

General Information

Name of Party: **The Gambia**

Date of Ratification: **June 15, 2011**

Officially Designated National Point of Contact: **Mr. Hassoum Ceesay**

Telephone: **+2207781963**

Mailing Address: **National Centre for Arts and Culture, PMB 151, Banjul, The Gambia**

Email: Hceesay@gmail.com

Organisation: **National Centre for Arts and Culture, The Gambia**

Stakeholders Involved in the Preparation of the QPR

Information Workshop: 8 July 2019

NCAC	Sheikh Omar Jallow	Director of Creative Arts	
	Demba Y Baldeh	Regional Cultural Officer (URR / CRR)	kanyeleng@gmail.com
	Matty Job	Creative and Performing Arts Officer	1980mamat@gmail.com
	Ebrima Jammeh	Regional Cultural Officer (NBR / WCR)	Saibabe55@gmail.com
	Sana Jawara Sainey Ceesay	Copyright Officer Marketing Manager	
NATCOM	Lamin Jarjou	SPO (Culture)	jaja9700@yahoo.com 3550361 / 9897700
National Assembly Select Committee	Hon. Muhammed Magassy / Isha Simera	Member of Parliament Basse	magassyaftgm@gmail.com 9361582 / 2243899
Gambia Investment and Export Promotion Agency (GIEPA)	Momodu Drammeh	Director, Import and Export	4461450
Gambia Women Chamber of Commerce (GWCCI)	Beatrice Mboge	CEO	3906144
Representatives of Civil Society Organization			
Organisation	Name	Position	Contact details
Artists Associations	Sheriffo Kanuteh	Music Union	saihatab@yahoo.com

	Amadou Sillah Momodou Sowe / Ibrahima S Bah	Film Producers' Association Writers' Association ,	amadouone1@gmail.com modoulaminsowe17@gmail.com
Women's Rights	Marie Jeng	Bridging Gap Advisory	
Physically Challenged	Edi Jamanka	DJ Capital FM Radio	3979395
Representatives of media organization or media professional			
Organisation	Name	Position	Contact details
Gambia Press Union	Lamin Jahateh	Programme Manager	pressuniongambia@gmail.com 7454855
Culture Journalist Network	Yunus Saliu	President	yunus2kay@yahoo.com
Broadcasters	Ndey Bakurin	Broadcasting Association	ndeybb@gmail.com 9922978
Representatives of civil society organization promoting gender equality			
Organisation	Name	Position	Contact details
Girls Agenda	Mbassi Sanneh	Programme Manager	jfjabang@gmail.com
Women Activist	Fatou Lette	Gender Activist / Consultant	
Media and Other Stakeholders			
	Seekou Janko	Environmental Activist	
	Alhassana Fofana	Traditional Medicine	
	Wassabo Dabo	National Archives	
	Babucar Ceesay	Theatre Practitioner	
	Sampir Sambo	Visual Arts Association	
	Bahore Drammeh	Museums	
	Mam Dembah Ceesay	Theatre Practitioner – Gambia Union of Theatre Arts	
	Tumani B Sambou	Festival Organiser	
	Kawsu Jammeh	Wrestling Association	
	Lamin Mane	Press	
	Isha Fofana	Painter	
	Awa Makalo	Press	
	Mariama Bare	Press	
	Lamin Saidi	Press	
	Korka Jallow	Press	

	Aulda Sanyang	NCAC (Copyright)	
	Fatima Camara	NCAC (Copyright)	
	Abba Hydera	Festival Organiser	
	Lamin Mane	Festival Organiser	
	Baba Ceesay	Report Writer	
	Prof Owhotu	Report Editor	

National Team List

2005 Convention			
The Gambia National Team			
Organisation	Name	Position	Contact details
National Centre for Arts and Culture	Hassoum Ceesay,	Director General	hceesay@gmail.com 220 7781963
Government representatives from different ministries and major public institutions			
Organisation	Name	Position	Contact details
Ministry Trade and Employment	Fabakary Jammeh / Kemo Janka	Director of Trade	jamabdoulie@gmail.com 9902453
Ministry Foreign Affairs	Alice Colley / Salimatou Jallow	European Affairs	7437704
Ministry of Tourism and Culture	Ya Awa Nyassi	Ghana Tourism Board	Kawsuf@yahoo.com 3082292
Ministry of Justice	Yusupha Jallow	Ministry of Justice, State Counsel	yusuf@gmail.com 7722212
Ministry of Basic Education	Dr. Burama Jammeh	Director of Curriculum	bjammeh47@gmail.com 3741178
Public Utility Regulatory Authority	Junkung Jobarteh	Communication and Internet Regulatory	info@pura.gm
NCAC	Sheikh Omar Jallow	Director of Creative Arts	kanyeleng@gmail.com
	Demba Y Baldeh	Regional Cultural Officer (URR / CRR)	1980mamat@gmail.com
	Matty Job	Creative and Performing Arts Officer	
	Ebrima Jammeh	Regional Cultural Officer (NBR / WCR)	Saibabe55@gmail.com
	Sana Jawara	Copyright Officer	
	Sainey Ceesay	Marketing Manager	
NATCOM	Lamin Jarjou	SPO (Culture)	jaja9700@yahoo.com

			3550361 / 9897700
National Assembly Select Committee	Hon. Muhammed Magassy / Isha Simera	Member of Parliament Basse	magassyftgm@gmail.com 9361582 / 2243899
Gambia Investment and Export Promotion Agency (GIEPA)	Momodu Drammeh	Director, Import and Export	4461450
Gambia Women Chamber of Commerce (GWCCI)	Beatrice Mboge	CEO	3906144
Representatives of Civil Society Organization			
Organisation	Name	Position	Contact details
Artists Associations	Sheriffo Kanuteh Amadou Sillah Momodou Sowe / Ibrahima S Bah	Music Union Film Producers' Association Writers' Association	saihatab@yahoo.com amadouone1@gmail.com modoulaminsowe17@gmail.com
Women's Rights	Marie Jeng	Bridging Gap Advisory	
Physically Challenged	Edi Jamanka	DJ Capital FM Radio	3979395
Representatives of media organization or media professional			
Organisation	Name	Position	Contact details
Gambia Press Union	Lamin Jahateh	Programme Manager	pressuniongambia@gmail.com 7454855
Culture Journalist Network	Yunus Saliu	President	yunus2kay@yahoo.com
Broadcasters	Ndey Bakurin	Broadcasting Association	ndeybb@gmail.com 9922978
Representatives of civil society organization promoting gender equality			
Organisation	Name	Position	Contact details
Girls Agenda	Mbassi Sanneh	Programme Manager	jfjabang@gmail.com
Women Activist	Fatou Lette	Gender Activist / Consultant	

The National Team is supported by:

- Writer – Baba Ceesay
- Editor - Prof Owhotu
- Legal / Trade Expert - Gibriel Bah

Admin Staff from NCAC

- Abubakar Dem
- Hannah Wilson
- Ahmadi Sowe

Participants for CSO and Media Session

Representatives of Civil Society Organization			
Organisation/Sector	Name	Position	Contact details
Artists Associations *9	Sheriffo Kanuteh	Music Union	saihatab@yahoo.com
	Amadou Sillah	Film Producers' Association	amadouone1@gmail.com
	Mam Demba Ceesay	Theatre Union	mamdembac@gmail.com
	Momodou Sowe / Ibrahim S Bah	Writers' Association	modoulaminsowe17@gmail.com
	Sampir Sambo	Visual Arts Association	michaelmanga63@gmail.com
	Beatrice Moge	Fashion Designers' Association	yawsc creations@gmail.com
	Sanna Jawara	Sec. Gambia Copyright Society	Uimps1_photos@yahoo.com
	Keba A F Toure	News Publishers Association	2487037 sannajawara2002@yahoo.co.uk 9834076 / 3755596 7383000
	Film Makers	Mariama Nyang	Film makers
Theatre and Drama	Alagie Touray	Guemsa Bopp	7643882
Press and Media Professionals			
Organisation/Sector	Name	Position	Contact details
Gambia Press Union	Lamin Jahatth	Programme Manager	7454855
Radio and Television Services	Falilu Janko	GRTS	
Online TV	Ebrima Jaitteh	Paradise TV	7383000
Radio	Baboucarr Cham	City Limit FM	
Culture Journalist	Yunus Salius	Voice Newspaper	Yunusy2kay@yahoo.com
	Njie Baldeh	Point Newspaper	2581295
	Veronica Njie	West Africa Radio (Dakar)	7185392 3912769
			3966343 2213112 / 3741670
			2916203 7566704 9223136 2145731

			7917224
	Ebrima Jammeh Sainey Ceesay Sheikh Omar Jallow Hassoum Ceesay Sana Jawara Demba Y Baldeh Matty Job Abubakar Dem Hannah Wilson Ahmadi Sowe Aulda Sanyan Fatima Camara	NCAC	
Sector Practitioners	Gibril Bah	Trade / Legal Expert	
	Abati Hydera	Festival Manager	
	Baboucar Manka	Film maker	
	Ndey Bakurin	Broadcaster	
	Omar Leidh	Filmmaker	
	Emuoboyin Nelson	Filmmaker	
	Nlma Jammeh	Actor	
	Manlafi Manneh	Actor	
	Fatoumata Bah	Actor	
	Franklin Adim	Filmmaker	
	Larry West	Filmmaker	
	Ida Ndure	Actress	
	Fatou Lette	Consultant / Gender activist	
	Papis Kebba Jobarteh	Actor	
Alasan Fofanaa	Traditional Medicine		

