



QUADRENNIAL PERIODIC REPORT

2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

General information

Technical Information

Name of Party:

Rwanda

Date of ratification:

16/10/2012

Officially designed Point of Contact:

Title: Mr

First Name: Steven

Family Name: MUTANGANA BOSHYA

Organization: Ministry of Sports and Culture

Mailing Address: P.O.BOX 1044 KIGALI

E-mail:

smutangana@minispoc.gov.rw

Organization(s) or entity(es) responsible for the preparation of the report:

Describe the multi-stakeholder consultation process established for the preparation of this report:

A national Team was established and participated in a five-month capacity building project funded by the Swedish International Development Cooperation Agency (SIDA). This project was coordinated by the UNESCO Nairobi Office and benefited from the expertise of two experts

Rwanda received support to prepare the first national Quadrennial Report, which included the following four phases:

- 1) UNESCO provision of two experts (Dr. MBAYE Jenny, Senegal and Mr. Charles Vallerand, Canada) to organize a multi-stakeholder consultation and needs assessment in May 2016;
- 2) a training workshop for National Team on data collection and indicator-building, periodic reporting and monitoring methodologies in May 2016;
- 3) distance mentoring by the international experts to support the national team in drafting the national Quadrennial Report from May to September 2016;
- 4) organization of a public presentation to discuss and validate the content of the draft report on 8 September 2016 that brought together relevant stakeholders, including governmental and civil society actors prior to the submission of the final Quadrennial Report.

The national team is supported by two national consultants in the following:

1. The multi-stakeholder national consultations and needs assessments;
2. The National Team training workshops on data collection, monitoring and indicator-building; National Team members further elaborated and worked on the measures and agreed on a table of contents, assignments and deadlines.
3. Mentoring and coaching of National Team in the preparation of the Report;
4. Establishment of public dialogue platform with civil society for the validation of periodic reports;
5. The contribution of media in raising awareness about the 2005 Convention and video production of the report preparation; press conference was organized following the public presentation of the report;
6. Final meeting of the members of the National Team to discuss overall Report as a collective achievement;

7. Final editing and submission of the report by the responsible organs to the government of Rwanda and to UNESCO.

Executive Summary

Please summarize in max 3500 characters the main achievements and challenges in implementing the Convention and the outlook for the future. Please note this is not an introduction to the report or an annotated table of contents.:

Rwanda ratified the 2005 UNESCO Convention on 16th October 2012. The Convention has been used with other existing documents to strengthen and formulate sustainable development policies. The Ministry of Sports and Culture has revised her cultural policy and some of the provisions are aligned to the objectives of the Convention especially with regard to the role of culture in Rwanda's sustainable development. The Convention has also been a catalyst to participatory policy making process among stakeholders from the public and private sectors and the civil society. Measures have been established with respect to culture and creative expression. The revision of the National Policy has been a co-operant factor to the development of the booming cultural entrepreneurship sector which continues to play a significant role in sustainable development. Rwanda Academy of Language and Culture has been established and through its activities, and played a significant role in preserving the integrity of Kinyarwanda Language against the effects of language globalization. In order to promote home grown solutions to development challenges, the Rwandan Society of Authors (RSAU) was established in 2010. It has been instrumental in distributing the royalties to rights holders and acted as a custodian of creative products. Rwandan children's book initiative has also been established to support publishers to produce high quality, age appropriate-Kinyarwanda children's books. School-going children can now access books and contents that are culturally relevant. The awareness-raising and outreach programs have also been created in order to facilitate access to cultural heritage and social capital during popular holidays in the museum initiative. The establishment of Umuganura (Harvest celebrations) has not only contributed to the rebirth of national pride and sustainable agricultural practices but has also been adapted to serve as a platform for reflection and adoption of bottom-up solutions for sustainable socio-cultural development. These initiatives still need to be scaled- up to benefit a much wider audience. The ratification of the Convention, in addition to the existing political will has further enhanced regional cooperation especially through the East African Community (EAC) arts and culture festival (JAMAFEST). Such measures have significantly contributed to regional integration and sustainable development through the production and dissemination of cultural and artistic performances as well as peace promotion activities among EAC states. By conducting research on cultural and local content production in Rwanda's media sector, the Rwanda Media High Council (MHC) has built a sustainable media regulatory system, the Media Hub, which ensures media freedom and promotes and protects media professionalism for development. Rwanda as a state party has also engaged initiatives to enhance awareness-raising and participation of Rwandan civil society in the 2005 Convention implementation, through both dedicated workshops and multi-stakeholders meetings. Moreover, the civil society itself has initiated awareness-raising activities that are aligned with the Convention. The Civil society has also aimed to improve the status of artists by putting the provisions of the Convention in practice.

Overview of cultural policy context

Parties shall describe the key objectives and priorities of their current cultural policy and the impact the Convention has had in their formulation or reformulation. They will also report on the opportunities and challenges to promote the diversity of cultural expressions in a digital environment.:

The cultural policy reinforces the cooperation with other sister countries giving priority to countries in the region. As such, initiatives have been undertaken to enhance this cooperation such as the East African Community Arts and Culture Festival (JAMAFEST).

Rwanda's Cultural policy seeks to engage public, private and other stakeholders in their respective fields of intervention: education, employment, new technologies, statistics, foreign affairs, trade, etc. The Ministry revised the cultural policy in 2012, after Rwanda has ratified the Convention 2005 on Protection and Promotion of the Diversity of Cultural Expressions, in order to readjust and incorporate the present realities of the fast growing creative industry sector. Therefore, the revised policy constitutes the main mirror of the cultural expressions. Cultural policy is adapting to new challenges whereby the development of a cultural strategy is mandatory with emphasis on concepts like strengthening the fight against copyright piracy, establishment of institutions to better involve cultural professionals and civil society. Rwanda Academy of Language and Culture, Rwanda Arts Council, Media High Council are some of the institutions established for the purpose empowering cultural professionals.

Rwanda has focussed on the upgrading of national cultural expressions and popular participation in cultural activities as a means to promote dialogue and unity. Throughout the year, MINISPOC organizes several awareness initiatives countrywide. The country also focuses on education and training for all young Rwandans at all levels. Arts education has been introduced in primary and secondary as well as in higher education. Some of the examples of such initiatives include education for reading and writing (L3) Initiative, Rwanda Book Initiative, technical training to artistic professions and communication (Miss Geek, Digital Media Academy) among others.

There have been efforts to promote culture through initiatives that impact on the social cultural and economic standards of the population, including cultural and artistic festivals such as Umuganura celebration and the Pan-African Dance Festival (FESPAD).

The cultural policy reinforces the cooperation with other sister countries giving priority to countries in the region. As such, initiatives have been undertaken to enhance this cooperation such as the East African Community Arts and Culture Festival (JAMAFEST).

