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98706

# **CULTURE AND INFORMATION**

**SOUTHERN AFRICAN  
DEVELOPMENT COMMUNITY**



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**Lilongwe, Republic of Malawi  
1 - 3 February 1995**

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## **PROJECT NUMBERING SYSTEM**

Projects are identified using an alphanumerical numbering system

The first three letters indicate the member State

AAA	-	Regional	NAM	-	Namibia
ANG	-	Angola	SWA	-	Swaziland
BOT	-	Botswana	TAN	-	Tanzania
LES	-	Lesotho	ZAM	-	Zambia
MAL	-	Malawi	ZIM	-	Zimbabwe
MOZ	-	Mozambique			

The first digit defines the Sector

0	-	Overall Coordination
1	-	Culture
2	-	Information

The third digit is a serial number

## A B R E V I A T I O N S

ADB	=	African Development Bank
AGIP Spa	=	AGIP Spa
AIDAB	=	Australian International Development Aid Bureau
ANG	=	Angola
ARSO	=	African Regional Organisation for Standardisation
ASEAN	=	Association of South East Asian Nations
AUS	=	Australia
AUST	=	Austria
BADEA	=	Arab Bank for Economic Development in Africa
BEL	=	Belgium
BOT	=	Botswana
BRA	=	Brazil
CAN	=	Canada
CARICOM	=	Caribbean Community
CBI	=	Confederation of British Industries
CBIF	=	Cross-Border Investment Facility
CEFS	=	Comprehensive Export Financing Scheme
CFTC	=	Commonwealth Fund for Technical Cooperation
CHI	=	Peoples Republic of China
CITES	=	Convention on International Trade in Endangered Species
COMSEC	=	Commonwealth Secretariat
DEN	=	Denmark
ECF	=	Export Credit Facility
EEC	=	Commission of the European Communities
EPRF	=	Export Pre-Financing Revolving Fund
FAO	=	Food and Agriculture Organisation of the United Nations
FIN	=	Finland
FRA	=	France
FRG	=	Federal Republic of Germany
GDR	=	German Democratic Republic
GTZ	=	German Association for Technical Cooperation
GSP	=	Generalised System of Preferences
IBRD	=	International Bank for Reconstruction and Development
HRD	=	Human Resources Development
ICAO	=	International Civil Aviation Organisation
ICE	=	Iceland
IDA	=	International Development Agency
IDRC	=	International Development Research Centre
IDU	=	Industrial Development Unit of the Commonwealth Secretariat
IFAD	=	International Fund for Agricultural Development
ILO	=	International Labour Organisation
IMPOD	=	Import Promotion Office for Products from Developing Countries
IOS	=	International Organisation for Standardisation
IRE	=	Ireland
ISNAR	=	International Service for National Agricultural Research
ITA	=	Italy
ITB	=	International Tourism Board

ITU	=	International Telecommunications Union
ITIX	=	International Travel Industry Exposition
JAP	=	Japan
KUW	=	Kuwait Fund
LES	=	Lesotho
MAL	=	Malawi
MBS	=	Malawi Bureau of Standards
MIEs	-	Multilateral Industrial Enterprises Scheme
MOZ	=	Mozambique
NAM	=	Namibia
NET	=	Netherlands
NIPOs	=	Nordic Import Promotion Officers
NOR	=	Norway
NORAD	=	Norwegian Agency for Development
NORDICS	=	Nordic countries
NORSAD	=	Nordic/SADC Fund or Agency
NSBs	=	National Standards Bodies
OPEC	=	Organisation of Petroleum Exporting Countries
POR	=	Portugal
PTA	=	Preferential Trade Area for Eastern and Southern Africa
RIPs	=	Regional Industrial Projects
SADC	=	Southern African Development Community
SAFTTA	=	Southern African Federation of Travel and Tour Associations
SAREC	=	Swedish Agency for Research Cooperation with Developing Countries
SATEP	=	ILO Southern African Team for Employment Promotion
SAZ	=	Standard Association of Zimbabwe
SITCD	=	SADC Industry and Trade Coordinating Division
SPA	=	Spain
SQA	=	Standardisation and Quality Assurance
SRBC	=	SADC Regional Business Council
SWA	=	Swaziland
SWE	=	Sweden
SWI	=	Switzerland
TAN	=	Tanzania
TAZARA	=	Tanzania Zambia Railway Authority
TPOs	=	Trade Promotion Officers
TCU	=	SADC Tourism Coordinating Unit
TTW	=	Travel Trade Workshop (Montreaux)
UAPTA	=	Unit of Account of the Preferential Trade Area
UK	=	United Kingdom
UNDP	=	United Nations Development Programme
UNIDO	=	United Nations Industrial Development Organisation
USA	=	United States of America
USSR	=	Union of Soviet Socialist Republics
VTR	=	Visiting Friends and Relatives
WB	=	World Bank
WTO	=	World Tourism Organisation
ZABS	=	Zambia Bureau of Standards
ZAM	=	Zambia
ZIM	=	Zimbabwe

