



CONNECT FOR  
CULTURE AFRICA

# Connect for Culture Africa (CfCA) Regional Network Meeting

*February 16th, 2025 – Zanzibar, Tanzania*

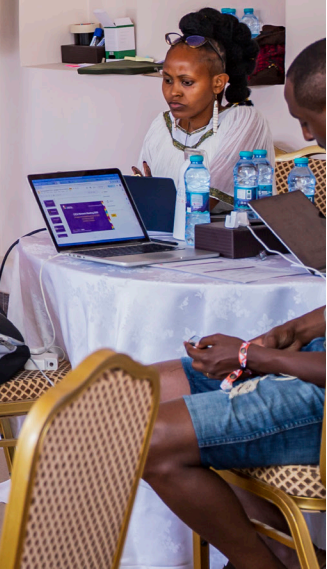
## Final Report





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# 1. Introduction

The Connect for Culture Africa (CfCA) initiative, implemented by SELAM in collaboration with the African Union (AU), is dedicated to amplifying the voices of cultural actors and ensuring their participation in democratic and transparent budget processes. By advocating for increased public investment in the cultural and creative industries (CCIs), CfCA aims to influence policy, secure greater financial commitments, and drive sustainable growth in the sector. The initiative's long-term goal is to translate advocacy efforts into concrete outcomes, including budget proposals, legislative reforms, and increased public allocations in target countries.

To advance these objectives, CfCA has established an inclusive regional network that brings together civil society organizations, policymakers, artists, creatives, and cultural stakeholders to strengthen advocacy and policy influence. This network serves as a strategic platform for fostering dialogue, mobilizing political will, and facilitating cross-sector collaborations that enhance investment in the cultural sector.

In this context, CfCA convened a Regional Networking Meeting on February 16, 2025, in Zanzibar, a high-level platform designed to enhance strategic collaboration, expand advocacy efforts, and reinforce the CfCA network's operational framework. The half-day convening brought together 40 (22 M & 18 F) participants from across the continent, representing CfCA's implementing partners, international organizations such as UNESCO, government officials, civil society leaders, academics, artists, and researchers. The meeting provided a platform to exchange insights, discuss challenges, and explore opportunities for strengthening CfCA's advocacy across its focus countries (Tanzania, Uganda, Zimbabwe, Zambia, and Ethiopia), while identifying pathways for broader regional engagement.

Through panel discussions and interactive dialogues, participants deliberated on policy gaps, funding challenges, and strategic interventions necessary to accelerate public investment in CCIs in Africa. The meeting's outcomes underscore the urgent need for



high level policy advocacy, Public-private partnership, regional collaboration, information sharing platforms and innovative funding mechanisms to unlock the full potential of Africa's culture and creative sector.

This report presents a comprehensive synthesis of the key strategic takeaways, and priority action areas that emerged from the meeting. It serves as an input for strengthening the impact, and sustainability of CfCA's advocacy efforts.



## 2. Welcome Note

The Regional Networking Meeting commenced with an opening speech by Teshome Wondimu, Executive Director of SELAM, who set the tone for the discussions by emphasizing the critical role of culture and creative industry (CCIs) in Africa's development. He highlighted that while the CCIs serve as powerful engines for economic growth, social cohesion, and innovation, they continue to be underfunded and undervalued in national budget priorities.

In his address, Mr. Teshome underscored the importance of strategic advocacy in ensuring that culture is not only recognized but also prioritized and integrated into economic planning and policy frameworks across the continent. He reiterated that CfCA was established to create a unified and action-driven movement, bringing together artists, policymakers, academia, civil society organizations, and regional institutions to push for increased public investment in the CCIs.

