



Republic of Zambia
Ministry of Youth, Sport and Arts



AFRICA MUSIC ART & CULTURAL EXHIBITION LUSAKA 2023

Theme:

"Harnessing the Dividends of the African Creative Industry through Investments in Youth Talents"

📍 Mulungushi International Conference Center, Lusaka, Zambia

📅 20 - 23 June 2023

**AMACE23 DECLARATION AND CALL FOR ACTION
TO INVEST IN THE AFRICAN CREATIVE SECTOR
TO BOOST THE CONTINENT'S DEVELOPMENT**

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LUSAKA, 22 JUNE 2023

PREAMBLE:

We, the participants of the Africa Music Arts and Cultural Exhibition (AMACE23), convened by the All-Africa Students Union (AASU) and the Ministry of Youth, Sport and Arts of the Republic of Zambia, gathered in Lusaka, Zambia, from 20th to 23rd June 2023;

With over 2000 delegates from more than 50 countries, this historic event provided a platform for African youth, students, artists, national art councils, and creative industry stakeholders to engage in critical conversations on harnessing the dividends of the African creative sector through investments in youth talents;

Recognising the critical role of the African creative industry in fostering economic growth, job creation, and sustainable development, we embark upon this declaration and call for action to invest in the African creative sector, harnessing the dividends of youth talents for the advancement of the Continent;

Acknowledging that the creative industry in Africa is a rapidly growing sector with significant potential for job creation and economic growth and that young people constitute a substantial portion of Africa's unemployed population, we recognise the immense opportunities within the arts and culture sector. By leveraging these opportunities, we have the potential to create approximately 20 million jobs and contribute an estimated US\$20 billion to Africa's gross domestic product (GDP). According to the Creative Economy Report 2022 by UNDP and UNESCO, investing in the creative industry not only creates jobs and reduces poverty but also promotes sustainable development, with the potential to contribute up to 4% of Africa's GDP;

Acknowledging the role of young people as key stakeholders in the creative sector and their ability to shape the future of the industry;

Nevertheless, we acknowledge the existing barriers faced by young people in Africa, including inadequate access to funding, resources, and training, which hinder their ability to venture into and thrive in the creative industry. The African Development Bank (AfDB) has highlighted these challenges, and although several initiatives and programs have emerged to support young people in the creative industry, sustained investment and attention remain limited;

Mindful of the challenges faced by African content creators, artists, and entrepreneurs in accessing funding, resources, and training to thrive in the creative industry;

Reaffirming the commitment to the Sustainable Development Goals (SDGs), Agenda 2063, and other relevant continental and global frameworks, which emphasize the importance of investing in education, culture, economic growth, and inclusive development;

Understanding the transformative power of the creative industry in preserving African heritage and culture, promoting innovation, and fostering social cohesion;

Inspired by the efforts of the Government of Zambia, under the leadership of H. E. Hakainde Hichilema;

Hereby declare and call for action to invest in the African creative sector to boost the continent's development through the following policy options:

1.0 PRESERVING HERITAGE AND CULTURE: DISRUPTIONS AND DISPLACEMENT DUE TO GLOBALIZATION

1.1 Encourage the production, distribution, and consumption of African cultural products and content across various media platforms, both domestically and internationally.

1.2 Support initiatives that preserve and promote African cultural heritage, traditional arts, and indigenous knowledge systems, fostering a sense of pride and identity among African youth.

1.3 Facilitate the exchange of cultural expressions and creative collaborations among African countries, promoting cultural diversity, intercultural dialogue, and regional integration.

1.4 Invest in the development of infrastructure, such as cultural centers, museums, and performance venues, that showcase African arts and provide spaces for artistic expression.

2.0 DIGNITY OF WORK: FAIR COMPENSATION FOR ARTS PRODUCTS

2.1. Foster an enabling environment that ensures fair and sustainable compensation for artists and creators.

2.2. Develop innovative business models and platforms that facilitate fair value exchange between artists, consumers, and the industry.

2.3. Enhance copyright protection and intellectual property rights frameworks to safeguard artists' rights and interests.

2.4. Advocate for policies and regulations that promote fair compensation practices in the African creative industry.

3.0 FUNDING, FINANCING, AND INVESTING IN AFRICA'S CREATIVE ECONOMY

3.1. Increase access to funding and financing for small and medium-sized enterprises (SMEs) in the creative sector.

3.2. Encourage governments, international organizations, and financial institutions to provide financial support and investment opportunities for the creative industry.