## 1 EXECUTIVE SUMMARY

- 1 1 Throughout the first decade of its existence, SADC's efforts were directed at putting in place, consolidating and implementing economic programmes through the economic sectors that had been established
- 1.2 In the preparation for the next century and in the face of political changes emerging in Southern Africa, it has become essential to make adjustments in the mandate of the Organisation. In this context, and in order to meet new challenges, SADC has accepted that the Community's focus should, not only be the development of the member States economies but to inevitably give more emphasis on socio-cultural developments within and among countries of the region. To this end, the Treaty establishing the Community under Chapter 7 Article 21 4 recognises that additional areas of cooperation will be decided upon by Council.
- 1 3 Experience in the region and elsewhere has shown that sustainable development is only attained when economic growth does not leave aside socio-cultural interests, in other words there is a need to give consideration to the cultural and human dimensions of development. The process of development is primarily to meet the human needs. SADC has, therefore, decided to put people at the centre of its development strategy, by harnessing their energies and capacities
- 1 4 Social sectors represent sectors which should progressively be taken into account by SADC, so as to ensure that the development process represents a harmonious instrument of bringing together experiences and knowledge, held by various cultural groups. To achieve this, old cultural and social barriers characterised by fear, suspicion and hatred of neighbours, must be broken and replaced by social and cultural arrangements that see the people of the region as one, bound by history and cultural affinities and sharing a common vision of their destiny
- 1 5 In order for SADC to benefit from these varied experiences and capacities, it is important for the Sub-Sector on Information to be developed fully so that it can act as the main instrument of propagating ideas and information about the Community, the various development programmes and the role people at grassroots level are expected to play. In order to reach all the people of the region, it is important that all cultural languages are accorded similar recognition and used as effective instrument for communication

- 1 6 The signing of the Treaty and Declaration establishing SADC has ushered in a new era of development for Southern Africa, characterised by the need to integrate the economies and societies of Southern Africa. To achieve this ambitious objective, SADC has accepted that cooperation cannot remain solely the preserve of governmental bodies. The people of the region in their various walks of life, and their institutions, have been called upon to get involved in the building of the Community. The Governments have accepted that the people of the region will determine the content, form and direction of the Community.
- 1 7 One of the main reasons for the region's weak economic performance has been the poor participation by the people in the shaping of policies and the designing of relevant development programmes, and lack of involvement in the political process of the region. This in turn has led to poor accountability, poor work ethics and productivity as well as a culture of dependence on outside support. Arrangements need to be made to create a popular constituency in support of the objectives and programmes of SADC involving the people of all sectors of society.
- 1 8 In mobilising people for Community building, a series of seminars and workshops have been started. A series of national seminars will be conducted aimed at mobilising people for Community building. It is expected that various cultural groups and artists will play a central role in mobilising people. In this respect, SADC organised a workshop in Harare, in July 1993, on the *Free Movement of Persons*, in order to find mechanisms for increasing people to people interaction, as they seek to cooperate with each other across national boundaries. A protocol is being developed to provide for the free movement of persons across national boundaries of the Community.
- 1 9 The SADC Sector for Culture and Information's aim is to ensure the peoples' involvement in the process of regional integration and development. The Sector will therefore develop activities that will enable continuous consideration of the cultural dimension of development.
- 1 10 The Sectoral Committee of Ministers as well as the different Sub-Committees have already started the debate on what content and structure the Sectoral programme that will emerge from the current work defining the policies and strategies of the Sector, will have. It is hoped that the strategy will confirm the centrality of information, as a tool for social communication, the development of the cultures of the region, the promotion of the Community's cultural languages and literature; the promotion of public education and sports, and the development of democratic values and a tradition of respect for human rights and democratic values, as the main areas to concentrate on. The SADC Council of Ministers has in this context, approved

the holding of a programme of SADC Festival of Arts and Culture, over a period of four years, to help bring the people of the region closer together and to mobilise them to get involved in the programme of the Community

- 1 11 The Sector is still working on the development of the Sectoral Policies and Strategies. The Terms of Reference for the consultative mission which will prepare the study were approved by the Council at its meeting in Mbabane in September 1993. During the Annual Consultative Conference in Gaborone, in January, 1994, the EC agreed to finance the study.

## 2 REVIEW OF THE REGIONAL SITUATION

- 2.1 An analysis of the prevailing situation in the region shows that the cultural and information areas have been affected by changes underway, particularly in the political, diplomatic and economic spheres. The electoral process in South Africa and Malawi culminated with the victories of African National Congress (ANC) and United Democratic Front (UDF) respectively contributing to the creation of a democratic environment with wider links between the people of the region. The end of apartheid and the election of Mr. Nelson Mandela, as the first elected President by the majority of the people in the history of the Republic of South Africa, opened up the way for promoting the cultural and historical identities of the people in Southern Africa.
- 2.2 The peace keeping and building process taking place in the Republic of Mozambique also creates expectations that a culture of peace and democracy will supersede a culture of violence that, over the centuries, was imposed not only in the region but also in the world in general. With regard to the situation in Angola, it is hoped the Lusaka talks will come to an end successfully, thus bringing about peace and stability for that sister country.
- 2.3 At national level, the efforts regarding the recognition of basic rights of citizens have been notable. In this perspective, emphasis is given not only to the right to life, but likewise to ensuring freedom of expression and of the press.
- 2.4 In the field of culture, although some member States have made efforts to define their overall policies, the situation is still unsatisfactory. Most States have not published cultural policies.
- 2 5 Concerning cultural industries and copyright, the situation in the region shows that low priority was given to the development of cultural infrastructures for these industries. There is widespread under-utilization of existing facilities which could benefit the region. On the other hand, there is lack of recognition by the region's

financing institutions, of the economic dimension of cultural development as well as the absence of clearly articulated national programmes outlining the important role played by culture in regional economic development. Some countries like Malawi and Zimbabwe have already established national associations for copyrights. Other countries like Tanzania and Mozambique have started actions for the establishment of such associations

2 6 Concerning the Sub-Sector of Information, member States have been putting in place policies enabling the free flow of information throughout the region. In this regard, the emergence of independent media as well as the promotion of pluralism among these organs and the public sector is noticeable. In addition, the majority of member States have press laws allowing for the freedom of the press. On the whole, the need for regional promotion of actions aimed at facilitating interaction among journalists, and other media institutions, would be a positive development in this sub-sector. In the meantime, the exchange of information between media institutions in this area, is still scarce. Little has been published about events in the region by the various media institutions existing in each SADC member State.