He also emphasized the significance of the Regional Networking Meeting as a milestone in this journey, providing a unique opportunity for stakeholders to



Selam's Founder and Executive Director, **Mr. Teshome Wondimu** delivering the welcome note during the CfCA Network Meeting in Zanzibar, 2025

strengthen collective advocacy, forge meaningful partnerships, and align efforts toward sustainable investment in the sector. Mr. Teshome acknowledged the participation of key stakeholders, including CfCA implementing partners, international organizations, government representatives, CSO leaders, artists, academics, and creatives, stressing that their engagement is crucial in driving impactful change.

In his final remarks, He encouraged participants to actively engage, share insights, and think ambitiously, as the discussions made during the meeting would shape the next steps in advancing the CfCA agenda. He concluded by reaffirming SELAM's commitment to ensuring that Africa's cultural and creative sector receives the investment and recognition it deserves.



### 3. Presentation on CfCA Strategic Roadmap for 2025

Following the opening session, Surafel Mekonnen, the PMEL Officer at SELAM, presented a detailed strategic overview of the CfCA Roadmap for 2025. His presentation outlined the core priorities and actionable initiatives designed to significantly expand the CfCA network, enhance advocacy efforts, and secure sustainable public funding for the cultural and creative industries.

The first strategic priority of the roadmap focused on growing and empowering the CfCA network. The roadmap emphasized the importance of expanding network membership through strategic alliances, ensuring a broader coalition of stakeholders advocating for increased investment in the culture and creative sector. Strengthening collaboration with the African Union (AU) and Regional Economic Communities (RECs) was highlighted as a crucial step in enhancing advocacy efforts at a continental level. Additionally, the presentation stressed the need for enhancing CfCA's visibility and influence on regional platforms



dedicated to African culture. To support network members in their advocacy work, CfCA will provide training and capacity-building programs, equipping them with the necessary skills and knowledge to drive impactful change.

The second strategic priority focused on advancing inclusive policy dialogues for sustainable funding models. The roadmap emphasized the need to translate research and recommendations into actionable policy changes. To achieve this, CfCA will conduct sensitization workshops and capacity-building sessions for decision-makers, ensuring that public officials and policymakers understand the significance of the CCIs. Additionally, CfCA will facilitate in-country policy dialogues, fostering a data-driven approach to advocacy and policymaking.

Another core strategic priority of the roadmap is skills development and the empowerment of young artistic talents. Recognizing the vital role that young creatives play in shaping the future of Africa's cultural sector, CfCA plans to organize regional and national artist residencies that bring together young talents from various artistic disciplines. Furthermore, the initiative will establish mentorship and peer-learning programs, fostering an environment where emerging artists can exchange skills and receive professional guidance. By





promoting creative outputs, CfCA aims to showcase the sector's value while reinforcing advocacy efforts for increased public funding.

The final strategic priority outlined in the roadmap was raising awareness on the value of the cultural and creative sector. To ensure continued progress in advocating for public investment, CfCA will monitor and track public funding allocated to culture and arts in its focus countries. CfCA will also enhance its online advocacy campaign, engaging the public and amplifying conversations on the importance of the cultural sector.

Direct engagement with policymakers will be prioritized through experience-sharing visits and high-level dialogues, ensuring that decision-makers are exposed to the sector's potential. Additionally, CfCA will implement national advocacy campaigns, incorporating podcast productions, university collaborations, and cultural events to further elevate the conversation around public investment in culture. To strengthen its advocacy with evidence-based data, CfCA will conduct economic impact studies on the cultural and creative sectors, providing critical insights that support its policy recommendations. The roadmap provided clear and structured insights on CfCA's strategic direction in 2025.

## 4. Panel Discussions

### 4.1. Panel Discussion One: Government Perspective on CCI

The panel discussion on the government perspective on Cultural and Creative Industries (CCI) provided a dynamic platform for dialogue between policymakers, government officials, and the audience. Moderated by Prof. Sozinho Matsinhe, the session brought together high-level speakers who shared valuable insights into the role of government in supporting and promoting the cultural and creative sectors.