Rwanda's Cultural policy seeks to engage public, private and other stakeholders in their respective fields of intervention: education, employment, new technologies, statistics, foreign affairs, trade, etc.

Convention integrated:

a) It is (or has been) the basis for changing one or more policies?: Yes

How:

To some extent, the Convention has, together with other existing documents socio-economic development frameworks created a conducive framework for the development of culture and the creative expressions sector. For example, The Rwandan government, through the Ministry of Sports and Culture has revised its cultural policy in 2015 to promote culture as cornerstone of national development with great emphasis on the creative industry. This is due to the fact that the cultural sector plays a significant part to the country's socio-economic development. The revision came also from the will to adapt it to various legal frameworks and international texts to which Rwanda is signatory, among them the 2005 Convention.

b) It is (or has been) a tool to promote policy discussion?: Yes

How:

The elaboration of the revised National Cultural Heritage Policy brought on board different key partners and stakeholders like cultural creative industry actors, the Media, as well as the copyright and intellectual property representatives. The emerging consultative meetings aimed at incorporating views and comments of all stakeholders that have been key to the elaboration and implementation of this policy.

c) It is (or has been) a reference for ongoing policy development?: Yes

How:

The National Cultural Policy serves as the reference document of all culture-related legal instruments that has been developed so far and those that will be developed in the future. It has set the path for the proper implementation activities and the basis for other emerging public and private initiatives/activities to promote and protect cultural expressions and manifestations.

MEASURES TO IMPLEMENT THE CONVENTION

CULTURAL POLICIES AND MEASURES

Name of the measure	Scope of the measure	Nature
The National Cultural Heritage Policy	National	institutional
Rwanda Academy of Language and Culture (RALC)	National	institutional
Rwandan Society of Authors (RSAU)	National	regulatory
Rwandan Children's Book Initiative (RCBI)	National	institutional
The Literacy, Language, and Learning (L3) Initiative	National	institutional
Music and Arts curriculum in pre-primary, Primary and Secondary schools	National	institutional
Holidays in Museums, Outreach Program	National	institutional
Umuganura (Cultural Harvest)	National	institutional

INTERNATIONAL CULTURAL COOPERATION

Name of the measure	Scope of the measure	Nature
East African Community Arts and Culture Festival (JAMAFEST)	Regional	institutional
Agreement on funding between Rwanda Society of Authors and the Norwegian copyright development association.	National	financial

INTEGRATION OF CULTURE IN SUSTAINABLE DEVELOPMENT - AT NATIONAL LEVEL

Name of the measure	Scope of the measure	Nature
Employment Program for Youth Self-Employment	National	institutional

EMERGING TRANSVERSAL ISSUES: Resolution 5.CP 9b

Name of the measure	Scope of the measure	Nature
Ms. Geek Rwanda Programme	National	institutional
Music School at Nyundo.	National	institutional
Department of Performing Arts at the University of Rwanda	National	institutional

Name of the measure	Scope of the measure	Nature
Research on cultural and local content production in Rwanda's media sector	National	institutional

The National Cultural Heritage Policy

b. Key objectives of the measures:

- To provide a framework for nurturing, preserving and protecting Rwandan culture as an effective mechanism for the realization of the country's development goals;
- To strategically position culture as a tool for enhancing good governance and social cohesion among Rwandans;
- To enable culture to shape our attitudes and mindset in order to realize our planned development goals across all sectors of the nation's life;
- To enrich business potential and opportunities embedded in the Rwandan cultural heritage and thereby contribute to Rwanda's development goals

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

The National Cultural Heritage Policy provides broad pillars and guiding principles to preserve the core values of our culture and defines strategies to ensure that culture plays its historical role of informing the socio-economic transformation of Rwanda. The Policy defines the stakeholders as culture practitioners of all walks of life, as well as all partners involved in day to day activities to preserve and promote culture. It gives the framework to fit in the strategies, initiatives and activities undertaken by various public and private stakeholders. The logical framework of the policy is slated on a 5-year period of implementation. The mainstream of the policy focuses on both the economic and social dimensions of cultural production:

- Research and promotion of the History of Rwanda
- Development of an organizational arrangement to disseminate and promote Culture Values
- Preservation and promotion of Kinyarwanda Language
- Development and promotion of the creative arts sub sector to increase their economic benefits
- Promotion of cultural tourism in the country as a contributor to the economy of the country
- Development of an institutional and operational framework to promote a reading culture and effective management of archives
- Develop strategies to strengthen the preservation of Genocide memory, Fight Genocide Ideology and negation of Genocide Against Tutsi

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

- A harmonized understanding among Rwandans and foreigners of the correct version of the Rwandan history
- A Rwandan society that is mindful of the cultural values that shape our way of life.
- Adoption of the correct version on the writing and use of Kinyarwanda language; improvement in the daily use of Kinyarwanda language; new terminologies created periodically enriching Kinyarwanda language
- A creative arts sub sector that offers a wide range of socio-economic activities and employment opportunities especially for the youths and women
- A cultural tourism industry that promotes not only the Rwandan culture but also provides a wide range of socio-economic opportunities and employment
- A Rwandan society that has fully adopted reading culture as part of their day-to-day practices; institutions/organizations with enhanced capacity for the proper management of archives
- Genocide memory well preserved; Genocide ideology minimized or abolished among Rwandans and Genocide negation countered

f.1 Name of agency responsible for the implementation of the measure:

The Ministry of Sports and Culture in collaboration with representatives from the public sector and the civil society.

f.2 Financial resources allocated to implement the measure:

Financial resources are usually defined according to the activities planned by every stakeholder to implement the Policy interventions.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

No

Rwanda Academy of Language and Culture (RALC)

b. Key objectives of the measures:

1. The main objective of the Academy is to preserve and promote Rwandan National Language, culture and historical heritage. This is done by coordinating and promoting activities related to culture and creative activities.