2 7 With regard to public education, a great deal of initiatives are being developed in the promotion of democratic and human rights values. Amidst these initiatives, seminars are being organised on key topical issues, and non-governmental organisations are taking up the challenge of educating the grassroots on issues of basic human rights and responsibilities of informed citizenship, gender and development, AIDS, empowerment of women and other socially disadvantaged groups, etc. A Regional Conference on the Promotion of a Culture of Democracy and Human Rights in Southern Africa organized by the Sector, in cooperation with UNESCO and the International Commission of Jurists, in Maputo from 7 to 11 February, 1994 brought together a multidisciplinary group of researchers, policy-makers and the Non-Governmental Organisations to analyse the situation and priority needs for the creation of conditions for building up a culture of democracy, tolerance and respect for human rights in the region

2 8 Physical Education and sport, in its broadest sense, can act as an instrument of bringing people closer together. Although many sporting activities between member States are taking place, the dominance of competitive sports such as football and tennis, to the neglect of traditional games, should be addressed in order to strike a balance between competitive and traditional Sports

### 3 REVIEW OF THE PROGRAMME

During the year under review the Sector undertook a number of activities in order to ensure the implementation of its programme of action

#### 3 1 Policies, Strategies and Priorities for the Sector

The Sector submitted to the EC, through its delegation in Maputo, the Terms of Reference approved by the Council of Ministers, for their consideration and financing of a consultancy that will prepare the study. According to the EC, the Terms of Reference should not limit the number of consultants. The study should examine ways of enhancing the links between culture and socio-economic development. The EC, in coordination with the Sector Coordinating Unit, will make a restricted tender to select the consultants which will undertake the mission. The work of the consultants will have to start by 1 September, 1994. Member States, through their Sectoral Contact Points, have been invited to propose consultants that could be involved in the process.

The Terms of Reference for the study will be reviewed to incorporate comments from the EC on the inclusion of social and economic development aspects, as well as aspects on physical education, sports, literature and languages.

#### 3 2 Missions

The Sector Coordinating Unit, during the period under review undertook the following missions:

- a) Participated in the 27th Session of the General Conference of UNESCO, held in Paris in October/November 1993.
- b) Participated in the Preparatory Meeting of AFRACULT - Festival of Arts and Culture of Oriental and Southern African countries in Antananarivo, Madagascar.
- c) Visited the headquarters of CICIBA - International Centre of the Bantu Civilizations in Libreville, Gabon, as part of examining ways of cooperating with that institution in the implementation of the SADC project on the Establishment of Culture Data Bank.
- d) Participated in UNESCO's International Seminar on Culture and Development in Harare 18 - 23 May, 1994.

- e) Carried out normal Coordination country visits to Botswana, Lesotho, Namibia, Malawi, Tanzania, Zambia and Zimbabwe to
- \* assess the current status of the activities of the Sector in each member State,
  - \* supervise the process of implementation of projects initiated by the Sector in each member State, such as:
    - Festival of Arts and Culture of SADC,
    - Workshop on Copyright;
  - \* establish contacts with Associations and other organisations within the area of Information and Culture in SADC,
  - \* establish contacts with government authorities in order to evaluate the progress of the Sector in each country
- f) Carried out a consultative mission in the field of training for culture administration to Tanzania, Malawi and Zimbabwe in order to
- \* identify the needs in the area of training,
  - \* verify the existing conditions at the various training institutions that those countries have,
  - \* take note of opinions on the project given by people of various public and private institutions

### 3 3 **SADC Arts and Culture Festival**

Council recalled that, at its meeting in Mbabane in September, 1993, it approved the project on SADC Arts and Culture Festivals, and the establishment of National and Regional Organising Committees for the festivals which are to run from 1995 to 1998

Council noted that these Committees have been established and have started preparations for the festivals

### 3 4 **Reports of the Sector's Sub-Committees**

Council noted that the Committee of Ministers for the Culture and Information Sector, at its meeting in Maseru, Lesotho, on 8 July, 1994, considered the reports of the Sub-Committees on Culture, Information, Physical Education and Sports and on Public Education, and agreed to submit these to Council for consideration

3.4.1 Report of the Sub-Committee on Culture

Council considered the following.

3 4 1 1 **Report of the Second Session of the Regional Organising Committee of the Festivals**

Zimbabwe will host the Music Festival. With respect to the other activities of the Festival, Council approved that.