Participants in Validation Workshop

NO	NAME	ORGANISATION	GENDER	EMAIL	STATUS
1	Aulda Sanyang	Copyright	F		Public
2	Ebrima Jammeh	NCAC	M	Solojanko21@yahoo.com	Public
3	Madi S Njie	media	M	njajannjie@gmail.com	CSO
4	Aminata JAITEH	The Girls' Agenda	F	jaitehaminata@gmail.com	CSO
5	Kemo Janka	Ministry of Trade	M	Bakemojanka2018@gmail.com	Public
6	Babucarr Dumbuya	Ministry of Foreign Affairs	M	babucarrdumbuya@gmail.com	public
7	Gibril Faal	Music Producers'	M	loudgambia@gmail.com	CSO
8	Mama lisa Camara	Music Union	F	Lisambye83@gmail.com	CSO
9	Alhagie Manka	Film Producers	M	alhagiemanka@gmail.com	CSO
10	Matty Jobe	Dancer association	F	Mattinabe2017@yahoo.com	CSO

11	Dodou Kanyi	Drama association	M	Dodoukanyi1970@yahoo.com	CSO
12	Hamadi M Secka	Writers association	M	michaelsecka@yahoo.com	CSO
13	Modou L Sowe	Writers' Association	M	Modoulaminsowe1@yahoo.com	CSO
14	Yunus salieu	Media	M	Yunus2kay@gmail.com	CSO
15	Sainey M Ceesay	NCAC	F	Saibabe55@gmail.com	Public
16	Ali Cham	Gom sa Boppa Youths	M	killaacegambia@gmail.com	CSO
17	Mam Demba ceesay	Theatre association	M	Mamdembac7@gmail.com	CSO
18	Mamat Sallah	Visual arts association	M	1980mamat@gmail.com	CSO
19	Yuspha Jallow	Ministry of Justice	M	Yusuphajallow238@gmail.com	Public
20	Amadou Sillah	Film producer	M	Amadouone1@gmail.com	private
21	Isatou Sinera	National Assembly	F	buticheneli@gmail.com	Public
22	Njie Baldeh	Media	F	baldehnjie@gmail.com	Private
23	Wagan Fye	Music Festival promoter	M	blacklynxgambia@gmail.com	Private
24	Sanna Jawara	Collecting Society The Gambia(CMO)	M	Sannajawara2002@yahoo.com	
25	Lamin Jarjou	National Commission for UNESCO	M	Jaja9700@yahoo.com	UNESCO
26	Ndey BAKURIN	Private Radio Broadcasters association	F	ndd@gmail.com	Private
27	Ndey Jabang	Dance Gambia	F	jabsmummy@gmail.com	private
28	Edward Baldeh	Gambia Development Forum	M	-	CSO
29	Hassoum Ceesay	NCAC	M	hceesay@gmail.com	Public
30	Baboucarr Cham	Book Publishers	M	bayfanna@gmail.com	Private
31	Sheikh Omar Jallow	NCAC	M	Kanyeleng@gmail.com	Public

Describe the multi-stakeholder consultation process established for the preparation of this report, including consultations with relevant ministries, public institutions, local governments and civil society organizations.

The development of the QPR for The Gambia 2019 was supported by the UNESCO Regional Office Dakar and facilitated by UNESCO 2005 Convention Expert Ojoma Ochai.

The process featured the following Steps:

1. **Information workshop** (8 July 2019) to engage with a wide range of stakeholders beyond the National Team. This was opened by the Gambian Minister for Tourism and Culture, Hon Hamat N. K Bah. About 40 people from a range of public sector departments, Civil Society including Gender focused CSOs, press and the cultural sector attended the workshop.
2. **National Team Workshop** (9-10 July) to Train the National Team on the Convention and QPR and begin practical work on completing the form. The National Team has 28 members with 10 women (36%). The Public participants were from NCAC, Ministries of Trade and Employment, Foreign Affairs, Tourism and Culture, Justice, Basic Education, Public Utilities Regulatory Authority, National Assembly, Gambia Investment and Export Promotion Agency (GAIEPA), There were Civil Society Organisations representing the sector (three) gender equality (two) and disability (one). There was also in the team, a representative from the Gambia Women Chamber of Commerce (GWCCI) and the National Commission for UNESCO. A clear action plan of what information was to be gathered was produced at the end of the workshop.
3. **Civil Society and Press Information Session (11 July)** with about 35 participants from civil society, press and the cultural and creative sector to raise awareness of the convention, circulate the CSO form and invite CSO input and highlight the media freedom aspects of the convention.
4. **11 Focal People** were nominated from the group, to lead on each reporting area working with the action plan. Each Focal person was supported by an NCAC staff.
5. **Independent Drafting** took place from July to end September with collation by Baba Ceesay, a former NCAC DG and editing by Prof Owhotu, a board member of the NCAC. The UNESCO expert provided remote input to the document in preparation for the validation workshop.
6. **The UNESCO Expert** worked with some of the focal persons on the ground in Banjul on 30 September to finalise the inputs.
7. **Validation workshop** was held on 1 and 2 October with the National Team and CSOs reps numbering 30.
8. **The UNESCO Expert** worked for a further two days (3 and 4 October) with the Focal Person Hassoum Ceesay DG NCAC and Director in Charge of 2005 Convention Sheikh Jallow to undertake the final edits and prepare the report for submission.
9. The intention was to also submit online but as the portal is not ready, it will be sent to the UNESCO Secretariat by email and uploaded in November when the portal opens.

Executive Summary

Gambia ratified the 2005 convention in 2011. The first QPR was due in 2015 but was not submitted due to unfavourable political climate. The new administration of The Gambia has prioritized arts and creative industries and empowered relevant agencies like NCAC to deliver their mandate including on the 2005 convention.

This report focuses mainly on achievements in the last four years. The main implementing government agency for the 2005 Convention is the National Centre for Arts and Culture. The main objectives of the NCAC in the last four years are as follows:

Strengthening governance of culture through some of the following:

- Drafting an updated cultural policy (based on 2005 convention principles) through a participatory approach that has included civil society and private sector through chambers of commerce for example.
- Developing mechanisms to support governance of civil society through associations including providing financial support and guidelines for ensuring constitutional mandates
- Strengthening and more adequate resourcing of copyright office to administer copyright issues

Capacity building

- Developing multiple capacity building partnerships including with UNESCO, WIPO, ECOWAS, AU, ARIPO, and others to build capacity of artists, cultural professionals and CSOs. These programmes have focused on creative / cultural entrepreneurship, copyright and Intellectual Property and artistic skills like creative writing, filmmaking, photography etc.
- Support to sector associations to undertake and deliver capacity building programmes for their members

Networking and Artist Mobility

- Creating platforms for exchange and showcasing among the local arts and culture sector in national and regional festivals and exhibitions.
- Funding opportunities for international networking for artists through support for mobility including the participation of writers' association in African writers' conferences in Kenya, Nigeria, Senegal etc., Support for filmmakers to attend international festivals including in Ivory Coast, USA, UK, Burkina Faso and Nigeria.

The elaboration of the QPR has created an opportunity for NCAC to engage with other public departments like the Public Utilities and Regulatory Authority (PURA), Gambia Bureau of Statistics (GBOS), Ministries of Trade, Youth and Sports, Justice, Lands and Regional Integration, Finance and Economic Affairs, Foreign Affairs, International Cooperation and Gambians Abroad. The relationships built in this process will be taken forward in the next four years to focus on the following priorities:

- Improved data management and collection of cultural statistics through partnership with GBOS, PURA
- Improving infrastructure for cultural activities including the construction of a multi-purpose cultural centre and development of public spaces for capacity building, showcasing and networking
- Strengthen operationalisation of the copyright regime including through licencing of a collective management organisation
- Developing sustainable mechanisms for funding of culture including increased budgetary allocation and exploring a Private Copy Levy (see details at https://www.wipo.int/edocs/pubdocs/en/wipo_pub_1037_2016.pdf)
- Significant investment in technology to boost the strength of the industry value chains. The NCAC will also work closely with CSOs in the next four years to raise the profile of the

cultural and creative sector, build CSO knowledge and engagement with the 2005 convention and strengthen their contribution to the implementation of the convention. Other measures around the other goals including mobility, human rights and freedoms will also be developed in collaboration with partners and CSOs.

CULTURAL AND CREATIVE SECTORS

KEY QUESTIONS

1. A Ministry (or agency with ministerial status) is responsible for cultural and creative sectors: **Yes**
2. Regional, provincial or local governments or administrations have decentralised responsibilities for policies and measures promoting the cultural and creative sectors: **Yes**
3. Regulatory frameworks and sectors specific laws, policies and/or strategies supporting the cultural and creative industries have been revised or adopted during the past 4 years: **Yes**
4. Specific education and training programmes in the arts and cultural creative sectors are established, including:
 - Digital literacy programmes for creation and experimentation: **Yes**
 - Technical and vocational education training in:
 - Cinema/audio-visual arts, design, music, performing arts, publishing, visual arts, cultural and creative sectors: Yes**
 - Tertiary and university education degrees: Yes**
 - Specific measures and programmes have been implemented over the last 4 years to:
 - Support job creation in the cultural and creative sectors: **Yes**
 - Encourage the formalization and growth of micro/small and medium/sized cultural enterprises: **Yes**
5. Statistical offices or research bodies have produced data during the last 4 years:
 - **Related to cultural and creative sectors : No**
 - **Evaluating cultural policies: No**

STATISTICS

Share of cultural and creative sectors in Gross Domestic Product (GDP) (in USD): **Not known**

Please provide whenever possible disaggregated data by sector:

Music= Not known

Fashion= Not known

Film= Not known

Book Publishing= Not known

And other sectors (e.g. theatre, dance, visual arts, handicraft, etc.,) Not known

Share of employment in the cultural and creative sectors: Not known

Please provide whenever possible disaggregated data by sector, age, sex and type of employment:

Male and female between the ages of 15-35 and the type of employment includes: film, publishing, music, theatre, entrepreneurial businesses, entertainment industry, cosmetics, studio or sound engineers. **Not known**

Total public budget for culture (in USD)

NCAC Budget for 2019 is Three Hundred and Eighty-Eight Thousand USD (\$388,000) (covering all areas of culture including 1972, 2003 and 2005 Conventions). The budget allocation in 2015 and 2016 were about 50% of the current budget. 2018 and 2019 are in the same range.

