



THE CONCEPT OF THE GLOBAL PROMOTION OF AFRICA AND ITS DIASPORA'S CREATIVE ECONOMY

**Report I**  
19th November 2008

REPORT OF THE PROGRESS OF PILOT RESEARCH PROJECT  
"INTO THE IMPACT OF ART AND CREATIVE INDUSTRIES ON THE AFRICAN ECONOMY"

**Pilot Countries: Nigeria and DRC**

*Research timeframe: December 2008 to March 2009*

*Preparation period July to November 2008*

*Delivery : April 2009*

AN ARTERIAL NETWORK PROJECT FUNDED BY STICHTING DOEN  
DEVELOPED AND IMPLEMENTED BY AGORALUMIERE INTERNATIONAL  
IN PARTNERSHIP WITH CAJ

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## INTRODUCTION

In May 2008, Agoralumiere sent a proposal to Arterial Network in response to the call for projects on research into the impact of art and culture on the African economy.

The project of the research started in May when a first draft was presented. After amendments to the budget and agreement on the follow up process based on the the final proposal delivered in July, the contract was signed in December 2008 with the funder.

During the preparation of this project we communicated with the South African trainer and expert in the creative industries for assistance in the technical aspects of the training and research aspects, while finalizing the administrative details with the Arterial Network.



Honorable Minister, Dr ALYU IDYI HONG being briefed on the project by Ms Josie D'ANGELO

Agoralumiere then presented the project to the governments and stakeholders of the two countries chosen for the pilot phase and obtain their agreement for the research to be conducted in their countries. It was important to ensure that the implementation of this project met with their realities.



Mrs Grace GEKPE, Assist. Director (Multilateral) and Marc NEKAITAR of Agoralumiere

into the impact of art, culture and the creative industries on the African economy to be conducted in Nigeria and the Democratic Republic of Congo.

The Agoralumiere team organised an official meeting in August 2008, with the Nigerian Minister of Culture, Tourism and National Orientation Prince Adetokumbo KAYODE SAN, who was represented by the Minister of State for Culture, Tourism and National Orientation, Dr Alyi Idyi HONG, and senior officers of the Ministry. They welcomed the Agoralumiere team and Agoralumiere briefed them on the Creative Africa Initiative including the research

*"We have abundance of talents in Africa; what is needed is the politics to harness them and we are committed to providing the necessary enabling environment for the development of our arts and craft industry; and since this about how to protect and promote African culture, it is proper that Nigeria takes the leadership role to ensure that it is properly done," the Minister said.*

**STEP I**  
official introduction to the country authorities for agreement for the research on the national territory



Mrs O.Nchonwa, Director Department of Culture and Minister Idyi Hong

Dr Idyi Hong commended the officials of the outfit for initiating the Creative Africa concept and noted that the efforts would go along way in promoting development of talents and encourage creativity on the Continent.



The Minister congratulated Agoralumiere for carrying the Creative Africa Initiative to ensure its African ownership and leadership in its implementation on the African Continent.

Dr Hong noted that Nigeria has taken the bull by the horns to develop every aspect of the economy in line with the Seven Point Agenda of President Umaru Musa Yar'Adua that are aimed at putting Nigeria among the top 20 economies of the world by the year 2020.

He assured that Nigeria would assume is leadership position and partner with Agoralumiere and UNCTAD in promoting the concept to ensure that the country is not short-changed in the process of implementation.

Dr Hong who also oversees the Ministry of Commerce and Industry recommended the implementation of this research



project to be started as soon as possible and asked his staff from the two Ministries to work with Agoralumiere and provide the assistance needed for the implementation of this research project and on the Creative Africa Initiative, Nigeria Chapter.

Agoralumiére also introduced the programme to the DRC officials and stakeholders of the creative sector.



Mr Jean BUESSO, DRC Ambassador in Paris and the Congolese film maker Balufu BAKUPA K. in discussion with Agoralumiére's representative Josie D'ANGELO.

Preparation work was carried out in collaboration with the Minister of Foreign Affairs and contacts were made in the DRC with the relevant Ministries and stakeholders who would undertake the project.

Agoralumiére then looked at the situation from a concrete grassroots perspective and built the synergies to provide a better environment for the research project.

Consultations were made with various researchers in the DRC in order to choose the mentor who could work in English and French and who was chosen in September.



Agoralumiére Representative with the National Mentor on the ground in Kinshasa- DRC

Since September 2008, we have been working informally with the mentor to identify the researchers. Agoralumiére is continuing to work with the new government on the implementation of the research and the DRC team has already started the ground observation phase. The researchers are waiting to attend the training session on the creative industries sector before going to the next step.