- a) Mozambique should host the SADC Theatre Festival in 1996,
- b) Namibia should host the SADC Visual Arts and Crafts Exhibition in 1997,
- c) Tanzania should host the SADC Dance Festivals in 1998,
- d) Each host country be responsible for designing the logo for the particular festival ensuring, however, that such logo incorporates the SADC logo, and
- e) Member States initiate the selection of the national entries for the SADC Arts Culture Festival song which should be received by the Regional Organising Committee by 11 November, 1994

3 4 1 2 **Progress Report on SADC Music Festival**

3 4 1 2 1 With respect to preparations for the holding of the SADC Music Festival, the Regional Coordinating Committee, the Sector Coordinator and the Zimbabwe National Organising Committee held preparatory meetings, to address the budget of the festival, assess the likely revenue to flow from the festival, the implementation schedules and festival management issues

3 4 1 2 2 In order to facilitate the holding of this Festival, Council approved that

- a) the SADC Music Festival be scheduled to take place from 23 April to 1 May, 1995 in Harare, Zimbabwe, in order to give member States adequate time to select participants to the festival and for the cooperating partners to consider the funding requests,

- b) an administrative office of the SADC Music Festival be set up in Harare with immediate effect and that a bank account be established in Harare to enable the Zimbabwe National Organising Committee to establish the administrative office and implement the preparations of the festival,
- c) funds raised from entrance fees; sale of cultural goods; copyrights, performing, film and broadcasting rights, royalties for use of the SADC logo, and levies on cultural goods marketed at the SADC Music Festival and other festivals go towards the SADC Fund, and
- d) National Organising Committees be established in the member States with immediate effect in order to begin the selection of participants to the SADC Music Festival

**3 4 1 3 The Financial Viability of the SADC Arts and Culture Festival**

3 4 1.3 1 Council considered the financial viability of the SADC Arts and Culture Festival. The festival will bring together hundreds of visual and performing artists from all member States to present a wide diversity of rich arts and cultural heritage of Community. The festival will enable the Sector to mobilise financial resources from the people of SADC and the International Community through the following:

- a) Entrance fees to dance, theatre, music and visual exhibitions,
- b) Sale of cultural goods associated with the festival;
- c) Copyrights, performing, film and broadcasting rights,
- d) Participation fees in music expo and visual arts exhibition;
- e) Donations by individuals and organisations,
- f) Sponsorship by corporations and foundations,
- g) Levies on marketed cultural goods, and
- h) Royalties for use of the logo of the SADC Arts and Culture Festival

3 4.1.3.2 Council approved that the resources collected from the above should be deposited in the SADC Fund managed by the Executive Secretary in accordance with the provisions of the Treaty establishing SADC. Council approved that in the use of the resources raised by the Culture and Information Sector, the following activities in addition to the Community as a whole, should benefit

- a) Projects that promote the exchange of artists between member States of the Community,
- b) National projects that aim at strengthening arts and culture training,
- c) Subsidies and credit facilities to cultural industries,
- d) Scholarship and awards to promote higher artistic achievements and further studies in culture;
- e) Funding of future SADC Arts and Culture Festivals,
- f) Special grants to research into culture and information,
- g) Funding of film projects, and
- h) Funding of projects aimed at the development of the languages, literature and orature of SADC

#### 3 4 1.4 **Role of Culture Industries for Development**

3 4 1 4 1 Council considered the need to ensure that member States establish viable cultural industries. The discussion was enriched by the recommendations of the UNESCO International Seminar on Culture Development held in Harare in May 1994

3.4.1.4 2 In order to facilitate the promotion and establishment of viable cultural industries, Council approved that

- a) all member States of SADC adopt and implement the Dakar Plan on Cultural Industries;
- b) member States should put in place legislative and fiscal measures aimed at subsidising priority cultural industries;
- c) A SADC Protocol be formulated favouring unrestricted circulation of cultural products, authors and performers of cultural works, total removal of taxes on cultural works and tools of culture and the payment in national currencies

for trade in cultural goods;

- d) SADC Labour and Immigration Commissions should examine the issue of temporary work permits for authors and performers of the region;
- e) member States provide monetary incentives to investors in the priority areas of cultural industries, and
- f) A SADC Committee on Cultural Industries be established and be responsible for the following
  - 1) spearhead research on all aspects of cultural industries in the SADC;
  - 11) define further policies on the development of cultural industries and their contribution to the economic development of the Community,
  - 111) define legal and fiscal measures for the development of cultural industries of the Community, and
  - iv) evaluate actions taken by member States on cultural industries

### 3 4.1.5 Copyright Issues in the SADC Region

3.4.1.5.1 Council considered the issue relating to copyright and neighbouring rights in all member States. The discussions showed that:

- a) copyright matters are handled by different Ministries in the Community, e.g. Culture and Information and Justice;
- b) all member States inherited copyright laws of their colonial masters at the time of independence and that Angola, Malawi, Lesotho and Namibia have since promulgated new laws while other member States are in the process of revising existing copyright laws;
- c) Zimbabwe has many well established artistic associations while in other countries they are still in their infancy;
- d) Angola, Malawi and Namibia have already established copyright societies. Lesotho is in the process of creating one, and two societies exist in Zimbabwe as private institutions,

- e) nearly all member States of the Community belong to one or more international conventions on Copyright and neighbouring rights; and
- f) piracy (the illegal reproduction of other people's intellectual work for gainful purposes) exists through out the region.

3.4.1.5.2 Council noted that a Regional Seminar on Copyright will be held in Malawi from 10 to 14 October, 1994. The seminar will be financed by UNESCO, and other funds are expected from SIDA and NORAD. Considering the importance of the issues to be discussed at the seminar, Council urged member States to ensure that experts in this field should attend the seminar in order to contribute effectively to the deliberations.

3.4 1 5 3 In order to achieve progress in this area of copyright, Council approved that.

- a) the Copyright laws of the Community be harmonised,
- b) a Committee of Copyright Societies in the Community (Committee of Copyright Societies of the SADC) be established to coordinate the formulation and implementation of SADC copyright laws; and
- c) a SADC protocol on copyright be formulated within the context of the Community Building programme for Culture and Information Sector.