The main objectives of the Academy relating to culture among others are:

- To approve Rwandan cultural standards and values and show their role in general knowledge;
- To ensure the integrity of the Rwandan culture in comparison with other foreign cultures;
- To determine the standards relating to research in all arts and artistic creation levels;
- Every year the Academy receives multiple requests from artists, the General Assembly of the Academy analyses each request and agrees to promote the best one in the all sectors of cultural industries;
- To determine appropriate methods of storing heritage and cultural symbols;
- To promote the research and knowledge of Rwandan historical heritage.
- To support and mentor artists to build administrative capacity through Rwanda Arts Council as an umbrella representing them

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

The main feature of this measure is that it focuses mainly on conducting activities that are aimed at protecting and promoting Rwandan culture and language. Through research and consultation, RALC is also mandated to set standards and values with regard to Rwandan culture and standards

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

- Research in historical heritage, aspects of culture related to historical sites;
- Research on Rwanda cultural values;
- Research on creative industry , especially by mapping of cultural industries in Rwanda;
- promote and support the creative art sub-sector in Rwanda by supporting Rwanda Arts Council and six federations. Rwanda Arts Council is an umbrella of creative art in Rwanda that was set up in May 2016 with the aim of coordinating all activities of artists.

f.1 Name of agency responsible for the implementation of the measure:

Rwanda Academy of Language and Culture (RALC)

f.2 Financial resources allocated to implement the measure:

The source of the budget is the Government of Rwanda but it will gain the budget from cooperation and international funds.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Rwandan Society of Authors (RSAU)

b. Key objectives of the measures:

- To collect and distribute the royalties for rights holders
- To act as the custodian of creative products
- To distributes such products to clients

c.1. the scope of the measure:

National

c.2. the nature of the measure:

regulatory

c.3. the main feature of the measure:

The Rwandan Society of Authors (RSAU) was established by Rwandan Artists in the year 2010 with the support of the Ministry of Trade and Industry (MINICOM), the Ministry of Sports and Culture (MINISPOC) and the Rwanda Development Board (RDB) by virtue of the provisions of the Law No 31/2009 of 26/10/2009 on the protection of Intellectual Property Rights and Copyright.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

artists

creators

producers

entrepreneurs

media houses

arts consumers

e. What are the results expected through the implementation of the measure?:

- Promote awareness on the products of creative artists
- Serve as the recipient and custodian of creative products
- Visit and monitor frequently, the users of creative works
- Make available creative products to any intended user
- Showcase the artistic works

f.1 Name of agency responsible for the implementation of the measure:

Rwandan Society of Authors (RSAU)

f.2 Financial resources allocated to implement the measure:

RSAU at the onset, received financial support from the Government of Rwanda, 15,000,000 as a starting fund. It has also received 200,000 NOK funds from NORCODE. RSAU earmarked 300,000 NOK in 2015 from NORCODE and it is renewable during 3 years.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Rwandan Children's Book Initiative (RCBI)

b. Key objectives of the measures:

- Support publishers to produce high quality, age appropriate, Kinyarwanda children's books and distribute these to schools,
- Improve teachers' skills, knowledge and confidence to use books in support of literacy acquisition and learning outcomes.
- Improve literacy skills and learning outcomes for young children in the first years of primary school by increasing their reading, particularly of high quality age appropriate and culturally rich books
- This measure will address the book gap by intervening at every stage of the local book chain; going beyond the immediate beneficiaries to develop an entire, self-sustainable, market and industry for good quality, non-textbook, children's reading materials, in addition to ensuring that books provided to schools can be managed and used effectively.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

- Support local and regional publishers to produce high quality, age appropriate, local language children's reading material;
- Stimulate supply and demand for this material by agreeing to purchase the materials with the condition that publishers produce more than we buy;
- Provide the purchased materials to primary schools;
- Train teachers, head teachers, sector education officers, mentors and Teacher to use the materials effectively to better support literacy acquisition and learning outcomes;

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

- The local book industry is supported to produce high quality children's books in Kinyarwanda.
- Sustainable demand for quality children's books is established.
- Teachers and school leaders are trained to manage book collections and use books effectively to improve literacy acquisition and learning outcomes.

f.1 Name of agency responsible for the implementation of the measure:

Rwandan Children's Book Initiative (RCBI)

f.2 Financial resources allocated to implement the measure:

GBP 695,000

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

No

The Literacy, Language, and Learning (L3) Initiative

b. Key objectives of the measures:

The Literacy, Language and Learning (L3) Initiative's strategic objective is to strengthen teaching and learning so that children leave primary school with solid literacy and numeracy skills

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

- L3 initiative is focusing on improving the quality of teaching, increasing the availability of teaching and learning materials, supporting English language education, strengthening ministry capacity, and promoting equity in education;
- Improve learning outcomes in literacy, mathematics, and English language for students in grades 1 through 4.
- Improve teacher preparation and in-service performance
- Improve equity in educational materials and delivery for girls, students with disabilities, and remote communities
- Work with Rwandan communities to equip libraries, recruit literacy volunteers, and build support for reading

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

- Young children to become readers and writers.
- Children leave primary school with solid literacy and numeracy skills.

f.1 Name of agency responsible for the implementation of the measure:

The Literacy, Language, and Learning (L3) Initiative

f.2 Financial resources allocated to implement the measure:

Government budget

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

No

Music and Arts curriculum in pre-primary, Primary and Secondary schools

b. Key objectives of the measures:

- To help a learner acquire and develop the cultural values by promoting music and subject in schools.
- To use Music and Arts to improve memory skills, retention and reasoning as well as enhance advancement in math skills, memory, literacy and in general overall intelligence

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Music education is included among the extra curriculum activities or compulsory non-examinable subjects. It is allocated at least one hour in the weekly timetable in government schools.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

- Music, dance and drama make a strong impact on families, on diversity, and on integration. Students will:
- Express ideas and emotions and feelings that they cannot express through language alone
- Communicate fluently and effectively in at least one artistic discipline
- Explain how world cultures have been historically influenced and shaped by the arts and understand the ways in which the arts contribute to contemporary life

f.1 Name of agency responsible for the implementation of the measure:

Music and Arts curriculum in pre-primary, Primary and Secondary schools

f.2 Financial resources allocated to implement the measure:

the Government budget

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

No

i.1 At what level the evaluation was conducted?:

National

Holidays in Museums, Outreach Program

b. Key objectives of the measures:

- To raise awareness of Rwandans in general and youth in particular to visit museums, acquire first hand experiences and knowledge about national cultural and natural heritage;
- To boost Rwandan youth creativity and innovation in their artistic talents based on their culture and history;
- Educate Rwandan youth on their cultural and natural heritage;
- To disseminate national cultural values and best practices;
- To provide the youth with basic skills on cultural values so they can positively shape behaviors;
- To collect public impressions and factual data about how INMR performs its services and delivers its products for improving public understand about the past in creating better citizens for the growth of our nation;
- To collaborate with parents for education of their children during holidays period.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

- Training and competitions basic techniques on composing poems, fashion, beading, drumming, milk churning, traditional dances and traditional sports basic techniques, drawing, post cards designing and making.
- -Access to Museums' mobile collections/ objects as well as a chance to meet different artists invited by the Museums.
- Schools or communities are selected considering those that are geographically isolated in first place. The staff reaches them on to their specific schools or cooperatives and sometimes, INMR facilitate them to visit museums and encourage them to join competitions organised by INMR.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Students

Pupils

e. What are the results expected through the implementation of the measure?:

- In 2015, INMR welcomed 120 young people between 10 and 15 years old at the Presidential Palace Museum as part of Holidays in Museums,
- In 2015, Museums reached 3 secondary schools in western province and 3 plus secondary schools in eastern provinces.
- In 2016, Museum's team went to four schools in Kigali plus University of Rwanda reaching out 5800 students and 82 teachers.
- 6 INMR staff are involved in the outreach program, 10 volunteers and one artist
- Every two years, the Institute of National Museums of Rwanda organises competitions at the national Art Gallery, where artist from all corners in Rwanda participate and present their artworks based on a given theme. The best artworks are purchased by the Museum and exhibited at the National Art Gallery in Nyanza.

f.1 Name of agency responsible for the implementation of the measure:

Institute of National Museums of Rwanda in partnership with secondary schools and private artists.

f.2 Financial resources allocated to implement the measure:

Government budget: 3 million Rwandan francs

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

i.1 At what level the evaluation was conducted?:

National

Umuganura (Cultural Harvest)

b. Key objectives of the measures:

- To create an opportunity for Rwandans to reflect on the positive values of Rwandan culture that is a cornerstone to strengthening unity and reconciliation of Rwandans;
- To preserve Rwandan Culture by educating the young generation on the importance of safeguarding our cultural heritage;
- To raise awareness among Rwandans, friends of Rwanda and policy makers on how “Umuganura” celebration played a very significant role in uniting Rwandans;
- To recognize the achievements in various sectors of the economy, recognize the efforts of those involved and strategize for increased harvest in the subsequent seasons.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

1. Umuganura is an annual event held on the first Friday of August and it is a public holiday. But the festival is celebrated during a week leading to the Umuganura day.

Main activities are:

- Arts performances prepared by artists' unions and federations members of the Rwanda Arts Council;
- Exhibitions (painting, handicraft, CDs: film and music);
- Conferences on creative industries.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

- Artists' achievements are known by the public and promoted
- A platform for marketing artists products is created
- Starts networks are built, especially for cultural and creative expression actors.

f.1 Name of agency responsible for the implementation of the measure:

The Ministry of Sports and Culture

f.2 Financial resources allocated to implement the measure:

the Government budget

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

- Umuganura festival involves artists;
- Umuganura festival creates a platform of artistic expressions;
- Umuganura festival experiences an international trend;

i.3 Which indicators were used to determine impact?:

- Number of artists increased;
- Level of performances improved;
- Audience increased;

East African Community Arts and Culture Festival (JAMAFEST)

b. Key objectives of the measures:

- To provide a platform to showcase culture as a primary catalyst to regional integration and sustainable development;
- To bring together East African cultural practitioners and administrators to celebrate the rich and diverse cultural heritage as well as contemporary practices of East Africa;
- To provide space for intercultural dialogue amongst the people of East Africa;
- To foster the economic development of the EAC through nurturing the growth of a strong creative and cultural industry sector ; and
- To promote arts and culture as a tool in the celebration and branding of East African identity and image.

c.1. the scope of the measure:

Regional

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

People from the EAC Partner States coming together to undertake and to promote cooperation among themselves in culture and sports with respect to the promotion of cultural activities. Another related target is to strengthen and consolidate the long standing political, economic, social and cultural ties between the peoples of the Partner States thus widening and deepening integration for their mutual benefit, thus fulfilling the theme: "One people one destiny". Further, through JAMAFEST, the artists benefits from a regional exposure) and the audience gets to know the artistic productions of their neighbours thereby contributing in developing a regional market for both cultural producers and consumers

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

- Promote cultural tourism as well as conservation, safeguarding and development of culture heritage within the EAC;
- Provide a platform and opportunities for marketing cultural and creative commodity outputs within the region and internationally;
- Enhance participants' knowledge and competencies through workshops and symposia ; and
- Provide participants with a platform to showcase their artistic works beyond national borders.

f.1 Name of agency responsible for the implementation of the measure:

the Ministry of Sports and Culture .

f.2 Financial resources allocated to implement the measure:

The budget and festival activities fall under the responsibility of the EAC Secretariat and Partner States. In Rwanda, it is the Ministry in charge of of East African Community Affairs (MINEACOM).

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

No

i. Has the implementation of the measure been evaluated?:

No

i.1 At what level the evaluation was conducted?:

Regional

Agreement on funding between Rwanda Society of Authors and the Norwegian copyright development association.

b. Key objectives of the measures:

- The main objective is to help in the development of Rwanda Society of Authors to be self-sustainable in terms of financial resources.
- To provide necessary trainings to the staff and the board of directors of the Rwanda Society of Authors to build its own, efficient and transparent system for the protection and management of copyrights.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

During the 3 years period of the funding, the following targets have to be met:

- The number of registered members with RSAU has to reach 1000 artists;
- The collection of royalties from copyright users must have started;
- Reciprocal agreements with sister societies must have been signed and;
- Royalties distributed to copyright owners at least once.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Artists, members of RSAU

Art producers

Entrepreneurs

Art consumers

e. What are the results expected through the implementation of the measure?:

- Collection of royalties from different users of copyright works
- Financial resources available to cater for administrative costs
- Constant distribution of royalties to owners

f.1 Name of agency responsible for the implementation of the measure:

Rwandan Society of Authors

f.2 Financial resources allocated to implement the measure:

The financial resources allocated is mainly the running costs funded by NORCODE estimated to 40,000 USD per annum

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Employment Program for Youth Self-Employment

b. Key objectives of the measures:

- Creating sufficient jobs that are adequately remunerative and sustainable across the economy.
- Generate employment opportunities needed for unemployed youth by equipping them with vital skills and attitude that are critical for the development of the growth of the private sector.
- Coordinating all employment and related initiatives in the public, private sector and civil society.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Pillar 1: Employability and skills Development (2,837,000 RWF): This involves development of practical (Hands-on skills) enhanced through Short-Term Vocational Training of 3-6 months, by the WDA, depending on training focus identified by identified Districts Business Authorities

Pillar 2: Entrepreneurship and Business Development: All NEP interventions contributed to the creation of 51,672 jobs. Micro and small businesses have been coached by Business Development Advisors and 84% of projects coached have accessed to finance and generated 39,954 jobs.