3.3. Leverage financial technologies and innovative financing models to bridge the funding gap in the African creative economy.

3.4. Promote collaboration between the public and private sectors to mobilize resources and create sustainable financing mechanisms for the creative industry.

4.0 INCENTIVISING THE GIG ECONOMY TO DRIVE THE CREATIVE INDUSTRY

4.1. Create an enabling environment that supports and incentivises gig workers within the creative industry.

4.2. Recognize and reward the contributions of gig workers, fostering a sense of community and collaboration.

4.3. Harness technology to enhance gig economy platforms and provide greater opportunities for African creatives.

4.4. Encourage partnerships between gig economy platforms, educational institutions, and industry stakeholders to enhance skills development and career advancement for gig workers.

5.0 CREATIVE EDUCATION AND HUMAN CAPITAL DEVELOPMENT

5.1. Prioritize and invest in creative education programs that equip African youth with the necessary skills, knowledge, and entrepreneurial mindset to succeed in the creative industry.

5.2. Strengthen partnerships between educational institutions, industry stakeholders, and government agencies to develop curriculum and training programs that align with the evolving needs of the creative sector.

5.3. Promote mentorship programs and internships to provide practical exposure and hands-on experience for aspiring artists, creators, and entrepreneurs.

5.4. Promote interdisciplinary approaches to education that encourage collaboration and innovation across different creative disciplines.

6.0 WOMEN IN THE CREATIVE INDUSTRY:

6.1 Foster inclusive environments that amplify women's voices and promote gender equality.

6.2 Empower African women to overcome systemic barriers and provide equal opportunities for their participation and leadership in the creative industry.

6.3 Establish mentorship and capacity-building programs specifically targeted at supporting women in creative fields, including music, art, film, and literature.

6.4 Implement policies that address gender-based discrimination, harassment, and violence in the creative industry, ensuring safe and conducive working environments for all.

7.0 THE FUTURE OF ARTS IN A TECHNOLOGICAL AGE

7.1. Embrace digital transformation and leverage technological innovations to enhance the production, distribution, and consumption of African creative content.

7.2. Promote research and development in digital tools, platforms, and technologies that support the growth and sustainability of the creative industry.

7.3. Foster collaboration between tech companies, content creators, and cultural institutions to explore new ways of engaging audiences and monetizing creative products.

7.4. Encourage the adoption of emerging technologies such as virtual reality, augmented reality, and artificial intelligence to drive innovation and creativity in the African creative sector.

8.0 ENACTING POLICY FRAMEWORKS TO PROMOTE AND PROTECT ARTISTS:

8.1 Strengthen legal frameworks and enforcement mechanisms to protect the intellectual property rights of artists, creators, and innovators, including copyrights, trademarks, and patents.

8.2 Raise awareness among young artists about the importance of intellectual property rights and provide them with the necessary tools and resources to protect their work.

8.3 Collaborate with regional and international organisations to develop and implement effective strategies for combating piracy and copyright infringement in the digital age.

8.4 Facilitate the establishment of collective management organisations that represent the interests of artists and ensure fair remuneration for their creative works.

9.0 USING ARTS TO INSPIRE CLIMATE ACTION:

9.1 Provide financial support and grants to artists who create climate-focused artworks, enabling them to continue their valuable contributions in promoting environmental consciousness.

9.2 Encourage the creation of public art installations and exhibitions that highlight the beauty of nature, emphasize the consequences of climate change, and inspire individuals to adopt sustainable practices.

9.3 Foster partnerships between artists, environmental organisations, and local communities to organise climate-themed artistic events, performances, and workshops that engage diverse audiences in meaningful dialogues about climate action.

9.4 Invest in the production and distribution of climate-focused films, documentaries, and multimedia content that effectively communicate the environmental challenges we face and promote sustainable solutions.

We, the participants of AMACE23, call upon governments, international organisations, private sector entities, civil society organisations, and all relevant stakeholders to take concrete actions to implement the above policy options. We urge collective efforts to invest in the African creative sector, harness the talents of African youth, and unlock the vast potential of the creative industry for the socio-economic development of the continent.

We commit ourselves to support and actively contribute to the realisation of this declaration, promoting inclusive growth, cultural diversity, and sustainable development through investments in the African creative sector.

Done in Lusaka, this 22rd day of June 2023.

PLEASE STAY IN TOUCH

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