The panel featured Nicholas Moyo, Permanent Secretary of the Ministry of Sport, Art, Recreation, and Culture of Zimbabwe; Maanka A. Chipindi, Director at the National Arts Council of Zambia; and Rachel Magoola, an artist and Member of Parliament from Uganda. Through an engaging and interactive format, the panel explored the role of governments in shaping policies, supporting creative industries, and fostering an enabling environment for artists and cultural practitioners. Discussions highlighted key government interventions, possible challenges in attaining the 1% budget allocation goal for the CCI, and opportunities for strengthening public investment in the sector.





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**Nicholas Moyo**

PS, Ministry of Sport,  
Recreation, Arts and  
Culture (Zimbabwe)



**Maanka A.  
Chipindi**

Director & CEO, National  
Arts Council of Zambia



**Hon. Rachel  
Magoola**

Member of Parliament,  
Bugweri Constituency,  
Uganda

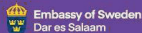
**Moderator**



**Sozinho Matsinhe**

**Liaison Officer, Selam**

**Moderated Panel Discussion:  
Government perspectives in the CCIs.**



**EMPOWERING AFRICA'S CULTURE THROUGH SUSTAINABLE PUBLIC INVESTMENT**

## KEY INSIGHTS FROM THE PANEL DISCUSSION

- One of the most significant challenges highlighted during the discussion is the way culture is perceived by governments across the continent. Culture has been viewed primarily as a social sector, often disconnected from the broader economic narrative. However, the growing potential of the creative economy calls for a transformative shift in this mindset. Culture must be recognized not only as a way of life or entertainment but also as a powerful driver of economic growth and job creation. This paradigm shift must begin within the sector itself. CCI actors must reach a consensus on whether to position culture as a social or economic sector, as this distinction will inform advocacy strategies. Before engaging with governments, a unified voice from cultural practitioners and stakeholders is essential to establish culture as an integral component of the economic sector.
- Advocacy efforts must not only focus on securing budget allocations for the cultural sector but also emphasize the efficient distribution and utilization of these funds. In countries such as Zimbabwe, where the 1% funding target for culture has been surpassed,

challenges remain regarding how these funds are distributed and utilized. Ensuring that resources are effectively channeled to the grassroots and that there is transparency in their use will be critical for advancing the sector. A more nuanced discussion on the mechanisms that ensure equitable resource allocation and the flow of funds to those directly impacted is needed to maximize the effectiveness of advocacy.

- National development plans are fundamental for shaping government policies and guiding the allocation of resources across sectors. The panelists emphasized that the extent to which culture is integrated into these plans directly influences the resources available to the cultural and creative industries each year. Unfortunately, in many African countries, culture receives minimal attention in national development plans, often reduced to just a few pages or a brief mention. This underrepresentation limits the sector's potential and makes it challenging to secure adequate funding and support during the budgetary process. Panelists advocated for a more



comprehensive integration of culture into national development frameworks to ensure that cultural industries are recognized as vital contributors to sustainable economic and social development.

- The structure of government ministries and agencies responsible for overseeing the cultural and creative industries plays a critical role in how these sectors are promoted and supported. Panelists observed that many African countries still have government structures that fail to reflect the economic importance of the CCIs. In contrast, Kenya's Ministry of Youth, Sport, and Creative Economy, which explicitly includes the creative economy, was highlighted as an exemplary model. This integrated approach demonstrates how government structures can align with the sector's potential and facilitate strategies to explore the sector's potential.
- Education plays a crucial role in ensuring the sustainable empowerment of the cultural and creative sectors. Panelists underscored the importance of structuring education systems in ways that support, rather than discourage, the younger generation's engagement with cultural and creative industries. Integrating culture into educational curricula at all levels is essential to fostering the development of



relevant skills and knowledge. This, in turn, will drive innovation and economic growth within the sector. Panelists called for more focus on educating and equipping youth with the tools necessary to thrive in the creative economy, ensuring the sector's continued vitality and future leadership.