Pillar 3: Micro, Small and Medium Enterprises (MSMEs). This focuses on access to finance through guarantee and grant support.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Unemployed Youth

Vulnerable members of the community

e. What are the results expected through the implementation of the measure?:

200,000 jobs created in general. These jobs are expected to help graduates; their families and community attain improved standards of socio-economic development. Specifically for youth: 10,000 of youth are mobilized for start-up MSMEs accessing to finance and 10,000 of youth trained in short term vocational training for practical-job-relevant skills.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Public Service and Labor (lead Ministry)

f.2 Financial resources allocated to implement the measure:

NEP budget comes from the Government budget and from different stakeholders. The NEP total budget for fiscal year 2015-2016 has been 9,161,584,931 RWF composed of 2,837,000 RWF for Employability and skills Development; 5,956,399,667 RWF for Entrepreneurship development and Access to finance and 240,000,000 RWF for employment opportunities for vulnerable households and 13,8185,264 RWF for enhancing efficiency and effectiveness and employment tracking. Each institution allocates funds depending on the NEP intervention it is implementing. As an example, an amount of 90,000,000 RWF has been earmarked by the Ministry of Youth and ICT, to Districts only for youth mobilization to benefit from NEP interventions (Annual Narrative Report for financial year 2015/2016).

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Ms. Geek Rwanda Programme

b. Key objectives of the measures:

Ms. Geek Rwanda is designed to inspire and increase the number of Rwandan girls to join the science and technology field by giving them an opportunity to showcase their knowledge and skills in problem solving.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Ms. Geek Rwanda was held in 2015 for the first time as a way to celebrate International Girls in ICT day for the third time, and the brought together 70 girls who selected among 106 applicants. The 2016 Ms. Geek Rwanda competition was the second edition. After the campaign conducted in different schools to raise Ms. Geek awareness at least in 3 schools in each province and radios, social media platforms used to attract students to apply for Ms. Geek. Among 130 who met the selection criteria, the 5 best performers were selected and were taken through a 1-month training to polish their presentations and pitches for the final event. A panel of 6 judges participated in final event to select the Ms. Geek Rwanda 2016 winners on 30th April at Serena Hotel and brought together 600 guests and 315 students from 17 schools. Scoring was done digitally using STRIX software. The selection based on: novelty, presentation, utility and accessibility criteria. The 3 winning projects have been selected among the 5 best projects respectively: Ms. Geek 2016: Ivomerere System; Hello Job; Easy Parking; Fluid Alert System; Meet the Doctor App. The implementation of these projects falls in the framework of promoting cultural diversity since they call up on arts in their design and develop the culture of free expression and self-reliance, hence enhancing the girls' capacity and mitigating other forms of misbehaviour that girls tend to be involved in when they are idle and not empowered. (Ms. Geek Report 2015 and 2016).

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Female high school goers

Female University students

e. What are the results expected through the implementation of the measure?:

To keep increasing year per year as much as possible the number of Rwandan girls joining the science technology field, bringing together 250 girls in annual Ms. Geek competition.

f.1 Name of agency responsible for the implementation of the measure:

The Ministry of Youth and ICT is responsible of Ms. Geek Rwanda implementation.

f.2 Financial resources allocated to implement the measure:

Financial Resources comes from UNDP support, corresponding to 17,000,000 RWF for 2016.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Music School at Nyundo.

b. Key objectives of the measures:

The school encourages confidence and musical expression, supports professional development and edifies existing traditions and musical instruments. By pursuing music careers at this school, students will affirm and communicate a sense of individual and collective identity. All of this will lead to a coherent and unified portfolio from which the graduate can project and further the development of the Rwandan music industry.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

This Music Education Program enhances acquisition of professional transferable skills in all aspects of the Rwandan music industry. To promote the development of these skills, a range of music courses are planned for the students : These include :

- Music Theory
- Music Production
- Music Instrument fundamentals
- Vocals techniques
- Music instruments Craftsmanship
- Entrepreneurship/Music business
- Music Recording techniques
- Live music Sound and lighting engineering
- Music copyright laws

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Young talents from lower secondary school

e. What are the results expected through the implementation of the measure?:

Develop music artist talents
Nurture the music industry in Rwanda

f.1 Name of agency responsible for the implementation of the measure:

The Ministry of Education (MINEDUC)

f.2 Financial resources allocated to implement the measure:

The school is funded by the government

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Department of Performing Arts at the University of Rwanda

b. Key objectives of the measures:

- Develop arts education in Rwanda
- Create an academic department to enhance the development of an internationally recognised national cultural programme in Rwanda to include Theatre, Visual Arts and Music.
- Support the Cultural Pillar of Vision 2020 and general Cultural Policy by advising and consulting in the development of a National Performing Arts Centre and supporting Cultural Training Centres.
- Develop the performing arts provision and Place Rwanda on the International Stage in the Performing Arts in support of Foreign Cultural Policy.
- Elevate Rwanda as a premier performance destination for all major Artists from around the world. Linking into Culture and Tourism directives and strengthening its Cultural Identity.
- Strengthen the competitiveness of Rwanda generally as cultural operators and Performing Arts service providers regionally and internationally. Prepare the Country to fully partake of the benefits of a modern middle class ICT centric society by providing world class performing arts training provision and implementation.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

Three areas of development:

- Community Performing Arts
- International Exchange Programs
- Academic Courses in the Performing Arts, Certificates, Diplomas and Degrees

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Allows the arts to become part of society at all levels.

f.1 Name of agency responsible for the implementation of the measure:

University of Rwanda

f.2 Financial resources allocated to implement the measure:

This measure is funded by the Government of Rwanda

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Research on cultural and local content production in Rwanda's media sector

b. Key objectives of the measures:

Broadly the objective of the baseline research was to provide baseline scientific data to guide the establishment of a viable mechanism that will enable the development of cultural content production for consumption via the media, thus promoting local and diversified content in Rwanda.

Specific Objectives

- Highlight challenges hindering the development of local content and propose strategies to overcome them;
- Map cultural industries in Rwanda;
- Enlighten media practitioners on how to diversify content so as to meet consumers' tastes and preferences.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

- Identify the key barriers and challenges hindering the development of creative industries and content creation for media consumption;
- Identify the extent of and areas in which capacity building and human resource development will be required

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Journalists

Media houses

e. What are the results expected through the implementation of the measure?:

- There is serious need for both long and short term capacity building interventions in local content production in Rwanda. First short-term skill and knowledge transfer initiatives should be put in place by media entities to build internal capacities towards quality content production. The researcher further recommended ongoing or regular in house training by outsourced external experts as a short-term measure to gradually upgrade the existing technical capacity;
- Long-term capacity building projects need to be set up to proactively boost the skill levels of Rwandans with a passion for content production. Audio-visual content production training facilities should be established across the country to foster skill development in media content production and entrepreneurship to drive industry growth;
- Language diversity of content is a crucial driver of international marketability of Rwandan content. The researcher recommended that Local and creative content producers considered incorporating different languages, such as Kiswahili, English and French, to make Rwandan content inclusive and appealing to non-Rwandans and enable Rwandans to tell Rwanda's stories to the world and themselves;
- The researcher recommends that local content should be geared towards reflecting Rwandan values and culture, rich history and unique identity of Rwandans, the day-to-day Rwandan way of life and developmental matters while ensuring consistently high quality of productions;
- The researcher recommended a nationwide data gathering exercise to develop an exhaustive database of cultural industries in Rwanda and local talent and content producers, e.g. film makers, film crew practitioners, radio producers, music producers, content creators, who can be partners in local content production and mechanism put in place for regularly updating that database. This database will form a sound basis for targeted capacity building initiatives and intervention.