Additional programme support, for the same areas above, is received annually from partners like SIDA, UNESCO, Gerdel Henkel Foundation and Germany, Sites of Conscience, USA. In the last four years (especially in 2018 and 2019), the total estimated total partner support is: One Hundred and Sixteen Thousand Five Hundred (\$116, 500).

Please provide whenever possible the share allocated by cultural sectors/ domains (in %): **Data not available**

RELEVANT POLICIES AND MEASURES

Name of the policy/measure

The Cultural Policy of the Gambia, 1988 (currently in use)

Name of agency responsible for the implementation of the policy/ measure

The National Centre for Arts and Culture (NCAC)

Cultural Domains covered by the policy/measure

Cinema/Audio visual, Design, Media Arts, Music, Publishing, Visual Arts, Performing Arts, Culture and Creative Sector

Website of the policy / measure

www.ncac.gm

Describe the main feature of the policy

- The policy was adopted in 1988 and is still in use (including in the last four years, covering the reporting period).
- The Ministry at the time was of Education, Youth, Sports and Culture.
- The policy covered: Sensitization and Mobilization, National Languages, The Creative Arts, Sites, Monuments and Relics, Research and Documentation, Indigenous Technology, Sports and Recreation, Institutional Framework and Funding, Establishment of National Arts Council (Now National Centre for Arts and Culture, based on NCAC Act 2003), Operational Agencies (National Museum, National Troupe, Oral History Archives Division, Creative and Performing Arts Division) and Funding and International Co-operation.

Does it specifically target young people? **Yes**

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? **No**

What are the results achieved so far through the implementation of the policy / measure?

1. Support to local festivals through training, funding and logistical support.
2. Participation at international cultural and arts festivals and fairs

Financial resources allocated to the policy/measure in USD

About USD388, 000 annual budget for NCAC but not possible to disaggregate by policy

Name of partners engaged in the implementation of the measure

UNESCO / National Commission for UNESCO, Ministry of Tourism and Culture and Artistic Associations, Local Government Authorities

Types of entity (ies) engaged in the implementation of the policy/measure

Public Sector
Private Sector
CSOs

Has the implementation of the policy/ measure been evaluated?

Yes, the old policy of 1988 was evaluated in July 2017 with funding from UNESCO Participation Fund.

If yes, what are the main conclusions/recommendations?

- Need to create a stand-alone Ministry of Culture
- Need to mainstream Culture in national development
- Conduct a study on the contributions of culture to GDP
- Need for both Central government and local governments to provide good funding for cultural projects and programmes
- Lay a foundation for greater private sector participation in cultural preservation and development
- Improve legislation on cultural policy management and implementation
- There is need to strengthen the Copyright Bureau and for it to actualize the payment of royalties to rights holders
- Evolve a strategic plan in the context of globalisation and the digital environment
- Government should construct a National Theatre or Multi-purpose cultural centre
- A National Art Gallery is also overdue
- A National School of Fine and Performing Arts is a dire necessity

- Lay a solid foundation for greater private sector participation in cultural development

Name of the policy/measure

NCAC Act of 2003, Revised in 2007 and still in use (in the last four years)

Name of agency responsible for the implementation of the policy/ measure

The National Centre for Arts and Culture (NCAC)

Cultural Domains covered by the policy/measure

Cinema/Audio visual, Design, Media Arts, Music, Publishing, Visual Arts, Performing Arts, Culture and Creative Sector

Website of the policy/measure

www.ncac.gm

Describe the main feature of the policy

As it relates to 2005 Convention,

- It covers all areas of arts and culture including those within the purview of the 2005 Convention.
- It established an Endowment Fund for Culture
- Introduced a registration and licensing regime for artists and cultural activities
- It introduced a local content law for airing of Gambian Music

Does it specifically target young people? No

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? No

What are the results achieved so far through the implementation of the policy/ measure?

1. Passing of a Copyright Regulation 2018 and the establishment of the Collecting Society of the Gambia (CSG).
2. Establishment of the Artistic Associations- Music, Film, Theatre, Fashion, Visual Arts, Writers, Book Publishers, Models and Photographers.
3. Creative business enterprise training, mentoring and funding support programme established to focus on youth development
4. Introduction of 70 percent local content in radio and TV stations throughout the country

Financial resources allocated to the policy/measure in USD

About USD 388, 000 annual budget for NCAC but not possible to disaggregate by policy

Name of partners engaged in the implementation of the measure

UNESCO / National Commission for UNESCO, Ministry of Tourism and Culture and Artistic Associations, SIDA, UNESCO, Gerdel Henkel Foundation and Germany, Sites of Conscience, USA

Types of entity (ies) engaged in the implementation of the policy/measure

Public Sector

Private Sector

CSOs

Has the implementation of the policy/ measure been evaluated? Yes**If yes, what are the main conclusions/recommendations?**

- Remit was widened to include administration of copyright
- The organogram was restructured from a Division to a Directorate system
- A special Directorate was created to manage the 2005 Convention domains

Name of the policy / measure

The Arts and Culture Policy of The Gambia - 2018 to 2028 (Draft)

Name of agency responsible for the implementation of the policy/ measure

The National Centre for Arts and Culture (NCAC)

Cultural Domains covered by the policy/measure

Cinema/Audio visual, Design, Media Arts, Music, Publishing, Visual Arts, Performing Arts, Culture and Creative Sector

Website of the policy/measure

www.ncac.gm

Describe the main feature of the policy

- It was developed through intensive and inclusive stakeholder participation, updating the first National Cultural Policy developed in 1988, and was supported by a UNESCO funded international Consultant.
- It was spearheaded by the National Centre for Arts and Culture (NCAC), under the aegis of the Ministry of Tourism and Culture, as the Government Coordinating Agency for the Management, Promotion and Development of the Arts and Culture Sector.

- It requires the development of a Strategic Plan and Business Plan to start the process of implementation.
- The mission of the Policy is to see Arts and Cultural Heritage repositioned as a veritable tool for promoting the socioeconomic development of The Gambia, and contributing to the Sustainable Development Goals (SDGs).
- Several principles of the 2005 Convention like respect for fundamental freedoms, diversity of cultural expression were embedded.

Does it specifically target young people Yes

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? No

What are the results achieved so far through the implementation of the policy/ measure?

It has not yet been passed but is the at the final stage of approval which is the Cabinet approval.

Financial resources allocated to the policy/measure in USD N/A

Name of partners engaged in the implementation of the measure

N/A as not yet passed, but was drafted with the support of UNESCO, Ministries of Tourism and Culture, Justice, Basic and Secondary Education, Higher Education, Science and Technology, Trade, Information and Communication Infrastructure, Women, Social and Children's Affairs, Youth and Sports. Other participating organisations included the artistic associations, press union and cultural entrepreneurs

Types of entity (ies) engaged in the implementation of the policy/measure

Public Sector
Private Sector
CSOs

Has the implementation of the policy/ measure been evaluated?

No because it is not yet in use

If yes, what are the main conclusions/recommendations? N/A

Name of the policy/measure

Development of an Intellectual Property Framework (Copyright Act 2004, Copyright Regulations 2018 and National IP Strategy 2019)

Name of agency responsible for the implementation of the policy/ measure

The National Centre for Arts and Culture (NCAC) and Ministry of Justice

Cultural Domains covered by the policy/measure

Cinema/Audio visual, Design, Media Arts, Music, Publishing, Visual Arts, Performing Arts, Culture and Creative Sector

Website of the policy/measure

www.ncac.gm

Describe the main feature of the policy

- The copyright Framework is governed by three policies as follows: The Copyright Act 2004, The Copyright Regulation 2018 and the National IP Strategy (NIPS) 2019.
- The documents govern licensing, copyright protection and enforcement, royalties' collection and distribution.
- The NIPS provides for a one stop shop (through the merging of the copyright office and the trademarks and patents office) – although yet to be implemented

Does it specifically target young people? Yes

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? No

What are the results achieved so far through the implementation of the policy/ measure?

- Gambia now competing in international technology / innovation competitions
- Now registering copyrights works in line with the regulation
- Three staff employed for copyright office

Financial resources allocated to the policy/measure in USD

Budget sits across NCAC and Ministry of Justice. Not able to determine

Name of partners engaged in the implementation of the measure

Ministries of Tourism and Culture, Higher Education, Science and Technology, Basic and Secondary Education, Youth and Sports, Women's Affairs, National Council for Youth, WIPO, ARIPO, Public Utilities Regulation Authority (PURA), Telecommunications Companies, Artistic Associations, Private Entrepreneurs

Types of entity (ies) engaged in the implementation of the policy/measure

Public Sector
Private Sector

CSOs

Has the implementation of the policy/ measure been evaluated? **No**

If yes, what are the main conclusions/recommendations? **N/A**

MEDIA DIVERSITY

KEY QUESTIONS

1. Public service media has a legal or statutory remit to promote a diversity of cultural expressions:

Yes

2. Policies and measures promote content diversity in programming by supporting

- Regional and/or local broadcasters – **Yes**
- Linguistic diversity in media programming – **Yes**
- Community programming for marginalized groups (e.g. indigenous peoples, migrants and refugees, etc.) – **Yes**
- Socio-cultural programming (e.g. children, youth, people with disabilities, etc) **Yes**

3. Domestic content regulations for audio-visual media exist (e.g. quotas for production or distribution requirements for national films, TV series or music on radio): **Yes**

4. Regulatory authority (ies) monitoring media exist: **Yes**

If YES, please provide the name and year of establishment of the regulatory authority (ies)

Public Utilities and Regulatory Authority (PURA), 2001

NCAC, 2003

GPU (the Gambia Press Union), 1979

If YES, these regulatory authority (ies) monitor:

Public media - **Yes**

Community media – **Yes**

Private sector media - **Yes**

Online media - **No**

If YES, these regulatory authorities (ies) are responsible for:

- Issuing licenses to broadcasters, content providers, platforms - **Yes**
- Receiving and addressing public complaints such as online harassment, fake news, hate speech, etc – **No**
- Monitoring cultural (including linguistic) obligations – **No**
- Monitoring gender equality in the media – **No**
- Monitoring editorial independence of the media – **No**

- Monitoring diversity in media ownership (diversity of ownership structures, transparency of ownership rules, limits on ownership concentration, etc) – No

RELEVANT POLICIES AND MEASURES

Policy: MEASURE N.1

Name of the policy/measure

The Gambia Public Utilities Regulatory Authority Act, 2001 (PURA)

Name of agency responsible for the implementation of the policy/measure

Public Utilities Regulatory Authority

Cultural domains covered by the policy/measure

CINEMA AUDIO ARTS, MEDIA ARTS MUSIC PUBLISHING VISUAL ARTS CULTURAL AND CREATIVE SECTORS

Website of the policy/measure, if available

www.pura.gm

Describe the main features of the policy/measure

- Provides guidelines on rates and fees for the provision of regulated public services;
- Examines rates and fees chargeable for the provision of regulated public services;
- Protects the interest of consumers and of public utilities;
- Monitors and enforce standards of performance by public utilities;
- Initiates and conduct investigations into standards of services by public utilities;
- Promotes fair competition among public utilities;
- Conducts studies relating to economies and efficiency in the provision of regulated public services to consumers;
- Collects and compile data on regulated public services and their provision
- Provides advice in respect of regulated public services and their provision;
- Maintains a register (which may be in electronic form) of public utilities and the services they provide;

Does it specifically target young people? No

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? No

What are the results achieved so far through the implementation of the policy/measure?

- Guidance and framework for the media and other sectors (IT / digital)
- Media Regulation

- The liberalization of the telecommunications and broadcast sector is underway with the granting of new private radio and TV licences. Digital migration is almost complete, opening up new spaces on the frequency spectrum for better broadband services and scope for increasing the number of TV channels available.

Statistics

Financial Resources Allocated to the Policy / Measure in USD

Funded by license fees from media houses and GSM companies. Value Not known.

Name(s) of partners engaged in the implementation of the measure:

Gambia Press Union, ECOWAS, and the Ministry of Information and Communication, Other government and private sector and at the community level, artistic organisations

Type(s) of entity(es) engaged in the implementation of the policy/measure

Private

Public

CSO

Has the implementation of the policy/measure been evaluated? **No**

If yes, what are the main conclusions/recommendations? **N/A**

MEASURE N.2

Name of the policy/measure

- **Information and Communication Act 2009**

Name of agency responsible for the implementation of the policy/measure

- **Ministry of Information and Communication**

Cultural domains covered by the policy/measure

CINEMA AUDIO ARTS, MEDIA ARTS MUSIC PUBLISHING VISUAL ARTS CULTURAL AND CREATIVE SECTORS

Website of the policy/measure, if available

www.moici.gm

Describe the main features of the policy/measure

- Addressing the convergence of the telecommunications, broadcasting and other new information technology sectors, including the Internet.
- Implement information and communications policies and plans in relation to the development of information and communications and in the interest of the creation and development of the information society,
- Regulatory provisions for broadcasting content
- encouraging the setting up of advanced education and training programmes in information and communications
- Promoting public awareness of the importance of the role of information and communications to the overall economic and social development and advancement of The Gambia, and
- Promoting the advancement of research and development in the areas of information, communications and technology;

Does it specifically target young people? **NO**

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? **NO**

What are the results achieved so far through the implementation of the policy/measure?

- Has provided guidance and framework for media diversity

Financial resources allocated to the policy/measure in USD **No data**

Name(s) of partners engaged in the implementation of the measure

PURA, media stakeholders, The Broadcasters Association of The Gambia (BAG), The Newspaper Publishers Association of The Gambia (NEPA), Community Radio Broadcasters Association,

Type(s) of entity(es) engaged in the implementation of the policy/measure

- PUBLIC
- PRIVATE
- CSO

Has the implementation of the policy/measure been evaluated? **Yes**

If yes, what are the main conclusions/recommendations?

To Review and to amend the Information and Communication Act 2009, FOI bill in progress

Other relevant Policy/measure for media diversity includes:

1. The Copyright Act, 2004
2. The Copyright Regulations 2018

3. The National Centre for Arts and Culture Act 2003
4. The Newspaper Registration (Amendment) Act 2004
5. The Criminal Code (Amendment) Act 2004

Steps planned for the next 4 years:

In order to build on the efforts already made by The Gambia towards the implementation of the 2005 convention on the Protection and Promotion of Diversity of Cultural Expression, the following programmes and activities are proposed for next four years;

1. Implementation of special projects on media diversity in collaboration with relevant partners like PURA, NCAC, Ministry of Information, Ministry of Justice and CSOs.
2. Celebration of Annual events relevant for the media sector
3. Collaboration with development partners and government on capacity building mapping of the media Industry in The Gambia.
4. Participation in National and International meetings, training and Festivals.
5. Setting up of Media Fund for the sector (sustainability plan).
6. Research Development and Documentation on media diversity and related matters
7. Capacity building programmes for media Stakeholders and Administrators.
8. Awareness campaign on the potentials of the media Industry.
9. Mobilization and engagement of Youth and Women for active participation in the Media Sector.
10. Preservation and promotion of media diversity and Press freedom.
11. Attract development investment to the media sector.
12. Support for the development and passage of a Broadcasting Act
13. Support for the development of a national media policy which would guide major priorities such as digital migration, improving media economy

DIGITAL ENVIRONMENT

1. Policies, measures or mechanisms are in place to support the digital transformation of cultural and creative industries and institutions e.g. funding for digitization of analogue industries **Yes**
- 2, Policies or measures have been introduced to ensure vibrant domestic digital cultural and creative industries and markets with a diversity of e-players of all sizes e.g. fair remuneration, rules, controls, market concentration, prevention of monopolies of digital providers / distributors or algorithms that potentially restrict diversity of cultural expression **No**
3. Domestically produced cultural content and digital environment e.g. action plans or policies for digital content pluralism, public support to cultural or artistic portals in specific languages, national or regional distribution platforms for domestic content **No**
4. Measures and initiatives have been implemented to promote digital creativity and competencies of artists and other cultural professionals working with new technologies (e.g. spaces for experimentation, incubators etc.) **Yes**

Statistics

Statistics or studies with recent data on access to digital media, including on the type of cultural content are available **No**

Percentage of the population with access to online cultural content subscription eg Spotify, Netflix

According to data published in 2019, there are 392, 277 internet users in The Gambia as of December 2018. This represents 18 percent of the population. There were 310,000 users of Facebook, which represents 13 percent penetration rate.

<https://www.internetworldstats.com/africa.htm#gm>

Name of the Policy

Name of the Policy

Digital Switch Over Policy 2018 (www.pura.gm/wp-content)

National Agency for implementation of the policies

Ministry of Information and Communication Infrastructure, The Gambia ICT Agency

Cultural domains covered by the policy/measure:

Media Arts, Cultural and Creative Sectors

The website of the policy/measure, if available:

www.moici.gm

Describe the main features of the policy/measure:

- To transform the country into a knowledge-based and digital economy
- Encourage local content application development
- Encourage convergence of IT, media, telecommunication and consumer electronics

Does it specifically target young people? **Yes**

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? **No**

What are the results achieved so far in the implementation of the policy/measure?

- The establishment of the Gambia ICT Agency to coordinate and spearhead the implementation of the information technology programmes and projects in the public service in order to improve service delivery and competitiveness through the use of ICT.

Financial resources allocated to the policy/measure in USD?

1 million US Dollars (covering all sectors, not only cultural and creative)

Key Partners engaged in the Implementation of the policies:

The Gambia ICT Agency, Ministry of Information and Communication Infrastructure, UNESCO Participation Programme / Gambia National Commission for UNESCO, All 8 artist associations / CSOs recognized in the Copyrights Act, Gambia ICAAN - Chapter

Name(s) of entity(es) engaged in the implementation of the policy/measure:

Answer:

- PUBLIC
- Private SECTOR:
- CSO

Has the implementation of the policy/measure been evaluated? No

If yes, what are the main conclusions/recommendations? N/A

Partnering with Civil Society**KEY QUESTIONS**

Professional organizations and /or trade unions representing artists and /or cultural professionals in the following sectors exist in your country (i.e. federation of musicians, publishers' unions, etc.): **Yes**

Cinema/Audio visual arts – **Yes** Design – **Yes** Media Arts – **Yes** Music – **Yes**
 Publishing – **Yes** Visual Arts – **Yes** Performing Arts – **Yes**

Public funding schemes supporting CSOs involvement in promoting the diversity of cultural expressions exist: **Yes**

Training and mentoring opportunities were organized or supported by public authorities during the last 4 years to build skills on communication, advocacy and/or fundraising of civil society organizations involved in the promotion of the diversity of cultural expressions: **No**

Dialogue mechanisms between public authorities and CSOs for cultural policy making and/or monitoring have been implemented during the last 4 years (meetings, working groups, etc. **Yes**

In 2016, a congress of the Collecting Society of the Gambia (CSG) was held and it brought together Executive members of the Gambia Music Union, the Writers' Association of the Gambia, Film Producers Association of the Gambia, the Gambia Union of Theatre, Book Publishers Association of the Gambia, Music Producers and Promoters Association of the Gambia and the Gambia Professional Photographers Association and the Gambia Fashion Designers Association. The forum

provided the space for dialogue between these CSOs and the NCAC on various issues including copyright enforcement, copyright royalties, diversity of cultural expressions, artist welfare schemes, the creation of a new Cultural Policy for the Gambia, local content in the media, etc.

In 2019, the National Centre for Arts and Culture supported the Two / Three / Five -yearly congresses of the artists' associations (CSOs) they were all able to renew the mandate of their executives, revised their constitutions, draft Regulations governing the running of their associations, and prepared a budgeted work plan of activities for the next 12 months.