- Accurate and reliable data on the cultural sector's contribution to key development indicators, such as employment, GDP, and economic development, is crucial for evidence-based advocacy. However, many African countries face significant challenges in gathering such data. Panelists emphasized the need for improved statistical systems to fully capture the impact of the cultural and creative industries. Two key approaches were discussed: introducing new research themes to assess the sector's potential more thoroughly and leveraging existing data to better showcase its contribution to national development. Additionally, it was suggested that engaging national bureaus of statistics, could lend greater credibility to the data during dissemination. By strengthening data collection and analysis, stakeholders will be better

positioned to present compelling evidence to policymakers, thereby reinforcing the case for increased investment in the sector.

- The panel highlighted that the specialized terminology used within the cultural and creative industries can sometimes hinder broader understanding, especially among those outside the sector. Panelists recommended that advocacy efforts focus on simplifying and clarifying language to make the sector's importance more accessible to the public and policymakers. By using clear and straightforward terms, advocates can ensure that the value of the cultural and creative industries is better understood, facilitating wider support and engagement from diverse stakeholder groups.
- The panel emphasized the necessity of shifting the discourse around culture from an area that is solely supported to one that is viewed as an investment. Panelists argued that framing culture as a strategic investment, rather than just a sector in need of support, would be pivotal in attracting greater funding and policy attention. By positioning culture as an investment with long-term returns, stakeholders can advocate more

effectively for policy changes and resource allocation that reflect the sector's true economic potential.

- Effective advocacy and evidence generation require close collaboration between governments and civil society organizations (CSOs). Panelists noted that, in many cases, CSOs and governments often operate in silos, with government bodies sometimes dismissing evidence produced by CSOs. Strengthening

partnerships between these two groups is vital to ensuring that advocacy and research efforts are mutually beneficial and have a significant impact on policy. A collaborative approach will ensure that the cultural and creative sectors are effectively represented and supported in the policy-making process.

- Advocacy for the cultural and creative industries requires sustained, long-term efforts. The panel



cautioned that sector actors must be prepared for a gradual process of change and remain committed, even when immediate results are not visible. Continuous, coordinated advocacy will be necessary to maintain momentum and push for meaningful policy changes over time. A long-term strategy is essential for achieving the sector's growth and development objectives and ensuring that culture is consistently prioritized within national agendas.

- The panel underscored the importance of establishing formal platforms for engagement between cultural sector actors and government entities responsible for data collection and dissemination. Such platforms would allow cultural actors to directly influence how the sector's contribution is reflected in national censuses and reports. The panelists highlighted the need for capacity-building in this area to strengthen data-driven advocacy efforts and ensure that the sector's impact is accurately captured and considered in policymaking.
- Targeted support for parliamentary initiatives, such as Selam's backing of the Parliamentary Forum for Creative Industries in Uganda, was

recognized as a highly effective mechanism for strengthening direct collaboration between legislators and cultural sector actors. These forums serve as vital platforms where policymakers engage meaningfully with industry representatives, fostering informed decision-making and bridging the gap between governance and the cultural community. Panelists emphasized the need to expand such platforms across the region, ensuring sustained dialogue that equips legislators with a deeper understanding of the cultural and creative sector's immense potential and policy needs.

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## 4.2 Panel Discussion Two: Cultural Practitioners Perspective of the CCI



The second panel of the summit, *Cultural Practitioners' Perspective of the Cultural and Creative Industries (CCIs)*, provided a dynamic and insightful discussion on the lived experiences, challenges, and opportunities within the sector. Moderated by Sozinho Matsinhe, the session

brought together distinguished experts, each offering a unique perspective on the realities of CCIs in Africa.

The panel featured Khazike Sakala, Executive Director of PAAGZ; Sarah Balozi, an advocate at CDEA; Espera Donouvossi, a specialist in cultural policy and heritage management; and Ouafa Belgacem the CEO of Culture Funding Watch. Together, they explored critical issues such as funding accessibility, policy gaps, and the role of advocacy in strengthening the creative ecosystem.