f.1 Name of agency responsible for the implementation of the measure:

Media High Council (MHC)

f.2 Financial resources allocated to implement the measure:

Fund: 23,000 US Dollars

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

CIVIL SOCIETY

Have you taken or supported initiatives involving civil society in activities::

Promote the objectives of the convention through awareness raising and other activities: Yes

Please explain how:

Rwanda ratified the 2005 Convention on the protection and the promotion of cultural diversity expressions since 2012. As a country party to the convention, Rwanda got the right to International Fund for Cultural Diversity IFCD funds two years later. The Rwanda National Commission (Natcom) contributes to building inclusive and participatory societies especially by involving social groups and individuals, including women, youth and people with disabilities in the process of promoting environments that bring communities together through cultural expressions and creative industries. By using various print media and community radios, Rwanda Natcom has encouraged the participation of women and young people in cultural and creative industries as creators, producers and consumers of cultural expressions. Since 2014, Rwanda Natcom started a campaign of sensitization of all its partners from public institutions and the Rwandan Civil society on the 2005 convention and the opportunity of funding from the IFCD. In close collaboration and support to the civil society, new talents and new forms of creativity and innovation have been nurtured and strengthened through inclusive learning opportunities supported by the IFCD. In close collaboration with the Ministry of Sport and Culture, all partners in sports and culture from Public institutions and the Rwandan Civil society met the Minister in a consultation meeting on 2005 convention organized by Rwanda National Commission for UNESCO. The meeting had the following objectives:

- Mobilization of the government and the civil society to IFCD
- Elaboration of good projects in the line of Convention 2005
- Assess the Impact of IFCD in the country and efficient implementation of the convention 2005

The government of Rwanda through Rwanda National Commission for UNESCO has contributed 5,000 USD towards supporting the objectives of the convention and UNESCO through Swedish International Development Cooperation Agency (SIDA) has also contributed approximately 20,000 USD to support convention-related activities.

Collect data and share and exchange information on measures adopted at local and international level:

Yes

Please explain how:

The multi-stakeholder national consultations and needs assessments; after a presentation of the Convention and the QPR process, participants were invited to reflect and brainstorm in small groups in order to identify measures relevant for each section of the Report

1. The national team training workshops on data collection, monitoring and indicator-building; national team members further elaborated and worked on the measures identified by the groups during multi-stakeholders meeting through both group discussions and individual work to agree on a table of contents, assignments and deadlines.
2. Mentoring and coaching of national team in the preparation of the report; each of the members of the national team was allocated the responsibility for writing up and researching a specific measures to be included in the report
3. Establishment of public dialogue platform with civil society for the validation of periodic reports; public presentation of the report permitted introducing the draft to the civil society and media community, to engage with its content in small group discussion led by members of the national team to give feedback and validate content
4. The contribution of media in raising awareness about the 2005 Convention and video production of the report preparation; press conference was organized following the public presentation of the report
5. Final meeting of the members of the national team to discuss overall report as a collective achievement was convened and strategies for collecting missing data were devised.

The civil society actively participated in the preceding-day capacity building activities and the drafting of the report.

Provide spaces where ideas of civil societies can be heard and discussed while developing policies:

Yes

Please explain how:

One of the major activities of the Natcom is to closely work with the civil society to provide space for the later to express views and actively participate in policy making. The national team has been put in place and local and international media agencies are highly involved in this activity and all actors in cultural industry are aware of this report preparation. As part of creating this space, all 30 districts were represented in a three-day workshop on 6 UNESCO cultural conventions ratified by Rwanda up to date. Since then, a number of local NGOs, Associations and Cultural Clubs are created every year in various districts with common objectives of promoting and protecting cultural expressions and heritage. These include the Mountain Sports Club in Huye District, Abacukumbuzi b'amateka n'umuco nyarwanda and Iriba Sports Club, to mention just a few. The International Council on Monuments and Sites (ICOMOS) Rwanda which promotes natural, cultural and historical sites in districts is also the product of this workshop

Implement Operational Guidelines: Yes

Please explain how:

Rwanda as a state party has taken initiatives to involve the civil society in implementing the 2005 Convention operational guidelines. The elaboration of the revised National Cultural Heritage Policy brought on board different stakeholders from the public sector and the civil society. The emerging consultative meetings aimed at incorporating views and comments of all stakeholders that have been key to the elaboration and implementation of this policy. The views of the civil society in the formulation of revised National Cultural Heritage Policy have been a catalyst to a range of initiatives aimed at promoting and implementing the 2005 convention objectives.

Two best projects from the Rwandan civil society are funded by IFCD every year and this encourages further participation of the civil society in the implementation of Convention objectives. The Government of Rwanda supports the Confederation of artists and promotes cultural and creative industries. For example, artists from 30 districts benefit from capacity building to increase innovation and creativity in cultural industries. By involving the civil society in capacity building workshops leading to the elaboration of this QPR, it has acted as a catalyst for members of the civil society to further reflect on how best they can develop initiatives that respond to the objectives of the 2005 Convention.

Other: No

Please explain how:

Is Civil Society contributing to this report?:

Yes

Name of the Organization(s):

Contribution from Civil Society

This section is to be completed with information provided by civil society:

Has the civil society taken initiatives to::

Promote the principle and the objectives of the Convention locally and internationally: Yes

Please explain how:

The civil society has initiated a range of measures that respond to the objectives of the convention internationally and locally. For example, Rwanda Arts Initiative (RAI) - one of the local NGOs organized a week-long training in strategic planning and result-oriented management for 22 cultural operators involving artists, producers, festival directors from Rwanda, Democratic Republic of Congo (DRC), Burundi, Uganda, and Tanzania. This workshop not only empowered cultural actors with requisite knowledge and skills to promote the cultural and creative arts industry in their respective countries, but also enhanced dialogue and cultural understanding among the participants from these countries. RAI also organizes road shows where various cultural actors are encouraged to showcase their talents and develop networks where they can market their cultural and creative arts products. These road shows particularly help the emerging talented youth to have a platform where they can introduce and market their cultural and creative arts products. The KWETU Film Institute has also encouraged new and innovative ways of cultural expression by supporting a range of programs in performing arts. KWETU has established a centre for film which has not only helped local artists to generate financial gains but has also helped to preserve Rwandan cultural through film for the local and international audience. In a nutshell, the civil society has promoted the principles and objectives of the convention by creating platforms for cultural actors to showcase their talents and build solid cultural network for sustainable development.