Policies and measures promoting the diversity of cultural expressions have been elaborated in consultation with CSOs during the last 4 years: **Yes**

Mobility of Artistic and Cultural Professionals

KEY QUESTIONS

Policies and measures supporting the outward mobility of artists and cultural professionals (e.g. export offices, support for participation of international cultural markets for cultural professionals, etc.) **Yes**

Specific visa policies or other cross border measures supporting the inward mobility of foreign artists and cultural professionals in your country (e.g. simplified visa procedures, reduced fees for visas, visas for longer durations) **NO**

Work permit regulations supporting the inward mobility of foreign artists and cultural professionals in your country (e.g. double taxation avoidance agreements, special work permits and health insurance, subsidies to cover living expenses, etc.) **NO**

Please indicate if the following operational programmes have been developed or supported/funded by public authorities during the last 4 years:

Information resources or training services providing practical guidance to facilitate the mobility of cultural professionals (e.g. Internet platforms) **YES**

Infrastructure (e.g. arts residencies, cultural institutes, etc.) having a mandate to promote the diversity of cultural expressions and hosting a large number of foreign artists, notably from developing countries – **NO**

Major cultural events (e.g. cultural seasons, festivals, cultural industries markets, etc.) having a mandate to promote the diversity of cultural expressions and hosting a large number of foreign artists, notably from developing countries – **Yes**

Please indicate if the following mobility funds (e.g. scholarships, travel grants, etc.) have been managed or supported by public authorities during the last 4 years:

Public funds supporting the outward mobility of national or resident artists and other cultural professionals – Yes

Public funds supporting the inward mobility of artists and other cultural professionals, notably from developing countries No

Public funds specifically supporting the mobility of artists and other cultural professionals from or between developing countries, including through North-South and South-South cooperation **No**

Measures:

Name of Measure

NCAC activities to support outward mobility

Name of Agency Implementing

NCAC

Features

1. In 2018, the Gambia Government appointed Jaliba Kuyateh, ST and Sonna Jobarteh as Cultural Ambassadors and Issued them Diplomatic Passport to ease their foreign travels to promote Gambian music abroad.
2. Musicians are Regularly selected to travel with public institutions such as the Gambia Tourism Board to promote Gambian Cultural expression
3. Gambian musicians with a bonafide invitation and contract to play abroad can apply for a Visa with the assistance of the National Centre for Arts and Culture and the Ministry of Foreign Affairs International Cooperation and Gambians Abroad.

Does it specifically target young people? **No**

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? **No**

What are the results achieved so far through implementation of the policy/measure?

- Since January 2019, 32 artists have been supported by NCAC to acquire visas to perform internationally
- Three Gambian musicians have been appointed Cultural Ambassadors and have diplomatic passports

Financial resources allotted to the policy/measure in US Dollar:

Answer: USD 10,000 artistes travel support expenses in 2019

Name(s) of partners engaged in implementation of the policy/measure:

Embassies of the USA, UK and European Union based in the Gambia; Gambia Music Union, and National Centre for Arts and Culture, Gambia Music Union, Ministry of Foreign Affairs, International Cooperation and Gambians Abroad and Ministry of Tourism and Culture.

Type (s) of entity(ies) engaged in implementation of the policy/measure:

Public
Private
CSO

Has implementation of the policy/measure been evaluated? **No**

FLOW OF CULTURAL GOODS AND SERVICES

KEY QUESTIONS

Export strategies or measures to support the distribution of cultural goods and services outside your country exist for the following cultural domains:

Cinema/audio-visual arts - **Yes** design – **Yes** , media arts - **Yes**, music - **Yes**, performing arts - **Yes**, publishing - **Yes**, visual arts - **Yes** and cultural management – **Yes**

Your country has granted or benefited from preferential treatment to support a balanced exchange of cultural goods and services in the last 4 years:

Granted **Yes**
Benefited: **Yes**

Examples

Africa Growth Opportunity Act AGOA was a preferential trade agreement extended to the Gambia by the United States Government in 2017. It allowed the exportation of textile and fashion designs and visual art materials to the United States with no duties and a non-reciprocal basis. It is meant to broaden trade opportunities in the creative arts and to ensure more balanced flow of cultural goods and services between the two countries.

The Africa Continental Free Trade Agreement (AfCFTA) in which tariffs have been eliminated in trade in cultural goods and services between the Gambia and other African countries. Through it, the Gambia offers mutual preferential treatment to all the other signatories to the treaty.

People's Republic of China and the Gambia Cultural Cooperation Agreement signed in 2018 to facilitate flow of cultural goods including exchange of artistes between the two countries.

*Your country has provided or benefited in the last 4 years from Aid for Trade support, a form of Official Development Assistance (ODA), that helped to build capacities to formulate trade policies, participate in negotiating and implementing agreements that provide a special status to cultural goods and services: **Yes***

2 examples:

The International Trade Centre on behalf of the European Union (EU) has launched the Gambia Youth Empowerment Project (YEP), a four-year initiative, funded by the EU, to build skills, enable value addition, and foster market connections in job rich sectors such as design, media arts, and performing arts.

In 2018, the World Trade Organization (WTO) supported The Gambia to review its Trade Policy. Of particular note in this reform process was tariff refunds, through the ECOWAS ratifying the WTO Trade Facilitation Agreement and Gender Mainstreaming.

STATISTIC

Value of direct foreign investment in the creative and cultural industries (in USD)

Answer: USD 343 Thousands for all sectors, specific creative and cultural sectors sum not known

MEASURE N.1

Name of the policy/measure:

Policies supporting export of Gambian Goods and Services including in cultural and creative sectors

Name of agency responsible for the implementation of the policy/ measure:

Gambia Investment and Export Promotion Agency (GIEPA) under the Ministry of Trade, Industry and Employment

Cultural Domains covered by the policy/measure:

Fashion Design, Music, Film, Culture and Creative Sector

Website of the policy/measure:

Answer: www.giepa.gm

Describe the main feature of the policy:

Answer:

The relevant policies are:

- a. Gambia National Export Strategy 2013-2017
- b. GIEPA Act 2015

They aim to:

- Leverage market access for cultural goods and services and develop human capacity in trade especially export of cultural goods,
- Improve quality and standard infrastructure,
- Promote the development of packaging and labelling to meet international market requirements.

*Does it specifically target young people? **Yes,***

*Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure **No***

What are the results achieved so far through implementation of the policy/ measure?

The Gambia National Trade Fair was established as an annual event to help boost export of cultural goods and services among others.

Financial resources allocated to the policy/measure in USD:

Answer: Specific cultural and creative allocation is not known.

Names of partners engaged in the implementation of the policy/measure:

Answer: GIEPA, Ministry of Trade, Gambia Standards Bureau, Gambia Chamber of Commerce and Industry, European Union, ECOWAS, AGOA, various embassies, University of the Gambia, Gambia Tourism Board, National Centre for Arts and Culture and Women's Bureau, Gambia Chamber of Commerce and Industry , Gambia Manufacturers Association, Gambia Music Union,

Types of entity(ies) engaged in the implementation of the policy/measure:

- Public Sector:
- Private Sector:
- CSOs:

Has the implementation of the policy/ measure been evaluated?

Yes

The main conclusions:

- Donor funding is essential for the successful implementation of the National Export Strategy and the achievement of its goals and objectives.
- Such funding is imperative because it is a bridge finance that is intended to address the short-fall between the cost of the National Export Strategy and Government funding.
- The Strategy should be revised and updated to take into consideration trade in the creative and cultural sectors, especially in music and other performing arts where there is a lot of exportable youth talent.

TREATIES AND AGREEMENTS

Multilateral or bilateral trade and/or investment agreements providing a special status to cultural goods and/or services have been signed during the last 4 years **Yes**

Multilateral or bilateral agreements including specific provisions providing a special status to cultural goods and services and digital products in the field of e-commerce have been signed during the last 4 years or are under negotiation **Yes**

Multilateral or bilateral agreements, declaration and /or strategies on relevant policy issues for the diversity of cultural expressions (e.g. education, digital, intellectual property, sustainable development gender equality, etc) signed or amended to take into account the objective or principles of the Convention during the last 4 years **Yes**

RELEVANT POLICIES AND MEASURES

Measure N1

Name of the policy

Ratification of the African Continental Free Trade Agreement (AfCFTA) by The Gambia

Name of agency responsible for the implementation if the policy/measure?

Ministry of Trade Industry Employment(MoTIE)

Cultural domains covered by the policy/ measure. **All**

Website of the policy/ measure, if available

www.motie.gov.gm; <https://au.int>

Describe the main features of the policy/measure

- The free-trade area is the largest in the world in terms of participating countries since the formation of the World Trade Organization.
- The agreement initially requires members to remove tariffs from 90% of goods, allowing free access to commodities, goods, and services across the continent.
- It seeks to make Africa a one market where there is a free movement of goods and services from one country to another.
- The AfCFTA will boost inter African trade within the 55 African countries on the continent. It covers trade in cultural and creative sector derived goods such as craft, music, books.

Does it specifically target young people? **NO**

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? **No**

What are the results achieved so far through the implementation of the policy/measure?

The Gambia joined the Agreement in June 2019. So far, a National Committee has been established and a Road Map for the country's implementation of the Agreement has also been drawn. Sensitisation will begin in November.

Financial resource allocated to the policy/measure in USD: **Data not available**

Names of partners engaged in the implementation of the measure

African Union Commission, Economic Commission for Africa, Gambia Revenue Authority, Gambia Chamber of Commerce and Industry, Ministry of Trade and Industry, The Gambia Tourism Board, Ministries of Justice and Finance, Gambia Revenue Authority , Gambia Competition and Consumer Protection Commission , Gambia Chamber of Commerce and Industry, Gambia Women Chamber of Commerce and Industry, Gambia Youth Chamber of Commerce, Gambia Goods Market, Gambia Hoteliers Association, Gambia Fashion Designer Associations, Gambia Consumers Protection Association

Type (s) of entity(ies) engaged in the implementation of the policy/measure?