Throughout the discussion, panelists highlighted the evolving landscape of CCIs, emphasizing the need for sustainable investment, policy support, and cross-sector collaboration. Their insights underscored the importance of positioning culture not only as an artistic expression but also as a key driver of economic and social transformation across the continent.



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**Ouafa Belgacem**

Founder/CEO, Culture Funding Watch



**Khazike Sakala**

Executive Director, PAAGZ & CfCA Implementing Partner, Zambia



**Adv. Sarah Balozi**

Culture and Development East Africa



**Espéra Donouvossi**

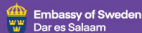
Cultural Policy and Heritage Management Specialist

**Moderator**



**Sozinho Matsinhe**  
Liaison Officer, Selam

Moderated Panel Discussion: Cultural Practitioners Perspective of the CCIs.



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## KEY INSIGHTS FROM THE PANEL DISCUSSION

- Effective advocacy relies on well-structured methodologies tailored to specific national and regional contexts. The panel revealed that many advocacy efforts in the cultural and creative industries across African countries lack methodological rigor,

reducing their effectiveness in influencing high-level decision-makers. Panelists stressed the importance of designing advocacy approaches based on clear methodological frameworks to enhance their credibility and impact. Without well-defined

methodologies, advocacy messages risk being fragmented and failing to resonate with policymakers.

- One of the major challenges in cultural sector advocacy is the persistent lack of reliable data. Evidence-based advocacy is crucial for influencing policy and securing resources, yet many initiatives in the sector operate without concrete statistics to support their claims. Panelists emphasized the urgent need for improved data collection mechanisms that accurately reflect the sector's contributions. Strengthening research efforts and collaborating with national statistics agencies were identified as critical steps in bridging this data gap and reinforcing the sector's advocacy efforts with factual evidence.
- The discussions highlighted a tendency among cultural sector actors to limit their advocacy conversations to repetitive themes, often overlooking emerging and strategically relevant topics. To engage policymakers more effectively, panelists recommended focusing on themes that align with government priorities, such as the role of the creative economy in employment

generation and economic diversification. By broadening discussion points and introducing fresh perspectives, sector actors can capture policymakers' attention and demonstrate the tangible benefits of investing in cultural industries

- The issue of taxation in the cultural and creative industries remains a contentious area of discussion between governments and sector stakeholders. Governments frequently raise concerns over tax compliance within the sector. Panelists underscored the need for structured engagement between CCI actors and government to develop a taxation system that reflects the sector's unique characteristics. Advocacy should focus on showcasing the necessity of tax policies that support rather than constrain its growth.
- Despite its vast potential, cultural tourism and diplomacy remain underutilized across many African nations. Panelists noted that integrating cultural tourism into national economic strategies could significantly boost revenue streams and global recognition for African cultural heritage. There is a need for a coordinated effort among governments, civil society, and private sector

actors to promote cultural tourism. Strengthening cultural diplomacy through international collaborations and exchanges was also highlighted as a powerful tool for positioning African creative industries on the global stage.

- Inconsistent engagement between civil society organizations (CSOs) and government bodies has been a recurring challenge in the sector. Many interactions are event-based or short-term, lacking continuity and formalization. Panelists advocated for structured, long-term partnerships, emphasizing the importance of formal mechanisms such as Memorandums of Understanding (MoUs) to institutionalize these collaborations.
- The other significant gap identified during the discussion was the lack of consistent information sharing among sector actors. Without a structured platform for information exchange, efforts remain fragmented, reducing their overall impact. Panelists proposed the establishment of an online engagement platform to facilitate real-time discussions, knowledge exchange, and joint advocacy initiatives. Such a platform, potentially led by organizations like Selam, would enhance coordination and create a unified voice for the sector.