Promote ratification of the Convention and its implementation by governments: Yes

Please explain how:

The civil society has promoted the implementation of the Convention by the Government by initiating consultative meetings and inviting government representatives for joint deliberations. The Civil society closely worked with the government on the Five Year Strategic plan. Further, the civil society has a formal mechanism where respective civil society organizations communicate with the government about the former's work plan. This platforms and joint strategic planning sessions enhances the civil society's capacity to promote the Convention objectives by the Government.

Bring the concerns of citizens, associations and enterprises to public authorities, including vulnerable groups:

Yes

Please explain how:

The civil society has conducted a mapping exercise of the various artists countrywide. The inventory from this mapping exercise highlights the status of arts and brings their respective concerns to the public. The civil society also participates in MINISPOC's bi-annual meeting and as much as possible advocates for the lives of citizens in general and of the cultural actors in particular.

Contribute to the achievement of greater transparency and accountability and accountability in the cultural governance:

Yes

Please explain how:

The civil society has organized capacity building works aimed at empowering cultural actors to manage cultural and creative arts in transparent and accountable manner. In such workshops Cultural actors have been trained on topical concepts like grant applications, SWOT analysis and project monitoring among others. In addition to existing regulatory framework through the Rwanda Arts Council, these skills have enhanced the civil society to create transparency and accountability in cultural and creative arts governance.

Monitor policy and programme implementation on measures to protect and promote diversity of cultural expression:

Yes

Please explain how:

The civil society has established the Rwanda Art Council and other platforms to oversee Convention objectives. The civil society committees that are responsible to ensure the smooth running of Convention activities: The Discipline and Ethics Committee responsible for ensuring professional conduct; the Economic committee responsible for working with the Private Sector and Rwanda Governance Board to monitor the contribution of the Cultural and creative expressions industry to Rwanda socio-economic development and the corporation which will monitor the implantation of the 2015 Convention.

Build capacities in domains linked to the Convention and carrying out data collection: Yes

Please explain how:

In March 2016, a local NGO (Rwanda Arts Initiative) organized a week-long training in strategic planning and result based management (RBM) for 22 cultural operators (artists, producers, festival directors...) from Rwanda, DRC, Burundi, Uganda, and Tanzania. The objectives of the training were to reinforce these cultural actors' capacity to understand and produce documents such as logical frameworks, SWOT analysis, indicators, etc., and to strengthen their capacity to apply for funds and conduct project monitoring. The ultimate goal is to support the creative sector as a job-creating and revenue-generating industry. The workshop was funded by Africalia Belgium (12,000 euros). The Rwanda Development Board and the Ministry of Trade and Industry attended part of the workshop and expressed interest in its outcome.

Create innovative partnerships with the public and private sectors and with civil society of other regions of the worlds:

Yes

Please explain how:

Since 2015, local NGO Rwanda Arts Initiative (RAI) has been organizing an annual symposium on the cultural industry to foster conversation between the artists and producers and the public authorities. The one-day symposium focuses on a specific field (in the past it has been audio-visual industry and the digitization of music) and features local and international panelists who are professionals working in the industry as well as representatives of public institutions in charge of regulating and supporting these professionals and their work. During the symposium, panel presentations and plenary generate critical responses to contemporary issues in the cultural and creative arts industry. In addition to the symposium, RAI, in partnership with the Workforce Development Authority organizes road shows and discussions in schools in the 5 provinces of Rwanda. The road shows involve a variety of professionals from the field selected in the symposiums (musicians, script writers for film, actors, sound technicians, costume designers, etc) of both genders who meet young students to introduce them to the details, opportunities and challenges of their jobs. The objectives of such forums are to foster conversation between the CSO (artists) and public institutions on status of the cultural industry and to raise awareness on its opportunities among the youth (schools). The expected results are to incorporate cultural operators' inputs into policy-making, to increase the youth interest in the cultural sector, especially which youth are an active audience but also future professionals who can be employed in a range of cultural sector jobs (management, production, technique, communication, etc.). The symposiums and road shows are supported by Africalia Belgium (13,000 Euros per year) and the latest symposium on the digitization of the cultural industry and its contribution to economic transformation was organized in partnership with the Ministry of Trade and Industry as a side-event to the World Economic Forum on Africa held in Kigali in May 2016.

Challenges encountered or foreseen to implement the Convention:

Lack of sufficient technical and financial capacity.

Creative expressions have not traditionally been associated to doing business aimed at generating financial gains.

Solutions found or envisaged:

Civil society organizations are by law, allowed to do business.

The civil society intends to conduct a series of awareness campaigns to improve the citizens' awareness of the Convention and its provisions.

Building stable structures for the civil society will enhance its operational capacity and thereby the implementation of Convention objectives.

Activities planned for next 4 years to implement the Convention:

Identify customized professional development training to empower cultural actors with skills and competencies to market their products.

Awareness rising activities

Supporting attachment provided by the Civil Society:

Achievements, challenges, solutions and next steps

Describe main results achieved in implementing the Convention:

There has been a steady increase in the awareness that culture and creative expressions which are key components to sustainable social economic development. Importantly, Rwanda has adopted legal mechanism that provides a solid basis for mainstreaming cultural activities in social development activities.

For example, MINISPOC has been mandated among others, to provide policies and legal frameworks for the promotion of culture, promotes partnership and private investment in development of culture as one of its core mission in order; to readjust and incorporate the present realities of the fast growing creative industry sector. Therefore, the revised policy constitutes the main mirror of the cultural expressions.

Specific institutions have also been established and mandated to empowering cultural professionals. Examples of such institutions include the Rwanda Academy of Language and Culture, Rwanda Arts Council, Media High Council and other related institutions. This has strengthened the collaboration and partnership between the public institutions, civil society and private sector; and increased capacity in terms of policy and legal instruments elaboration, advocacy and investment in cultural expression activities.

Rwanda has focussed on the upgrading of national cultural expressions and popular participation in cultural activities as a means to promote dialogue and unity. Throughout the year, MINISPOC organizes several awareness initiatives countrywide.

Further, a National Team was established provided with a five-month capacity building training. Under the expertise guidance from Dr. Mbaye Jenny (Senegal) and Mr. Charles Vallerand (Canada), the National Team acquired knowledge and skills to mainstream the 2005 Convention objectives in their development works. Further, the National Team was trained on how to collect and document convention-related measure in the national Quadrennial Report. In addition to the numerous measures contained in this report, the aforementioned initiatives are some of the main results achieved during the implementation of the convention.

