



Project full name:

Cultural Programme
Tanzania (CPT)

Phase IV:

2016 - 2019

Total phase budget:

CHF 906'000

Main partners:

- Dhow Countries Music Academy (DCMA)
- Busara Promotions

Project overview

The arts and culture sector in Tanzania is very promising given the rich diversity and traditions of its people but most of the creative industries remain underdeveloped. With over 45 million people and 120 tribes, Tanzania offers a true cultural mix of tribal traditions especially in music and dance.

Switzerland has been promoting and supporting various aspects of the Tanzanian culture since 2005, both the conservation of the very diverse tribal traditional arts and creative contemporary arts. Switzerland recognizes the continuing need for partnership and support of Tanzanian (accomplished and emerging) artists as well as other cultural events and initiatives.

This phase aims to complement the Swiss Agency for Development and Cooperation's (SDC's) development objectives and contribute to supporting an independent and diverse culture sector. The goal of the programme is to promote intercultural dialogue and exchange as a means of encouraging cultural diversity, inclusion, social cohesion and peaceful relations.

Overall goal

To contribute to the emergence of a lively, inclusive and diversified art and culture scene that provides livelihood opportunities and promotes intercultural dialogue and exchange.

Approach

The programme combines long-term and short-term partnerships to balance between the interest of greater impact and sustainable effects, and need to make support largely available to help a critical mass of artists and cultural actors survive. This will be implemented through the following modalities:

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- **Core contributions to DCMA and Busara Promotions:** (i) Continue to support the strengthening of DCMA given its unique position as an institution that provides musical education on an important part of national heritage and where young people of different origins converge. (ii) Provide earmarked contribution to Busara Promotions for training workshops and seminars as part of the Sauti za Busara festival. These aim at skills development for local artists and providing networking opportunities for local artists with other artists both regional and international.
- **Public call for proposals:** A call for proposals focusing on a specific theme is made annually. Projects are to cover topics within the selected annual theme expressed through various forms of art including performing arts (music, dance, and theatre), visual arts (drawing, paintings, and illustrations) and media arts (film, photography). The small grants shall support initiatives that have a shared interest in building a stronger arts and cultural scene across the country.
- **Ad hoc decisions:** This line allows supporting other emerging events, initiatives and artists in the arts and culture. Projects are chosen for their artistic and creative content and their potential for sustainable impact.

KEY RESULTS – PHASE V

- DCMA's reputation has noticeably improved both nationally and internationally. Graduates from the Academy have managed to secure jobs and improve their financial security.
- The institutional framework and quality of teaching at DCMA has improved.
- A group of selected artists in Tanzania (mainly Dar es Salaam) now produce better quality music and have gained local recognition.
- Local culture, in particular music, has better visibility in the country.

Beneficiaries

The direct beneficiaries for this programme are organisations, associations, businesses and individuals working in the creative and cultural sectors. The ultimate beneficiaries are the citizens of Tanzania, especially women, youth and those living in rural areas.