- Public Sector:
- Private Sector:
- CSO:

Has the implementation of the policy/measure been evaluated? **No.**

If yes, what are the main conclusions/recommendations? **No, it is newly ratified.**

Policy

Ratification of the Protocol relating to the Madrid agreement concerning international registration of marks

Name of agency responsible for the measure

Ministry of Justice

Website of the measure

www.facebook.com/gambia/moj

Main features of the measure

The Madrid System for the International Registration of Marks is governed by the Madrid Agreement, concluded in 1891, and the Protocol relating to that Agreement, concluded in 1989. The system makes it possible to protect a mark in a large number of countries by obtaining an international registration that has effect in each of the designated Contracting Parties

Gambia Ratified in December 2015

Has the measure been evaluated? **No**

NATIONAL SUSTAINABLE DEVELOPMENT POLICIES AND PLANS

KEY QUESTIONS

National sustainable development plans and strategies recognize the strategic role of:

Culture (in general) Yes, Creativity and Innovation Yes, Culture and Creative Industries Yes

Please rate from 1 to 4 the type of outcomes expected by the inclusion of culture in national sustainable development plans and strategies (1=most often expected outcome; 4=least expected outcome):

1. Economic (e.g. employment, trade, intellectual property, cultural and creative industries, rural and territorial development)
2. Social (e.g. social cohesion and inclusion, inequality and poverty reduction, values and identity, vulnerable and minority groups, empowerment and human capital, education)
3. Cultural (e.g. cultural infrastructure, participation and access to culture, innovation, artists support)
4. Environmental (e.g. natural resources, reducing environmental impact of cultural industries and practices)

Public cultural bodies and agencies responsible for culture or creative industries are involved in the design and implementation of sustainable development policies and plans (i.e. participate in coordination mechanisms such as joint planning committees): **Yes**

Cultural industry-led regeneration initiatives and projects at the regional, urban and/or rural levels have been implemented in the last 4 years: **Yes**

Policies and measures facilitate participation in cultural life and access to diverse cultural facilities and expressions, notably addressing the needs of disadvantaged or vulnerable groups (e.g. via reduced entrance fees; audience development, arts education and audiences' awareness-raising)
Yes

STATISTICS

Latest data on cultural participation rates by socio demographic variables (sex/ age groups/ rural – urban/ income levels/ education levels) **Data not available**

RELEVANT POLICIES AND MEASURES

MEASURE N.1

National Development Plan 2018 - 2021

Features

- Development of Regional Cultural Festivals that include contemporary expression
- Training, mentoring and support for business planning and seed funding through creative business entrepreneurship programme
- Operationalisation of the Collecting Society of the Gambia
- Promotion of Gambian creative arts through the construction of a Multipurpose cultural center

Name of agency responsible for the implementation of the policy/ measure

Inter-Ministerial with Ministry of Finance and Economic Affairs as the main coordinating body
 NCAC – the implementing body

Cultural Domains covered by the policy/measure

Culture and Creative Sector, particularly National Priority 6 'Promoting an inclusive and culture centered Tourism for sustainable growth'

Website of the policy/measure

<https://www.mofea.gm/ndp>

Describe the main feature of the policy

- A 4 Year plan 2018-2021 aimed at delivering good governance, accountability, social cohesion and national reconciliation and a revitalized and transformed economy for the wellbeing of all Gambians
- 8 priority areas, Culture is Priority no. 6
- Recognizes the value of cultural development as an important factor in tourism development
- Recognizes importance of a Multipurpose Cultural Centre and the Collecting Society of the Gambia

Does it specifically target young people? Yes

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? NO

What are the results achieved so far through implementation of the policy/ measure?

- Promotion and support of local, regional and National Cultural Festivals which also showcase contemporary creative expressions
- Capacity building of youths in the creative arts
- Increased Human Resource Capacity at NCAC across departments

Financial resources allocated to the policy/measure in USD

USD 250, 000 for priority 6 in 2019 budget

Names of partners engaged in the implementation of the policy/measure

Ministries of Tourism and Culture and Finance, UNESCO, Youth Empowerment Project, International Organization for Migration, Gambia Hotel Association

Types of entity(ies) engaged in the implementation of the policy/measure:

Public Sector, Private Sector, CSO

Has the implementation of the policy/ measure been evaluated?

Yes

Main conclusions

- Need for more commitment from Government towards the development of culture and arts.
- Consistency in budget allocation to enable timely implementation.

Measure*Name of Measure*

The Gambia Cultural Products Branding – Textile and Leather Works

Name of agency responsible for the measure

NCAC in partnership with Basse Area Council

Website of the measure

<http://gambiandiaspora.net/wp-content/uploads/2018/10/Gambia-National-Development-Plan-NDP-2018-21.pdf>

Main features of the measure

- The project aims to regenerate Basse Area Council through creating a contemporary, unique and artistic fashion brand inspired by Gambian heritage in textile and leather work
- The project aims to empower young people for job creation and employability, discourage rural – urban drift, illegal migration through skills acquisition and market development

Has the measure been evaluated? **No**

If yes, any recommendations

INTERNATIONAL COOPERATION FOR SUSTAINABLE DEVELOPMENT

RELEVANT POLICIES AND MEASURES

Your country has contributed to or benefited from the International Fund for Cultural Diversity (IFCD) during the last 4 years:

Contributed - No

Benefitted – No

Development cooperation strategies, including South-South cooperation strategies, recognize the strategic role of creativity and diverse cultural expressions: **Yes**

If yes, please provide the name (s) of the strategy and year (s) of adoption:

EPA / EU Agreement on Trade of Goods, 2018

Your country manages multi-and/or bilateral technical assistance and capacity building cooperation programmes supporting:

- a. *Cultural policy development and implementation in developing countries;* **Yes**
- b. *Medium, small or micro-enterprise development of creative industries and markets in developing countries* **Yes**
- c. *Artists and cultural professionals in developing countries* **Yes**

Name of Policy/Measure:

Cultural Cooperation Agreements with China, Senegal, Mali
Gambia Cultural Cooperation Agreements with Mali, 2016; Gambia Cultural Cooperation Agreement with China, 2018; Gambia Cultural Cooperation Agreement with Senegal, 2017 South Africa, Cuba and Ghana

Name of agency responsible for the implementation of the policy/measure:

Ministry of Foreign Affairs, Ministry of Tourism and Culture

Cultural domains covered by the policy/measure:

Cinema and audio arts, design, media arts, music, publishing, visual arts, performing arts and cultural and creative sectors

Website of the policy/measure:

<http://thepoint.gm/africa/gambia/article/gambia-signs-3-cooperation-agreements-with-china>
<http://apanews.net/index.php/en/news/gambia-senegal-signed-six-agreements>

Describe the main features of the policy/measure:

- Enhancing cultural cooperation and mobility of cultural and artistic goods and services between The Gambia and the countries;
- Facilitating the building of capacity in artistic and cultural skills for Gambians;
- Promoting the cultural exchange through visiting of musical and artistic groups, writers and other creators;
- Engendering the full participation of youth and women in artistic and cultural matters;
- Encouraging and facilitate the exchange of students, teachers, researchers

Does it specifically target young people: Answer: **Yes**

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure: **No**

What are the results achieved so far through the implementation of the policy/measure?

- Gambian cultural groups have toured China in the spring of 2019;
- Three Gambian dancers have trained for three weeks in China in summer of 2019;
- Training of Gambian artists in management and marketing by Senegal experts in first quarter of 2019.

Financial resources allocated to the policy/measure in USD: **Data Not Available**

Name (s) of partners engaged in the implementation of the measure:

Embassy of the Peoples' Republic of China, High Commission of the Republic of Senegal, Embassy of the Republic of Mali, National Centre for Arts and Culture(NCAC), Ministry of Tourism and Culture, Ministry of Foreign Affairs, Gambian artists' associations

Type (s) of entity (es) engaged in the implementation of the policy/measure:

Answers:

- Public Sector:
- Private sector:
- CSOs:

Has the implementation of the policy/measure been evaluated? **Yes**

If yes, what are the main conclusions / recommendations?

- A. Capacity building can play an important role in cultural and artistic development. For China, Gambians should be trained in arts management and animation, puppetry and in cinema.
- B. The issue of training artists and their managers in Creative Business and Entrepreneurship was also seen as imperative and very useful.
- C. A major recommendation was for Senegal to mentor the Board and staff of the Gambia Collecting Society, the copyright CMO, to enable them build capacity and skills in operationalizing the royalties' collection mechanism in The Gambia.

Gender Equality

KEY QUESTIONS

1. Ministries, governmental agencies and/or parliamentary bodies in charge of gender equality: Exist and are relevant for artists and cultural professionals: **Yes**
2. Policies and measures to support the full participation of women in cultural life have been implemented during the last 4 years: **Yes**
3. Policies and measures have been adopted to support the recognition and advancement of women as artists, cultural professionals and/or creative entrepreneurs, (e.g. ensure equal pay for equal work or equal access to funding, coaching or mentoring schemes, anti-discrimination measures, etc.) **Yes**
4. Data is regularly collected and disseminated to monitor:

Gender Equality in the culture and media sector: NO

Participation of women in cultural Life: NO

STATISTICS

% of total public funds given to female artists and cultural producers: **Data not available**

% of women/men in decision-making managerial positions in public and private cultural and media institutions:

Radio - 8%

Television (Online and Terrestrial) – 50%

Private Cultural Institutions – 100%

Public Cultural Institution – 0%

% of works from female/male artists displayed/ projected in important festivals and cultural industries (film, book publishing, music industry etc.)

Anecdotally

WAG book and photo exhibition – 35%

Film –

22% of the main film directors known nationally are women.