Challenges encountered or foreseen to implement the Convention :

Rwanda was aware of the Convention and its provisions but the dissemination of the Convention was needed to give more clarifications to people who work in this sub sector. Even if there exist different programmes and activities aligned with the convention, some of them have been conducted by Public institutions right after the ratification of the Convention. Although the civil society has also initiated some programs and activities, it is yet to develop strong and financially stable structures to be able to implement even more programs. In the absence of a mechanism facilitating the dissemination, some of these institutions didn't have sufficient awareness of Convention to consider it in their respective activities promoting the diversity of cultural expression.

Solutions found or envisaged to overcome those challenges:

The capacity building prior and during the elaboration of the quadrennial report for the Protection and Promotion of the Diversity of Cultural Expressions has been a crucial step towards the promotion of Convention activities. Now that trained Nation Team has been involved in the elaboration of the Quadrennial Periodic Report as main stakeholders and main actors of the content of the report, they have committed to help in the elaboration of subsequent the Quadrennial Periodic Reports. There is a commitment and practical steps to design long term programmes that will ensure that the Convention principles and objectives will guide and inspire Cultural entrepreneurs in their cultural project and so for public institution in the formulation of policies and strategies promoting arts and culture. All stakeholders will orient their interventions in line with the Convention.

Steps planned for the next 4 years:

A joint intervention of the Ministry of Sports and Culture, the National Commission for UNESCO and UNESCO Regional office will conduct workshops and seminars to disseminate the Convention and will follow up the implementation of the convention with their partners. This will facilitate the elaboration of the second quadrennial report as they will be reporting progressively guided by the convention. Also, despite all the tremendous initiatives reflected within the Report, there is still need for formalized and sustainable working mechanisms among public, private and civil society stakeholders so that cultural and creative expression sectors are mainstreamed in development initiatives. These workshops and seminars shall also participate in this endeavour. Periodic monitoring of convention programs and activities will be conducted to ascertain progress and generate learning among all parties involved.

SOURCES AND STATISTICS ANNEXES

1. Economy and Finance

When reporting data in this section, it is important to define the “cultural sector” for statistical purposes and apply that definition consistently. For guidelines, please refer to the [2009 UNESCO Framework for Cultural Statistics \(FCS\)](#)

1.1. Total Flows of Cultural Goods and Services

1.1.a Cultural Goods

(a) Exports in cultural goods	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
(b) Imports in cultural goods	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>

1.1.b Cultural Services

(a) Exports in cultural services	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
(b) Imports in cultural services	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>

1.2. Contribution of cultural activities to Gross Domestic Product (GDP)

(a) Total GDP	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
(b) Share of cultural activities in GDP	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>

Which methodology was used to calculate the share of culture in total GDP?

[? More information about text formats](#)

1.3. Government expenditure on culture (If not available, please use government expenditure on Recreation and Culture)

(a) Total government expenditure	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
(b) Share of culture in government expenditure	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>

2. Books

	Num	Year	Source
(a) Number of published titles	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
(b) Number of publishing companies			
Total all companies	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
Small Size Companies	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>

Medium Size	<input type="text"/>	<input type="text"/>	<input type="text"/>
Large Size	<input type="text"/>	<input type="text"/>	<input type="text"/>

(c) Bookshops and sales

Bookstore chains	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Independent Book stores	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Book stores in other retail	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Online Retailers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

d) Translation flows

Number of published translations	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------------------	----------------------	----------------------	----------------------

3. Music

(a) Production / Number of albums produced:

	Num	Year	Source
Physical Format	<input type="text"/>	<input type="text"/>	<input type="text"/>
Digital format	<input type="text"/>	<input type="text"/>	<input type="text"/>
Independent	<input type="text"/>	<input type="text"/>	<input type="text"/>
Majors	<input type="text"/>	<input type="text"/>	<input type="text"/>

(b) Sales / Total number of recorded music sales:

Physical format	<input type="text"/>	<input type="text"/>	<input type="text"/>
Digital format	<input type="text"/>	<input type="text"/>	<input type="text"/>

4. Media

(a) Broadcasting audience and share

Year	Source	Audience share	Type of ownership	Type of access	Remove
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
			- None -	- None -	

(b) Broadcasting media organizations

Year

Source

Number of domestic media organizations providing

Ownership:	Radio channels	Television channels	Both radio & television channels	Total
Public	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Private	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Community	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Not specified	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

(c) Newspapers (excluding online newspapers only)

Year

Source

<i>Publishing format</i> PRINTED	Daily newspapers	Non-daily newspapers	Total
Free Only	<input type="text"/>	<input type="text"/>	<input type="text"/>
Paid Only	<input type="text"/>	<input type="text"/>	<input type="text"/>
Both Free and Paid	<input type="text"/>	<input type="text"/>	<input type="text"/>

BOTH PRINTED & ONLINE

Free Only	<input type="text"/>	<input type="text"/>	<input type="text"/>
Paid Only	<input type="text"/>	<input type="text"/>	<input type="text"/>
Both Free and Paid	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>

5. Connectivity, infrastructure, access

	Num	Year	Source
(a) Number of mobile phone subscribers per 1000 inhabitants	<input type="text"/>	<input type="text"/>	<input type="text"/>
(b) Number of households with Internet access at home	<input type="text"/>	<input type="text"/>	<input type="text"/>
(c) Number of individuals using the Internet	<input type="text"/>	<input type="text"/>	<input type="text"/>

(c) NUMBER OF INDIVIDUALS USING THE INTERNET

Percentage of people participating in cultural activities at least one time during the last 12 months

6. Cultural Participation

Activity (in %)	Female	Male	Total
Cinema	<input type="text"/>	<input type="text"/>	<input type="text"/>
Theatre	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dance (including ballet)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Live concert/musical performance	<input type="text"/>	<input type="text"/>	<input type="text"/>
Exhibition	<input type="text"/>	<input type="text"/>	<input type="text"/>
All activities	<input type="text"/>	<input type="text"/>	<input type="text"/>

Is there any available data on the reasons for the non participation in cultural events?

No Yes

Main reasons for non participation (in %)	Female	Male	Total
Too Expensive	<input type="text"/>	<input type="text"/>	<input type="text"/>
Lack of Interest	<input type="text"/>	<input type="text"/>	<input type="text"/>
Lack of time	<input type="text"/>	<input type="text"/>	<input type="text"/>
Lack of information	<input type="text"/>	<input type="text"/>	<input type="text"/>
Too far away	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>	<input type="text"/>

7. Additional clarifications:

Additional Annexes:

SUBMISSION

Title:

Ms

First Name:

Julienne

Family Name:

UWACU

Organization:

Ministry of Sports and Culture

Position:

Minister

DATE OF SUBMISSION: *28/4/2017*