

The Pan-African Creative Africa Dialogue for African Cultural and Creative Industries Development Strategy and Road Map
At UNCTAD XII, Accra, Ghana

*VIP Room, National Theatre
24 April 2008
09.30am -18.00 pm*

Representatives from the Pan-African creative industry sectors and friends of the Creative Africa initiative met in the National Theatre, Accra, Ghana on the second stage of implementation for Creative Africa. This meeting was convened by Agoralumiere International, the Pan-African Non Governmental Organisation mandated by UNCTAD for the delivery of the Creative Africa Initiative at UNCTAD XII (20-25 April, 2008) in Accra, Ghana and subsequent follow up after its launch to work as mandated by the Secretary General of UNCTAD from the African ownership perspective and under the leadership of the African Union (www.unctadXII.org and www.creative-africa.org).

In preparation of this dialogue, informal discussions were held with Madame Bience Gawanas, African Union Commissioner for Social and Cultural Affairs, Madame Elisabeth Tankeu, African Union Commissioner for Trade and Industry, and Her Excellency Madame Yolande Bike, Permanent Delegate of Gabon to UNESCO.

The dialogue also took into account the launch at UNCTAD XII of the first joint UN Creative Economy Report (www.unctadXII.org), a first comprehensive compilation of the Creative Economy and its development dimension for Africa.

Three documents framed the discussion, namely

1. The Nairobi Plan of Action for Cultural Industries in Africa including its 'Plan of Action for Development of Endogenous Cultural Industry in Africa within the Perspective of Setting Up an African Cultural Common Market' as adopted by the First Ordinary Session of the African Union Conference of Ministers of Culture, 10-14 December 2005, Nairobi, Kenya (www.africa-union.org)
2. The 2005 UNESCO Convention on 'The Protection and Promotion of the Diversity of Cultural Expressions' adopted October 2005. In force, since March 2007. Ratified by 80 state parties as of April 2008 and the European Union as Region Economic Integration Body (www.unesco.org)
3. The African Union 'Charter for the Cultural Renaissance of Africa' as adopted by the Khartoum Summit, 2006 (www.africa-union.org)

The participants present at the Creative Africa dialogue represented the different creative sectors in Africa such as film, radio and TV, festivals and live events, music, traditional dance, theatre, poetry and literature, fashion design as well as the full range of support activities to creative industry value chains from copyright commissions, anti-piracy activism, trade unions, universities, cultural magazines and newsletters, archives, capacity development, audience development, cultural entrepreneurship training, cultural funds for artists to African creative industry researchers.

In addition, participants representing already existing professional networks such as the Observatory on Cultural Policies in Africa (OCPA), the Federation of African cultural journalists, the African Coalitions for Cultural Diversity, the Arterial Network and the International Federation of Coalitions for Cultural Diversity as well as political partners such as the Nigerian Ministry for Culture and Tourism, the International Organisation of Francophonie, the Danish Centre for Culture and Development Cooperation, the German National Commission for UNESCO and the Aspen Institute.

The meeting was co-chaired by Mr. Lupwishi Mbuyamba, Executive Director of the Observatory of Cultural Policies and Mr Marc Nekaitar, Executive Director of Agoralumiere International and programme manager of Creative Africa. Ms Avril Joffe, Director, CAJ: Culture, Arts and Jobs and Agoralumiere International South African representative was nominated as General Rapporteur. Working languages were English and French.

The meeting started with a brief introductory presentation by Agoralumiere of the Creative Africa Initiative.

The dialogue was based on a free and active exchange of views in order to share a maximum of information and ideas on how to engage Africa and its stakeholders in the implementation of the three above-mentioned frameworks providing visibility, exposure, collaboration and global market access for African creators and producers.

Wide ranging discussions were held about enabling the development of the African Creative Industries through capacity building, creative industry growth strategies and active policies for cultural diversity. The deliberation centered on African ownership in the context of global frameworks.

The discussions highlighted the importance of civil society planning and action in partnership with national governments, intergovernmental bodies and other actors with clear roles for each party in the implementation of the different frameworks into life and every day practice in Africa.

Four key issues were considered:

- How can an environment be created which enables the flourishing of the creative industries and cultural diversity in Africa?
- What policies and measures are most effective in this respect?
- What are the best practices and strategies for building cultural capacities and for developing cultural industries in the specific and concrete case of Africa and its sub-regions?
- What are the respective roles of the African Union, the African stakeholders represented by Agoralumiere International, UNCTAD and other international bodies, in the process of a global strategy for African Cultural and Creative industries development?

The meeting concluded with a set of deliverables

1. The African creative industry stakeholders constituted themselves as a core Pan-African task force to be called The Accra Group with Agoralumiere International as the facilitating body.
2. The Accra Group agrees to work as a civil society structure and involve national government relevant structures, regional groupings under the leadership of the African Union
3. The Accra Group sees Creative Africa as a platform for information sharing, networking, partnerships, advocacy, evaluation and critical assessment of creative industry programmes and policies in order to avoid of duplication and more action oriented.
4. Agoralumiere International will continue to serve as the leading focal point for The Accra Group in developing the follow up programmes for Creative Africa. Agoralumiere will continue to liaise with the African Union and the different intergovernmental institutions and other actors and stakeholders. Agoralumiere will also continue to organize the side cultural events with the various stakeholders on the ground in order to bring greater pragmatism to the political debate in Africa.
5. Many more relevant organisations and bodies fully participated in the process leading up to this day of dialogue. For reasons of resource constraints, not all of them could participate in person but are considered full members of the task force.
6. The Accra Group will continue to broaden and deepen its base in Africa through facilitation by Agoralumiere.
7. The Creative Africa website will continue to be used as the Creative Africa communication platform
8. Members of The Accra Group resolved under Madame GAWANAS, the AU Commissioner's for Social and Cultural Affairs recommendation to continue to use this platform :
 - to structure the African Creative sectors under leading organizations in order to facilitate an efficient collaboration with the African Union and to have a coherent and common strategy for the development of the Cultural and Creative industries in Africa.
 - to ensure that in each national context, creative sector stakeholders and national governments commit themselves to develop enabling frameworks for artists and industry sectors through adequate policies for the cultural and creative industries.
 - to implement

The Nairobi Plan of Action for Cultural Industries in Africa with its lists of measures for the 'Development of Endogenous Cultural Industry within the Perspective of Setting Up an African Cultural and Creative Common Market'

and a Common Strategy for global market access to African Cultural and creative products and services,

The African Union Charter for the African Cultural Renaissance

The 2005 UNESCO Convention on “The Protection and Promotion of the Diversity of Cultural Expressions”

9. The Group agreed to continue to give voice to already existing civil society efforts
10. The Group agreed as a learning community to develop, monitor and evaluate good practices.

The Accra Group noted key calendar dates in the short term around which to organize its activities and input.

The Extraordinary Session of the Intergovernmental Committee for Cultural Diversity, 23rd June – 27th June, 2008, Paris, France. The five member African group consists of Burkina Faso, Mali, Mauritius, Senegal and South Africa.

The Second Ordinary Session of the AU Conference of Ministers of Culture meeting in Algiers, October 2008 and the drafting process of the 2009 Work Plan.

The Aspin Institute’s International Conference on Cultural and Creative Industries.

The Ordinary Session of the Intergovernmental Committee for Cultural Diversity, December, 2008, Paris, France.