**3.4 1 6 Southern African Film Festival**

3.4.1.6.1 Council considered the report from the Board of the Southern African Film Festival, held in Harare in 1993, the final communique and recommendations of the festival, the confirmation by the Pan-African Federation of Film Makers making the Southern African Film Festival, the third Pan-African Film Festival and the request that the SADC Sector for Culture and Information should be represented on the Board of Trustees of the Southern African Film Festival

3 4.1.6.2 Council noted the tremendous role the Film Festival is already playing in the promotion of the production and distribution of films in the Community. The desire is for the establishment of a viable film industry in the region. Progress in the preparations for the 1995 Festival was noted.

3 4 1 6 3 Council approved that

- a) SADC should support the Southern African Film Festival to enable the Film makers to mobilise financial resources from the Community and Cooperating Partners; and
- b) The Culture and Information Sector should accept invitation to sit on the Board of Trustees of the Southern African Film Festival.

3 4 2 Report of the Sub-Committee on Information

3.4.2.1 Council considered the Report of the Sub-Committee on Information. Council noted that the following characterise the information situation in the region

- a) the basic institutional framework within which the Information Sector can play its role of information gathering, processing and dissemination is available but certain problems still exist,
- b) the flow of information both at national and regional level remain lopsided The patterns of the flow of information in the region are biased leaving a huge gap between urban and rural communities, both in the gathering and dissemination of information, this is partly due to the fact that all mainstream media are based in urban centres;
- c) in some countries the vastness/terrains, poor road networks and communication infrastructure, multiplicity of languages, illiteracy, the general lack of the reading culture and economic factors affect access to information,
- d) the dissemination of information is restricted by high cost of television sets, radios and newsprint in some countries The problem is compounded by lack of electric power in the rural areas;
- e) although the freedom of the press is provided for in the constitutions of some member countries, certain legal laws and administrative procedures have hindered the press freedom and free-flow of information,
- f) the training facilities for media personnel exist in some countries both at low and high levels but are not fully utilised;

- g) there is a lack of coverage of issues concerning gender and the marginalised people This is partly due to the conspicuous absence of women in decision making and managerial positions in the media, and
- h) the exchange of information at regional and intra-regional level is very low The gathering and dissemination of information in rural areas, using the multi-media approach such as mobile cinema units, government information offices, community newspaper and radios and local structures as a way of bridging the communication information disparities between urban and rural communities is still not coordinated

3 4 2.2 In view of the above, and in order to improve the flow of information throughout the region, and to ensure that the Sub-Sector plays a meaningful role in the building of the Community, Council approved that

- a) a meeting of Directors of Information be convened to review the structure of information flow, exchange and dissemination, the training needs for media personnel to enable them to undertake specialised courses in economics, environment, health, gender issues, media management, training of trainers within the region and how best existing facilities within the region can be utilised,
- b) the national and regional seminars be held to examine the legal provisions pertaining to the media in member countries and come up with legislation recommendations to be included in a SADC protocol on information,
- c) governments should encourage representatives of private and non-governmental media institutions and associations to attend technical meetings of the Sector in future

3 4 3 Report of the Sub-Committee on Physical Education and Sports

Council considered the Report of the Sub-Committee of Physical Education and Sports Council observed that sports promotes cultural identity, enhances Community building, encourages regional integration and cooperation Council noted that the work of the Sub-Committee will focus on

- a) the development of school sports and physical education,
- b) promote the participation of women in sports,

- c) the development of special sports facilities for the disabled persons of the region;
- d) research on traditional sports, and
- e) development of infrastructure for competitive and non-competitive sports and capacities for training in all sports fields.

3 4 4 Sub-Committee on Public Education

Council considered the Report of the Sub-Committee on Public Education. The work of the Sub-Committee covers issues of public awareness, human rights, environment, and promotion of political and civil rights, women in development and peace. Council noted the following:

- a) the Sub-Committee will work on activities promoting a culture of democracy and human rights throughout the region,
- b) in fulfilling this role, the Sector will ensure full participation of citizens throughout the region, and that this will be a priority area of action for the Sector,
- c) the Sub-Committee endorses the conclusions and recommendations of the Conference on Promoting a Culture of Democracy and Human Rights in Southern Africa, and recommends that the report be widely circulated in member States through Ministries of Information.

3 5 Workshop on the Building of the Community in the Culture and Information Sector

Council considered the Report on the Workshop on Community Building in the Sector for Culture and Information. In particular, Council approved that:

- a) the Workshop should address issues agreed upon by the Committee of Ministers at its meeting in Maseru, Lesotho, in July, 1994;
- b) prior to the holding of the regional workshop, National Seminars of Culture and Information Sector be held in preparation for the regional workshop;
- c) the regional workshop should take place in Maputo, Mozambique, in June, 1995 in accordance with the programme drawn and agreed upon by the Committee of Ministers;
- d) the Sector Coordinator, in consultation with the SADC Secretariat, finalise the budget for the Workshop.