- Many advocacy initiatives operate at the national level, but their impact could be significantly amplified through alignment with regional and continental institutions. Panelists stressed the need for stronger engagement with African Union bodies, regional economic communities, and pan-African cultural networks. By integrating advocacy efforts into these broader frameworks, cultural sector actors can leverage continental policy commitments and influence decision-making at a higher level.
- The discussion highlighted successful models from countries such as Benin, where the government emphasizes the importance of investing in the cultural and creative industries (CCIs), aiming to position the cultural sector as the second pillar of the economy, after agriculture. These examples serve as powerful demonstrations of the potential outcomes when governments recognize the sector's value. Panelists recommended organizing experience-sharing visits to these countries, allowing policymakers and sector representatives to witness best practices firsthand. Such exchanges can drive a shift in mindset and encourage other governments to adopt similar investment strategies.



## 5. Interactive Talk: Aligning Regional and Local Action Plans

The interactive talk, moderated by Sozinho Matsinhe, featured Bakaye Lubega, Assistant Commissioner for Culture at Uganda's Ministry of Gender, Labour and Social Development, and Judith Ogana from UNESCO Regional Office for Eastern Africa. During this session, engaging discussions with the CfCA network members brought forward crucial insights into aligning regional and local action plans for the cultural and creative industries (CCIs). The conversation emphasized the strategic need for coherence between regional frameworks and national-level initiatives, as well as the challenges and opportunities present within the sector.





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**Bakaye Lubega**

Assistant Commissioner for Culture at  
Uganda's Ministry of Gender, Labour,  
and Social Development



**Judith Ogana**

UNESCO Regional  
Office for Eastern Africa

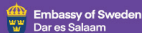
**Moderator**



**Sozinho Matsinhe**

**Liaison Officer, Selam**

**Interactive Talk: Aligning Regional and  
Local Action Plans**



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## KEY INSIGHTS FROM THE PANEL DISCUSSION

- The discussions underscored the importance of synchronizing regional frameworks with local cultural policies. This alignment is essential for ensuring that regional initiatives are effectively implemented at the local level, enabling cultural advocates to leverage both continental and national frameworks for resource mobilization, policy coherence, and sustainable development. By creating a seamless integration between the AU's strategic goals and national priorities, cultural and creative sectors can position itself as key priority at both regional and national development discourse.
- One of the key challenges raised during the talk was the fragmentation observed in the implementation of cultural policies at various governance levels. The lack of coordination between regional, national, and local entities has hindered the effective realization of the AU's 1% cultural funding commitment. Moreover, discussants pointed to inconsistent statistical data in the sector which limit the development of robust alignment between regional and local action plans. There is a pressing need to bridge these gaps to ensure that the alignment is not only achieved but also enforced with the necessary support.
- The African Union's revised Plan of Action on CCIs was identified as a key advocacy tool to guide both regional and local action plans. The discussion emphasized the importance of leveraging this framework to ensure alignment between the goals set at the continental level and the realities faced at the local level. The revised plan offers a comprehensive approach that can support advocacy, capacity building, and policy implementation. By utilizing the Plan of Action effectively, stakeholders can drive cultural sector initiatives that are responsive to both regional priorities and local needs.
- The session also spotlighted the potential for strengthening public-private partnerships and fostering cross-border collaboration to align regional and local efforts. Cross-border collaboration platforms offer opportunities for pooling resources, and aligning advocacy efforts across nations. By fostering stronger ties within and between ECOWAS, SADC, and EAC,

stakeholders can work toward more integrated and coherent cultural policies across the continent.

- National Arts Councils were recognized as central players in bridging the gap between regional policies and local initiatives. Strengthening these councils would enhance their capacity to serve as policy advocates, ensuring that local cultural needs are adequately represented within broader regional strategies. The discussion highlighted the need for greater investment in these institutions to empower them to act as effective intermediaries between local communities, national governments, and regional bodies. A robust and well-resourced national arts council could be a key factor in aligning the various levels of governance and ensuring a cohesive cultural policy framework.
- Policy coherence between regional, national, and local levels is a recurring theme in the discussions. The discussants emphasized that effective alignment ensures that the cultural sector's priorities are consistently reflected in national budgets and regional strategies. By ensuring policy coherence, stakeholders can create an

environment that fosters the inclusion of cultural and creative industries as a key priority in national and regional strategies and plans.

- The importance of sustained advocacy for the cultural and creative industries was another key takeaway from the talk. Participants agreed that advocacy efforts must be consistent, and resilient.
- The discussion concluded with a call to action for African governments to fulfill the African Union's 1% budgetary commitment to the cultural and creative sectors. Participants stressed that meeting this commitment would provide the financial foundation needed to implement cultural policies effectively at all levels of governance.

## 6. Summary of Key Action Points

Action Area	Key Action Points
<b>Reframing Culture's Role</b>	Engage in high-level advocacy to reposition culture as more than just entertainment—highlighting its role as both a key economic driver and a significant contributor to sustainable development.
<b>Budget Allocation &amp; Utilization</b>	Push for not only the 1% budget allocation for CCI but also for transparent, efficient, and equitable distribution mechanisms that ensure funds reach the grassroots.
<b>Integration into National Development Plans</b>	Strengthen advocacy efforts to ensure CCIs are prominently included in national development plans, securing long-term government commitment.
<b>Government Structures for CCIs</b>	Promote the adoption of best practices, such as Kenya's integrated ministry model, to ensure CCI oversight is structured to reflect its economic potential.
<b>Education &amp; Youth Engagement</b>	Advocate for curriculum reforms that integrate cultural and creative industry.
<b>Data-Driven Advocacy</b>	Establish structured partnerships with higher learning institutions/universities to advance new research initiatives and leverage existing studies to demonstrate the economic impact of the cultural and creative sector.
<b>Simplified Advocacy Language</b>	Develop advocacy materials that use clear, accessible language to enhance policymakers' and the public's understanding of CCIs' value.
<b>Framing Culture as an Investment</b>	Anchor advocacy efforts in positioning cultural funding as a strategic investment with long-term economic benefits rather than a mere expenditure.
<b>CSO-Government Collaboration</b>	Institutionalize formal engagement mechanisms (e.g., MoUs) between CSOs and government bodies to ensure sustained dialogue and policy influence.

Action Area	Key Action Points
<b>Long-Term Advocacy Strategy</b>	Develop and implement sustained advocacy roadmaps with clear milestones to ensure continued momentum for policy changes.
<b>Legislative Engagement</b>	Expand targeted support for Parliamentary Forums and CCIs parliamentary portfolios to enhance legislative backing and policy development for the sector.
<b>Taxation Reform for CCIs</b>	Advocate for tax policies tailored to the unique needs of the cultural and creative sectors to encourage growth and compliance.
<b>Cultural Tourism &amp; Diplomacy</b>	Promote cultural tourism as a strategic economic pillar and strengthen international partnerships for global visibility of African CCIs.
<b>Knowledge Sharing &amp; Coordination</b>	Develop an online platform for real-time information exchange, advocacy coordination, and collaboration among sector actors.
<b>Regional &amp; Local Advocacy Alignment</b>	Strengthen engagement with the African Union, regional economic communities, and pan-African cultural networks to enhance policy influence.
<b>Experience Sharing</b>	Organize study visits to countries with strong CCI investment models to inspire policy shifts in other nations.
<b>Public-Private Partnerships</b>	Facilitate cross-border and public-private partnerships to pool resources and drive regional integration of CCI policies.
<b>Strengthening National Arts Councils</b>	Advocate for increased investment in National Arts Councils to enhance their role in bridging regional policies and local implementation.
<b>Engagement with National Bureau of Statistics for Data Dissemination</b>	Establish formal collaborations with national statistical offices to enhance the credibility and accessibility of cultural sector data.

