activities at the international and/or regional level (if any)

Africalia is, on a number of projects, working in partnership with organizations such as UNESCO, Proculture, the House of ACPs, the International Agency for the French-Speaking Community, the French Association for Artistic Action and the European Union. This is because its activities are in line with the guiding principles of these organizations and adequately complement their activities in the field of sustainable development.

Monitoring Arrangements

Africalia will review the progress made in achieving its goals by means of:

1. progress reports
2. evaluations of the impact of projects in terms of:
 - number of people that received training and went on to teach others/use what they were taught
 - number, type and quality of networks created
 - amount and type of sponsors or partners drawn in by the project
 - amount and quality of press coverage given to a particular artist, initiative or event
 - number and type of people that attended an event, bought a work of art, a book, a film ticket
 - amount of interest generated by different African art forms, artists or art works.

Other relevant information:

www.africalia.be

Name and contact information of the person filling in this table:

Name: Nicole Guez

Position: General Coordinator

Address: 170 Boulevard Léopolod II

Phone: +32 (02) 412 5880

Fax: +32 (02) 412 5890

E-mail: nicole.guez@africalia.be