#### 4 CURRENT STATUS OF PROJECTS

The projects within the Sector's programme are at various stages of implementation

The following is the current status of the projects

\* **Project AAA.0.1: General Support to the Coordination of the Sector**

The aim of the project is to provide support to enable the Sector Coordinating Unit (SCU) to fulfil its mandate. This support involves technical and financial assistance as well as training and the procurement of materials. The first component of the project will focus on the development of Policies, Strategies and Priorities for the Sector

*Status*

- a) NORAD financed a consultative mission in 1992 which elaborated the first draft of the Sectoral Policies, providing an amount of US\$15,000
- b) Under this project, SIDA provided US\$65,000 to finance a Cultural Adviser for a period of one year, during the period from August 1993 through July 1994.
- c) The Nordic countries, the Netherlands, UNESCO, UNDP and USAID contributed financing for the Conference on Promoting a Culture of Democracy in Southern Africa with an amount of US\$156,269 distributed as follows

	<u>US\$</u>
• UNDP	24,000
• FINNIDA	8,502
• NORAD	37,369
• SIDA	35,518
• NETHERLANDS	23,604
• USAID	13,976
• UNESCO	<u>13,300</u>
TOTAL	156,269 =====

- d) During the SADC/EC meeting in January, 1994, the EC agreed to finance the consultancy to further elaborate the Policies, Strategies and Priorities of the Sector. The cost is estimated at US\$600,000

- e) The SCU is discussing the possibilities to finance a Technical Adviser with DANIDA, and with SIDA to finance consultative missions within the region, which is planned to start in September, 1994

\* **Project AAA.0.2: Establishment of a Data Bank for Culture**

The main objectives of the project are to:

- establish a systematic information data base on the different types of cultures in the region;
- establish a system that would allow accessibility to information by experts and the public in general; and
- distribute public information on various aspects of culture within the region.

In implementing this project, the Government of Mozambique will provide the physical facilities Italy, Portugal, UNESCO and the Nordic countries will finance the following activities as soon as the physical facilities are made available, covering:

- Rehabilitation and furnishing of the facilities,
  - Technical assistance; and
  - Consultancy and Training.
- In April 1994, the Fundação Calouste Gulbenkian from Portugal financed a consultative mission which prepared the work plan for the establishment of a Data Bank. The report of the mission was submitted to the SCU on 15 July 1994, and will be evaluated by the relevant sub-committee of the Sector.

\* **Project AAA.1.1: SADC Arts and Culture Festival**

The Nordic countries financed the preparatory phase of the Festival amounting to US\$70,000

	<u>US\$</u>
• NORAD	26,000
• DANIDA	18,000
• SIDA	26,000

This assistance was used for the activities of the Regional Organising Committee, and to provide the SCU with equipment to enable the general coordination of the activities.

Zimbabwe will host the Music Festival next year, Namibia, the Regional Exhibition of Arts and Culture in 1997, Mozambique will host the Theatre Festival and Tanzania the Dance Festival. The cost of the Music Festival is estimated at US\$650,000

\* **Project AAA.2.1: SADC Press Trust**

At the last meeting in Swakopmund, the SADC Press Trust Board was tasked by the Committee of Ministers to come up with a programme to commercialise the operations of the Southern African Economist. It has since done so and this was approved by the SADC Council of Ministers at their meeting in Mbabane in August 1993. The commercialisation programme is now being pursued vigorously. The Trust is diversifying its revenue base and has streamlined operations in order to reduce costs and increase earnings. The Trust is now seeking funds (US\$250 000) for its capital expenditure budget which will enable it to become self-sufficient.

5 **NEW PROJECTS**

Council considered and approved the following new projects

\* **Project AAA.2.2: Nordic/SADC Journalism Centre**

*Project Proposal Status*

**Summary**

The principal objective of the Nordic/SADC Journalism Centre is to support the further training of journalists in the region. To this end, the Centre hopes to design and improve the competence and confidence of professional journalists in the SADC countries and improve the position and importance of journalism. The underlying belief is that a press, inhabited by well-trained journalists, is indispensable to the building of democratic societies in the region. The Centre will pursue three main objectives.

- to run courses for further training for professional journalists in the SADC region,

- to serve as an Information Centre on journalism training in the SADC region. A newsletter "*The Training Update*" is to provide a quarterly review of the latest developments in this field;
- to promote professional exchange between media practitioners in the SADC region and in the Nordic countries.

### **Project Synopsis**

The NSJ Centre will be based on cooperation between the Nordic countries and the Southern African Development Community (SADC)

The first steps were taken in 1989. A group of independent educators from the Nordic countries and from countries in Southern Africa held a series of meetings and agreed how Nordic development assistance could most prudently be allocated for journalism training purposes in the Southern African region.

The group found that the most constructive solution would be to focus on further education of already practising journalists. There are innumerable professional journalists in the region but only few have received in-depth specialised training. There are several institutions in the region that offer basic journalistic training, but no regional institution offers further, specialised training for the already working journalist.

Secondly, the group found that a truly regional effort should have priority over training schemes aimed merely at one or more selected countries. As a regional institution, the new scheme could be supportive of existing national training institutions from the very outset - not in competition with them.

Finally, the group decided on SADC as the proper umbrella for a such new institution. The SADC link would underscore the regional nature of the project and it would facilitate funding from the Nordic governments who had an already long-standing working relationship with SADC.

Today, a programme Document agreed by the Nordic governments and the SADC countries through the Government of the Republic of Mozambique, serves as the formal frame for the Nordic/SADC Journalism Centre

## **Financial Analysis**

The NSJ Centre has a budget of US\$2 million to cover the first three years of operation. The funds are all provided by DANIDA on behalf of the Nordic countries. On top of this, DANIDA covers the costs of two Nordic advisors attached to the Centre. The Sector Coordinator, under the auspices of the Mozambican Ministry of Information, provides office space for the Centre in Maputo.

The bulk of the current three-year budget will be spent on courses for an annual intake of 100 journalists from the SADC countries. Through six courses per year, the Centre will run an annual total of 28 course-weeks. With 16 - 18 students on each course, the Centre will conduct approximately 480 student-weeks annually.