Film producers up to 75% women

Book Publishers – 57% women

13.3% of women performers in open mic festival in 2018

% of women receiving art national prizes/awards:

Anecdotally

- In 2019 Writers' Association of The Gambia Lenrie Peters Memorial Award on World Book and Copyright Day, 40% of awardees were women,

- The Young Writers' Association Cultural Award for Diversity of Culture in 2017, 20% of awardees were young women and girls awarded for literary and cultural erudition;
- The recent Gambia Press Union 2019 Journalists Award, 7% of awardees were women

% of women participation in cultural activities:

Answer: About 40% of women (Identified through desk research) participation in cultural activities, at festivals, conferences, trade fairs, symposia, book launches and workshops held in the Gambia.

Measures

Name of the policy/ measure:

Policies to support Gender Equality

Name of agency responsible for implementation of policy/measure:

Impact Youth Africa, Youth Empowerment Project of the EU Gambia, Ministry of Women Affairs

Cultural domain covered by policy/ measure: **All**

Website of the policy/ measure if available: www.acdhhs.org, www.acphr.org, www.yep.gm, www.youth4impactafrica.com

Describe the main features of the policy/measure:

The Policies are:

- **Gender and Women Empowerment Policy 2010-2020** (is designed to equally and equitably address women and men concerns through mainstreaming gender in all policies, programmes and projects including in the creative and artistic sectors.)
- **Women's Act 2010** (this was enacted in 2010 and incorporates and gives effect to the provisions of international legal instruments which empower women and protect their rights including right to participation in cultural and artistic life.)
- **UN Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW)** (this is an international legal instrument that the Gambia has ratified, that requires the Gambia to eliminate discrimination against women in all areas, and promote women's equal rights)

The Gender Policy of the Gambia was developed as an integral part of the national development objectives to enhance the overall government strategy of growth through poverty eradication. Gender being a crosscutting issue, the policy is developed along six thematic areas embracing the government's priority development concerns. It specifically covers the priority gender issues that

must be mainstreamed in development policies and programmes. This is to address the existing gender imbalances and ensure sustained and sustainable socio-economic development. The themes covered under the policy are:

The policy is designed to equally and equitably address women and men concerns through mainstreaming gender in all policies, programmes and projects including in the creative and artistic sectors.)

The policy also encourages participation in bridging the gender gap so as to integrate culture in sustainable development frameworks.

- During the implementation period of the NPAGW 1999-2009, the Government of the Gambia in the past four years adopted both Women in Development (WID) and Gender and Development (GAD) Strategies as a guide to addressing women's concerns and gender issues. During this period, the National Policy for the Advancement of Gambian Women was the guiding document.
- The Gambia Government enacted the National Policy for the Advancement of Gambian Women (NPAGW) in 1999. The policy provides a legitimate point of reference for addressing gender inequalities at all levels of government and by all stakeholders.
- The major achievement of the policy includes among others, increased awareness on gender as a development concern, increase enrolment and retention of girls in schools, improved health care delivery, increase women participating in decision making, and reduction in gender stereotyping and discrimination.
- Maximizing women's participation in the creative sector through creation and sustenance of the right environment;
- Build the capacity of women in media and creative sectors as participants, managers and decision makers;
- Offer financial support for entrepreneurship of young women in the creative arts and media
- encourage community engagement on gender equity issues. Showcase history and culture of The Gambia.

Does it specifically target young people? **Yes**

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? **No**

What are the results achieved so far through implementation of the policy/measure?

- **Creation of Female Musicians Association** (is affiliated to the Gambia Music Union and mainly promotes women advancement in music and showbiz),

- **The Young Writers' Association of the Gambia** (this association is currently led by Ms Rohey Fofana, a young political scientist at the University of The Gambia. The organization's main focus is on promoting literacy and literary culture in the Gambia through the empowerment of young women writers)
- **NCAC routinely provides letters of support to boost selection of female artists and cultural professionals in international fellowships. NCAC also provided recommendations for funding opportunities to boost women's artistic careers.**
- **Formation of Women Journalists Association of the Gambia** (this Association was formed mainly to empower women and mainstream them in the workforce of journalism and media).

Financial resources allocated to the policy/measure in US Dollar? **Data not available**

Name(s) of partners engaged in implementation of the policy/measure?

The Girls' Agenda- CSO, Gambia Women Chamber of Commerce (GWCC), Gambia Association Against Harmful Traditional Practices-CSO (GAMCOTRAP), Think Young Women (TYW), BAFROW-CSO, Women's Bureau, Ministry of Women Affairs, Gambia Women's Federation, Gambia Women's Council

Type (s) of entity(ies) engaged in implementation of the policy/measure;

- Public
- Private
- CSO

Has implementation of the policy/measure been evaluated? **No.**

If yes, what are the main conclusions / recommendations?

ARTISTIC FREEDOM

KEY QUESTIONS

The constitution and/ or national regulatory frameworks formally acknowledge all the following in the Gambia:

The right of artists to create without censorship or intimidation; **Yes**

The right of artists to disseminate and/or perform their artistic works; **Yes**

The right for all citizens to freely enjoy artistic works both in public and in private; **Yes**

The right for all citizens to take part in cultural life without restrictions; **Yes**

Independent bodies are established to receive complaints and/or monitor violations and restrictions to artistic freedoms **Yes**

Initiatives to protect artists at risk or in exile (e.g. providing safe houses, guidance and training, etc.) have been developed or supported by public authorities during the last 4 years: **No**

Measures and initiatives intended to ensure transparent decision-making on government funding/state grants and awards for artists exist (e.g. through independent committees, etc.): **No**

Social protection measures that take the professional status of artists into account have been adopted or revised in the last 4 years (e.g. health insurance, retirement schemes, unemployment benefits, etc.): **No**

Economic measures that take the status of artists into account have been adopted or revised in the last 4 years (collective agreements, income tax and other regulatory frameworks, etc.): **Yes**

Policy

Name of the policy/measure

Passage of the National Human Rights Commission (NHRC) Act 2019

Name of agency responsible for the implementation of the policy/ measure

National Human Rights Commission

Cultural Domains covered by the policy/measure

Cinema/Audio visual, Design, Media Arts, Music, Publishing, Visual Arts, Performing Arts, Culture and Creative Sector

Website of the policy/measure

<https://www.lawhubgambia.com/national-human-rights-act>

Describe the main feature of the policy

- The NHRC Act establishes a Commission for the promotion and protection of human rights in The Gambia.
- The Commission shall consist of five people (including at least two women):
- These five commissioners, all of whom are appointed by the President on the recommendation of the selection panel made of representative from the Association of Non-Governmental organisation (TANGO), the Gambia Bar Association (GBA), the Gambia Federation of the Disabled, the National Youth Council (NYC), the Female Lawyers' Association of The Gambia (FLAG), the Gambia Press Union (GPU) and a government representative (who is not entitled to vote).
- The NHRC is authorised to investigate and consider complaints of human rights violations in The Gambia, including violations by private persons and entities.

Does it specifically target young people? **No**

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? **No**

What are the results achieved so far through the implementation of the policy/ measure?

- Commissioners have been appointed and sworn in
- Training of commissioners has commenced
- First newsletter has been issued

Financial resources allocated to the policy/measure in USD

One Million Two Hundred US Dollars 1, 200,000 USD

Name of partners engaged in the implementation of the measure

The Association of Non-Governmental organisation (TANGO), the Gambia Bar Association (GBA), the Gambia Federation of the Disabled, the National Youth Council (NYC), the Female Lawyers' Association of The Gambia (FLAG), the Gambia Press Union (GPU) and a government representative (who is not entitled to vote)

Types of entity (ies) engaged in the implementation of the policy/measure

Public Sector
Private Sector
CSOs

Has the implementation of the policy/ measure been evaluated? **No**

If yes, what are the main conclusions/recommendations? **N/A**

CONSULTATION PROCESS WITH CSOS

In each stage of the process, CSOs were consulted as follows:

- There were six CSO members of the National Team.
- CSOs participated in the Information workshop and CSO Briefing Session in July
- CSOs participated in the Validation workshop in October and reviewed the whole QPR including the Executive Summary, Challenges in implementing the convention and setting priorities for the next four years.
- The CSO forms were distributed to the participants in the CSO briefing sessions in July and submissions invited.
- CSOs conducted consultation meetings with their stakeholders to complete the forms
- Additional CSO measures were solicited and included during the Validation workshop

INITIATIVES REPORTED BY CSOS TO IMPLEMENT THE CONVENTION

1. Name of measure:

Training Project for Theater Practitioners

Name of CSO Responsible

Gambia Union of Theatre

Cultural domain covered –Performing Arts

Website of the Measure

<https://www.youtube.com/watch?v=9suGWJbIMRw>

Main features

- Focused on the basics of theatre, 3 days
- About 50 people attended from 15 theatre groups, about 65% women , all under age 35

Results achieved so far

- Young people's knowledge of theatre sector enhanced

2. Name of Measure

Celebration of 'UN Days' relevant to the Cultural and Creative sectors as follows: World Book and Copyright Day, World Theatre Day, World Dance Day and World Music Day

Name of CSO Responsible

Writers' Association of The Gambia, The Gambia Union of Theatre, The Gambia Music Union,

Cultural Domains covered – Publishing, Performing Arts,

Website of the measure

www.foroyaa.gm/writers-association-commemorate-world-book-copyright-day

Features

World Book and Copyright Day celebrations included – writers' conference, essay competition for schools and various awards. 250 + attended, about 40% women,

World Theatre Day celebrations included capacity building, procession to raise awareness on theatre, mentoring sessions and cultural performances. 200+ attended, about 65-70% women.