## STEP II

Building a synergy and cooperation background between Government institutions and local stakeholders

In Nigeria, Agoralumiére built synergies between the Ministry of Culture, Tourism and National Orientation, the Ministry of Information and Communication, in charge of the film and television industry (and the focal point for Creative Africa), the Ministry of Commerce and Industry. The Ministry of Justice and the Nigerian Commission for Copyright and Intellectual Property were also approached to be part of the process.

### STEP III

First ground approach by the researchers under the leadership of their national mentors

In November, the Ministry of Commerce and Industry signed an MOU with Agoralumiere and took the leadership for Nigeria in the implementation of the research project at the request of the Minister and provided the contacts of relevant Nigerian researchers to Agoralumiere. The Ministry of Culture also provided researchers with a cultural background.



Mr Badeji A. ABIKOYE, Director of Trade  
Federal Ministry of Commerce and Industry

The Nigerian team met several times with Agoralumiere representatives in Nigeria to prepare the ground work. A programme was designed and a timeline has been set and agreed by the whole team.

### STEP IV

Formal training session in the creative industries and creative economy area as first legacy of this project.

Agoralumiere will organize in January a week's training session and seminar where the researchers from Nigeria and DRC will gather together in Addis Ababa for specific training in the area of Creative Industries and Creative Economy by an expert in this area.

### STEP V

Formal field research period

Some of the research team members were chosen for their interest in receiving specific training to acquire methodology and tools needed for research carried out in this new creative sector in Africa.

Agoralumiere wants to ensure that following this project, each country will have trained researchers in this new field of creative economy, who can then build further capacity for the development of the national creative economy.

### STEP VI

Finalization of the material and information analysis

After the training session, the researchers will spend two months on the ground in their respective countries using common methodology and the rights tools acquired, in order to provide the relevant material and information to the mentors for the report.

The teams agreed that the month of March will be used by mentors and country Research Leaders to analyse the materials and information received from the researchers.

The first draft of the research report will be shared on the 15th March for approval and any amendments.

### STEP VII

Research Report delivery

The final report of the research will be delivered in the first week of April 2009.

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## PRESENTATION OF THE RESEARCH TEAMS

### *a. The research team in Nigeria*

- 1. Mentor and Research Leader**  
Professor Mike KWANASHIE  
Department of Economic Research  
Faculty of Social Sciences  
University Ahmadu Bello  
Zaria  
Nigeria



Professor Mike KWANASHIE

- 2. Senior Researcher and Team Leader**  
Dr Jonathan AREMU  
Research Manager  
Marketlink Consults Ltd.  
Research consultant for ECOWAS  
Abuja  
Nigeria



Dr Jonathan AREMU

- 3. Junior Researcher**  
Mr Yohanna Envadu AYAKA  
Researcher in Cultural Tourism Industry in Nigeria  
Master in Art and Culture Studies  
Abuja  
Nigeria

- 4. Junior Researcher**  
Mr Kingsley OKOI  
Researcher in Visual Arts  
Master in Art and Cultural Studies  
University of Ibadan  
Nigeria

- 5. Junior Researcher**  
Mr Kolawole OLADOKUN  
Researcher in Visual Arts  
Master in Art and Culture studies  
University of Ibadan  
Nigeria



Researchers met with the officials of the Federal Ministry of Trade and Agoralumiere .

***b. The research team in the Democratic Republic of Congo***

1. **Mentor and research team leader**

Professor Cyril MUSILA  
The Catholic University in Paris  
Visiting teacher in International  
Relations at the University of  
Kinshasa - DRC  
Independant Researcher in  
Social and Economic and  
Political Sciences



Dr Cyril MUSILA

Research in the Great Lakes cross border areas during conflict and war.

2. **Senior Researcher in the Urban Development**

Dr Francis LELO NZUZI  
Ph.D in local government territory management.  
Local Community participative development strategy studies  
Institutions capacity building  
Researcher on the urban environmental impact on development  
Research in Good governance and environment  
DRC

3. **Senior Resaercher in Cultural and creative industries**

Mr Léon TSAMBU BULU  
Master Thesis (Doctorandus) in Sociology  
Senior visiting lecturer  
Faculty of Social, administrative and Political Sciences.  
Researcher at the Political studies Centre  
University of Kinshasa.  
DRC

4. **Senior Researcher**

Mr Richard MUKWALA  
Master in Economic and Social Law  
Laywer at the National Court of Kinshasa  
Researcher in Copyrights and Intellectual Property  
Junior visiting lecturer at the University of Congo  
DRC



DRC Mentor and his research team in discussion with the researchers from Nigeria