After a three-to-six year period, it is envisaged that SADC will gradually take over the financing of the Centre.

## **The Regional Impact of the Project**

The daily operations of the NSJ Centre are directed by the Executive Director, Ms Karin-Lis Svarre who is a Danish Journalist with some 25 years of experience and assisted by Mr Farayi Munyuki from Zimbabwe. Two course Directors are responsible for the successful implementation of the NSJ Centre. The Deputy Course Director is Mr Sam Phiri from Zambia and Mr Martin Breum is the Course Director from Denmark. In addition to this there are 12 local staff.

The courses are decentralised. They take place at different venues within the SADC region - not at the NSJ Centre, in Maputo.

In most cases NSJ courses are organised in cooperation with a national journalism training institution. In this respect the NSJ Centre benefits from already existing human and infrastructural resources while the local institution gains further experience in course management and journalism teaching.

For all NSJ courses, experienced media practitioners are engaged as Course Managers. The NSJ Centre aims to strengthen regional capacity for journalism teaching and it prefers to engage media practitioners from the region as instructors.

The courses are free The NSJ Centre pays for travel, board and lodging and a minimum allowance (for soap, toothpaste, a phone-call home, etc ) for all students.

Course materials will be given to students free of charge.

The courses are open to all working journalists in the SADC region This includes journalists from government owned press, free lancers, and journalists working with the private media.

- \* **Project AAA.2.3: Manpower Needs Assessment for the Culture and Information Sector**

**Project Proposal**

The Committee of Ministers noted that the Sector Coordinator for Culture and Information had initiated a study in the Training of Culture Administrators in consultation with DANIDA. The Committee of ministers observed however, that the proposal did not follow SADC procedures which stipulates:

" that all project proposals should be processed in accordance with SADC procedures, that is, assessment of proposals should start at the Technical Committee level, through to the Committee of Officials, the Committee of Ministers and Council, before any activity becomes a SADC Project."

The Committee of Ministers appreciated the initiative of the Sector Coordinator in this regard because training of Culture Administrators is a concern that needs to be addressed by all member States. The meeting, however, agreed that an overall human resources needs assessment of the Culture and Information Sector, as a whole, should be carried out. This will assist in the formulation of systematic programmes for training. It will also enable the Sector to identify priority training areas and institutional capacities of existing training institutions in the region.

**Terms of Reference**

The consultants are expected to address the following Terms of Reference:

- 1) to carry out an in-depth study of the human resources development needs of the Culture and Information Sector;
- 11) to prioritise the human resources development needs of the Sector in each member State;
- 111) to carry out a detailed study of existing training institutions in the region, including South Africa, and assess their capacities to offer training in the area of Culture and Information,
- 1v) to recommend strategies that will ensure sustainability in the training of experts for the Culture and Information Sector;

- v) to liaise with the Human Resources Development Sector of SADC on matters that relate to accreditation of such training programmes.

In keeping with SADC rules and procedures, it is recommended that three consultants be appointed from among the nationals of the SADC region to undertake the study for a period of three months

Budget

	<u>US\$</u>
1. Travel	
Air tickets for 3 consultants on regional visits (11 countries) at US\$2,000 per person	6,000
Air tickets for 3 consultants to Maputo for report compilation at US\$600 per person	1,800
2. Honorarium for 3 consultants at US\$300 per person	900
3 Per diem for 3 consultants at US\$250 per day (15 days each)	11,250
4. Administrative Costs	
Stationery	200
Telephone/Fax/Telex	200
Secretarial Services	300
Local Travel at US\$200 x 3	600
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TOTAL	25,000 =====

# **PROJECT DESCRIPTIONS**

**AAA.01 GENERAL SUPPORT TO THE COORDINATION OF THE SECTOR**

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Estimated Cost: (US\$ Million) Financing Gap 3 70

Total 4 40  
Foreign 4 40  
Local -

Executing Agency: SADC

Funding Secured

Start. 1992

Foreign. 0.7 (EC, NOR)

Local. -

Duration 5 years

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**Objective:** The project aims at supporting the SCU (Sector Coordinating Unit) to fulfil its mandate. This support is in the form of technical and financial assistance as well as in the area of training and procurement of office equipment

**Description:** The SCU will define its staffing requirements and now they will be filled in order to provide essential technical capacity and assistance to the Unit. This will be in the form of experts drawn both regional and internationally. The experts will be recruited to work with the officers of the Unit. It is also envisaged that a training programme will be drafted in consultation with the RTC (Regional Training Council) to address short-term training needs of staff.

**Status:** The cost of the project is estimated at US\$4.4m to cover a five-year period. Funding is being sought.

**AAA.0.2 ESTABLISHMENT OF A DATA BANK IN THE AREA OF CULTURE**

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Estimated Cost. (US\$ Million) Financing Gap: 5 10

Total 5 10  
Foreign 5 10  
Local. -

Executive Agency. SADC

Funding Secured

Start 1992

Foreign -

Local -

Duration: 5 years

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**Objective:** The main objectives of the project are to:

- establish a systematic information base on the history of the different types of cultures in the region,
- establish a system that would allow accessibility to information by experts and the public in general, and
- publish information on cultural aspects of the region periodically

**Description:** The project involves the creation of a data bank at the SCU that will be connected to other networks in the region for the storage of cultural information. A system to ensure that the data is distributed throughout the region will be designed with a possibility of producing an information pamphlet periodically.

**Status:** The cost of the project is estimated at US\$5 1m to take place over a five-year period. The Mozambican Government has provided the installations for the Data Bank. Funding is being sought.