World Dance Day celebrations included capacity building, cultural carnival and stage performances. 250+ attended, about 70% women

Focus on youth Yes

Results

World Book and Copyright Day

Awarded 22 Gambian writers
 Raised awareness of IP and the writer
 Promoted participation of young people in book industry
 Created networks and initiatives to support artists' mobility

World Theatre Day / World Dance Day

Raised awareness of young people on opportunities in theatre sector
 Collaboration of up to twenty groups to perform one piece
 Job and business opportunities for young dancers created

3. Name of Measure

Advocacy for media diversity

Name of agency responsible for the implementation of the policy/measure

- GPU in the media sector
- TANGO for civil society

Cultural domains covered by the policy/measure

MEDIA ARTS, MUSIC, PUBLISHING

Website of the policy/measure, if available

www.gpu.org

Describe the main features of the policy/measure

- (a) The development of media pluralism and the dissemination of information
- (b) Lobbying the government for effective solutions to challenges.
- (c) Promoting access to information through a 'free, independent and pluralistic press',

(d) Maintain and enhance professional skills and ethics

(e) Monitor and redress violations of freedom of speech and to advocate for the creation and enforcement of a freedom of information law

Does it specifically target young people? Yes

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? No

What are the results achieved so far through the implementation of the policy/measure?

- New groupings have been formed: the Broadcasters Association of The Gambia (BAG), in August 2017 as an advocacy and technical support organization dedicated to developing the independent broadcast sector and upholding professional and ethical standards, and
- The Newspaper Publishers Association of the Gambia (NEPA) established by newspaper owners
- Community Radio Broadcasters Association

Financial resources allocated to the policy/measure in USD **No Data**

Name(s) of partners engaged in the implementation of the measure

- The Broadcasters Association of The Gambia (BAG)
- The Newspaper Publishers Association of The Gambia (NEPA)
- Community Radio Broadcasters Association

Type(s) of entity (es) engaged in the implementation of the policy/measure

PRIVATE SECTOR
CSO

Has the implementation of the policy/measure been evaluated? **NO**

If yes, what are the main conclusions/recommendations?

4. Name of Measure

Name of the policy/measure

- Implementation of Code of Conduct for media practitioners

Name of agency responsible for the implementation of the policy/measure

Gambia Press Union (GPU)

Cultural domains covered by the policy/measure

CINEMA / AUDIO ARTS
MEDIA ARTS/MUSIC/PUBLISHING

Website of the policy/measure, if available

<http://www.gambiapressunion.org/publication/gambia-press-union-activity-report-2015-2018/>

Describe the main features of the policy/measure

To Promote and preserve desirable and acceptable levels of ethical standards.

Does it specifically target young people? NO

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? No

What are the results achieved so far through the implementation of the policy/measure?

- Developed and validated a Code of Conduct for Media Practitioners and launched it on October 28, 2016
- Has provided guidance and framework for media diversity
- Has Improved ethical standards of practice
- Sensitized media practitioners on the principles of the code of conduct
- Visits to media houses and distributing the Code of Conduct booklet

Financial resources allocated to the policy/measure in USD *NO available data*

Name(s) of partners engaged in the implementation of the measure

GPU and media houses

Type(s) of entity(es) engaged in the implementation of the policy/measure

Public
Private
CSO

Has the implementation of the policy/measure been evaluated? Yes

If yes, what are the main conclusions/recommendations?

Review and amendment of Code of Conduct 2016

5. Name of Measure

Name of the policy/measure

Capacity building programme for media practitioners

Name of agency responsible for the implementation of the policy/measure

Gambia Press Union (GPU)

Cultural domains covered by the policy/measure

MEDIA ARTS
PUBLISHING
VISUAL ARTS
CULTURAL AND CREATIVE SECTORS

Website of the policy/measure, if available

<http://www.gambiapressunion.org>

Describe the main features of the policy/measure

- Advocacy, sensitization and awareness campaigns
- Development of the capacity of media practitioners and media houses
- Establishment of regulatory framework for the media industry

Does it specifically target young people? No

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure? No

What are the results achieved so far through the implementation of the policy/measure?

- Provided guidance and framework for media diversity
- Improved ethical standards
- Sensitized media practitioners on the principles of the code of conduct
- Setting up of Media Council of the Gambia

Financial resources allocated to the policy/measure in USD

- *NO Data*

Name(s) of partners engaged in the implementation of the measure

Gambia Press Union, other groupings and media houses

Type(s) of entity (es) engaged in the implementation of the policy/measure

Public
Private
CSO

Has the implementation of the policy/measure been evaluated? No

5. Name of Measure

Formation of network for gender journalists for women and cultural advancement

Name of CSO implementing

Network of Gender Journalists For Women And Cultural Advancement (NoGJWCA)

Cultural domains

All

Website

www.nogjwca.blogspot.com

Main features

Promote women's rights in the cultural and creative sectors
Raise profile and awareness of the cultural and creative sector

Specifically focus on youth : No

Results so far

86 members so far, 56% of them women
Almost 26 articles published so far on women and culture

6. Name of Measure

Arts for youth sensitisation on civic participation and engagement (The Cypher)

CSO Implementing

Team Gom Sa Bopa

Cultural Domains

Music
Performing Arts

Website of the initiative

https://www.facebook.com/The-Cypher-220-1516069995278741/posts/?ref=page_internal

Main features

- As an organisation, general concept is to use music for social change
- In existence since 2012
- Monthly open mics, performance, break dancing graffiti, annual rap battle competition
- Artist exchange with regional partners from Senegal, Morocco, Mali, Mauritania
- Outreach programmes
- Workshops on responsibility of artists in Society
- Commission and produce songs on advocacy and human rights
- Work with Constitutional Review Commission on 'Get Involved' to sensitise young people on review process
- Part of the 'Urban Platform' – a league of cultural players in Mali, Senegal, Mauritania, Gambia and Morocco

Result

- First hip hop festival held funded by Prince Klaus foundation
- More than 20,000 young people engaged on constitutional review process, through music
- Empowered and mentored many of the current leading rappers who have in turn empowered others
- Engages youth with positive energies especially those from disenfranchised communities
- Created employment for more than 100 youth through 'Get Involved'
- 'Our Nation, Our Voice' campaign with International Centre for Transitional Justice (ICTJ) which reached about 26,000 young people on the ground

Main Priorities Identified for Civil Society Organisations for Future Implementation of the Convention

Identified Priorities include:

1. Working closely with NCAC in the next four years
2. to raise the profile of the cultural and creative sector,
3. build CSO knowledge and engagement with the 2005 convention,
4. strengthen capacity and strengthen their contribution to the implementation of the convention.
5. Develop new opportunities for mobility,
6. Highlight and champion issues related to human rights and freedoms

Emerging Transversal Issues

None identified

Describe the main results achieved to implement the convention. At least one major achievement per Goal

Goal 1:

Drafting an updated cultural policy, through a participatory process and based on the principles of the 2005 Convention (and other UNESCO Conventions). The draft is due for Cabinet Presentation which will likely happen in 2019.

Goal 2:

Appointment of cultural ambassadors and subsequent issuance of diplomatic passports to aid their mobility

Goal 3

Inclusion of Culture (as priority 6) in National Development Plan (2018 -2021)

Goal 4

- Establishment of the National Human Rights Commission of the Gambia to monitor and address Human Rights violations including infringements on artistic freedom
- Drafting of Freedom of Information Act to increase transparency in governance including of culture

Describe the main challenges encountered to implement the Convention and the main solutions found or envisaged to overcome them

While constitutionally, Fundamental Freedoms are enshrined, for part of the reporting period, there were instances of:

Violation of the right of artists to create without censorship or intimidation
Violation of the right of artists to disseminate and/or perform their artistic works
Violation of the right for all citizens to freely enjoy artistic works both in public and in private
Violation of the right for all citizens to take part in cultural life without restrictions
Violation of journalists' rights such as trial by media, intimidation, harassment, suppression, threats, forced disappearances etc.

Some of these violations, resulted in forced exile of artists, writers, musicians, journalists and human rights activists some of whom have however returned as a result of a new political administration.

One of the mitigations is the formation of an independent Human Rights Commission to address violations and monitor. Also in the last three years or so, there has been an increase in the number of local and international CSOs working to advocate artistic freedoms and human rights. For example, Youth for Human Rights now have a Gambia focal point; Gom Sa Bopa are also driving a lot of youth led – arts for social change CSO. Westminster Democracy Foundation are an international advocacy organisation and now working actively in the Gambia.

Low budgetary allocation for culture, restrictive media laws have also impeded creativity and the implementation. Low awareness of the convention among stakeholders is also a barrier to implementation. Developing more sustainable mechanisms for funding of culture as already defined, will help provide needed funding for cultural and creative sectors. There is need for more sensitisation on regional and international human rights instruments affecting freedom of expression and culture. There is need to create specialised sector support organisations that can strengthen artistic and creative practice. Regulatory Bodies to implement laws that set standards and frameworks for sector operations. Translation and dissemination of the convention will help with raising awareness.

Lack of funding and support for ‘artists at risk’ was a barrier to implementation of Goal 4. Creation of initiatives like an endowment fund to support artists at risk will strengthen this area.

CSOs were challenged by limited knowledge of the convention, access to information, financial support and capacity building opportunities and these hampered their implementation of the convention. CSOs managed to find creative ways to mitigate these through partnerships, boot strapping and advocacy and need further support to build on what has already being achieved, and to be more resilient. CSOs should also look into their immediate environment and exploit it to the fullest.

Describe the steps planned in the next four years to further implement the convention and the priority areas identified for future policy actions based on the conclusions of the current reporting process.

NCAC, in conjunction with CSOs, has adopted the following priorities

- Improved data management and collection of cultural statistics through partnership with Gambia Bureau of Statistics, PURA
- Improving infrastructure for cultural activities including the construction of a multi-purpose cultural centre and development of public spaces for capacity building, showcasing and networking
- Strengthen operationalisation of the copyright regime including through licencing of a collective management organisation
- Developing sustainable mechanisms for funding of culture including increased budgetary allocation and exploring a Private Copy Levy (<https://www.wipo.int/publications/en/details.jsp?id=4183>)
- Significant investment in technology to boost the strength of the industry value chain
- Collaborating with CSOs to achieve CSO priorities as outlined above

Designated Official Signing the Report

Name: Mr. Hassoum Ceesay

Organisation: National Centre for Arts and Culture

Position: Acting Director General

Date of Submission: 4 October 2019

Electronic Signature: