



*Dar es Salaam, July 17, 2009.* - The creative sector, as being the interface among creativity, economics and technology, expressed in the ability to create and circulate intellectual capital, has the potential to generate income, jobs and export earnings while at the same time promoting social inclusion, cultural diversity and human development. There is increasing awareness about the contribution of the creative sector to the overall economic and social development of a country.

UNESCO and the International Music Council share the belief that creative economy also is a feasible option for developing countries. If effective public policies are in place, the creative economy could offer new opportunities for developing countries to leapfrog into emerging high-growth areas of the world economy.

Stakeholders such as donors, beneficiaries and gatekeepers need to be prepared for the window opportunity that is expected to open up in the future for the development of the music sector as a creative industry, beyond the artistic and educational value of music.

Taking into account the specific needs of potential beneficiaries, UNESCO and the International Music Council have launched a pilot project training module in East Africa with a view to creating capacities to capture international funding for music projects. This project is carried out under UNESCO's Global Alliance for Cultural Diversity with the financial support of the Spanish Ministry of Foreign Affairs and Cooperation.

UNESCO's Global Alliance for Cultural Diversity explores new ways to turn creativity in developing countries into sustainable cultural industries. It aims to promote cultural diversity, support economic development and encourage job creation in a range of fields including music, publishing, cinema, crafts and the performing arts. Launched as a pilot project in 2002, the Global Alliance is today using its experience in developing public-private partnerships to support programmes and activities implemented under the Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

During the past five days, at British Council in Dar es Salaam, 14 music sector operators from Tanzania, Uganda and Mozambique have attended a training course on resource mobilization and grant management conducted by the Arusha-based regional training and consultancy organization MDF-Eastern and Southern Africa. The course included intense training in the fields of intervention logic, presentation, grant seeking strategies, proposal appraisal, contract negotiation, and grant management. The trainees highly appreciated the outstanding learning experience offered by the course and expressed their great satisfaction with its contents and conduct. During the months to come, the trainees will benefit from further coaching by the trainers in the formulation of grant proposals.

On July 18, UNESCO and the International Music Council will organise a roundtable discussion aiming at sensitizing government officials and decision makers in the donor community to better address the concerns of the music sector. Eventually, this encounter will contribute to mainstream the field of music in the development debate and see the support to the music industry increasingly included in international cooperation.

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This project is part of the activities carried out by the International Music Council under its Music Sector Development Programme, which includes also projects in East Timor and Afghanistan. The International Music Council is an international non-governmental organisation which promotes musical diversity, access to culture for all and unites organisations in some 150 countries worldwide in building peace and understanding among peoples of all cultures and heritage.

For further information:

UNESCO Dar es Salaam	International Music Council
Attention: Regina Dundelova - Culture Sector	Silja Fischer, Secretary General
P.O. Box 31473	1 rue Miollis
127 C, Mafinga St. (Off Kinondoni Rd.)	75015 Paris
Dar es Salaam	FRANCE
TANZANIA	E-mail: <a href="mailto:info@imc-cim.org">info@imc-cim.org</a>
E-mail: <a href="mailto:r.dundelova@unesco.org">r.dundelova@unesco.org</a>	Tel. +33 1 45 68 48 50
Tel. : +255 22 2668707	