**AAA.1.1 SADC FESTIVAL ON ARTS AND CULTURE**

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**Estimated Cost:** (US\$ Million) Financing Gap 306 00

Total	450 00	
Foreign	400 00	<u>Executing agency</u> SCI-SADC
Local	50 00	

<u>Funding Secured</u>		<u>Start</u>	1993
Foreign	94 00 (Nordics)		
Local:	50 00 (SADC)	<u>Duration</u>	3 Years

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**Objective:** The main objective of the project are to

- promote the culture and arts of the region,
- enhance and stimulate creativity,
- promote cultural interchange and awareness of our potentialities and cultural diversity as a tool aimed at strengthening relations among the people of the region,
- contribute in the process of consolidation and adoption of mechanisms, strategies and policies to ensure (in a systematic and permanent manner), the valorisation and promotion of Arts and Culture within SADC member States

**Description:** The activities of the festival whose first edition is scheduled to take place during the period 1994 - 1997 are as follows:

- traditional and modern dance
- traditional and modern music
- theatre
- arts and crafts exhibitions
- seminars and workshops

The regional organising committee of the Arts and Cultural Festival Project will be established and should comprise of one representative from each SADC member State as well as representatives from the ANC and the PAC. Member states will be allocated designated activities of the festival on the basis of an agreed criterion.

**Status:** The costs of the first and second phase of the project is estimated at US\$450 000 to cover a two year period Funding is being sought.

**AAA.2.3: Manpower Needs Assessment for the Culture and Information Sector**

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Estimated Cost: (US\$ Million)      Financing Gap: 25000

Total:      25 000

Foreign:    25 000

Local:      -

Executing Agency: SCI

Funding Secured:

Start:      1994

Foreign:    -

Local:      -

Duration:   -

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**Objectives:**      The objective of the study is to assess the overall manpower needs for the sector in order to provide information required in the designing of training programmes to meet specific manpower shortages.

**Description:**      The Committee of Ministers noted that the Sector Coordinator for Culture and Information had initiated a study in the Training of Culture Administrators in consultation with DANIDA. The Committee of ministers observed however, that the proposal did not follow SADC procedures which stipulates:

".... that all project proposals should be processed in accordance with SADC procedures, that is, assessment of proposals should start at the Technical Committee level, through to the Committee of Officials, the Committee of Ministers and Council, before any activity becomes a SADC Project."

The Committee of Ministers appreciated the initiative of the Sector Coordinator in this regard because training of Culture Administrators is a concern that needs to be addressed by all member States. The meeting, however, agreed that an overall human resources needs assessment of the Culture and Information Sector, as a whole, should be carried out. This will assist in the formulation of systematic programmes for training. It will also enable the Sector to identify priority training areas and institutional capacities of existing training institutions in the region.

## Terms of Reference

The consultants are expected to address the following Terms of Reference:

- i) to carry out an in-depth study of the human resources development needs of the Culture and Information Sector;
- ii) to prioritise the human resources development needs of the Sector in each member State;
- iii) to carry out a detailed study of existing training institutions in the region, including South Africa, and assess their capacities to offer training in the area of Culture and Information;
- iv) to recommend strategies that will ensure sustainability in the training of experts for the Culture and Information Sector;
- v) to liaise with the Human Resources Development Sector of SADC on matters that relate to accreditation of such training programmes.

In keeping with SADC rules and procedures, it is recommended that three consultants be appointed from among the nationals of the SADC region to undertake the study for a period of three months.

**Status:** Funding is being sought.

# Funding Status of Projects

## CULTURE AND INFORMATION

Project Title	Estimated Cost			Funding Secured		Funding	Funding	COMMENTS/STATUS
	Total	Foreign	Local	Amount	Source	Under Negotiation	Gap	
<i>LS \$ Million</i>								
AAA 0 1 General Support to the Unit	4 40	4 40		0 60	EEC		3 70	Funding sought
				0 10	NOR			
AAA 0 2 Establishment of Data Bank	5 10	5 10					5 10	Funding sought
AAA 1 1 SADC Festival on Arts and Culture (Music)	0 65	0 65		0 05	SADC		0 51	Additional funding sought
				0 09	NORDICS			
AAA 2 1 SADC Press Trust	1 85	1 85		1 60	NORDICS		0 25	Under implementation
AAA 2 2 Nordic SADC Journalism Centre	2 00	2 00		2 00	NORDICS			Fully funded for first 3 years
AAA 2 3 Manpower Needs Assessment for the Sector	0 30	0 30					0 30	Funding sought
<b>TOTAL</b>	<b>14 30</b>	<b>14 30</b>		<b>4 44</b>			<b>9 86</b>	

### Percentages

AAA 0 1 General Support to the Unit	30 77	30 77		13 51		0 00	37 53	Funding sought
AAA 0 2 Establishment of Data Bank	35 66	35 66					51 72	Funding sought
AAA 1 1 SADC Festival on Arts and Culture (Music)	4 55	4 55		1 13			5 17	Additional funding sought
AAA 2 1 SADC Press Trust	12 94	12 94		36 04			2 54	Under implementation
AAA 2 2 Nordic SADC Journalism Centre	13 99	13 99		45 05				Fully funded for first 3 years
AAA 2 3 Manpower Needs Assessment for the Sector	2 10	2 10					3 04	Funding sought
<b>TOTAL</b>	<b>100 00</b>	<b>100 00</b>		<b>100 00</b>		<b>—</b>	<b>100 00</b>	<b>100 00</b>