

### IFCD Project Recommended by Expert Panel

Request N.	Country	Applicant	Field of activity	Type of application	Recommended amount (US\$)	Year of funding
050	Indonesia	Perkumpulan Hijau Sibertu - PASIH (NGO)	Cultural Industries	Programme / Project	99,982	2013

<b>Project title</b>	Developing an audiovisual micro-industry in Siberut, Indonesia
<b>Aim</b>	This project aims to create a creative micro-industry in the Indonesian island of Siberut through audiovisual and business training, coaching and mentoring programmes with young indigenous people.
<b>Brief summary (§ 16.1)</b>	PASIH, an Indonesian community-based NGO committed to the promotion of sustainable development through creative audiovisual communication, proposes to set up a 'creative workshop space' within the existing local Intercultural Multimedia Centre (IMC) to train young creative professionals in filmmaking and business management. These efforts are geared towards the development of a competitive indigenous-led creative micro-industry.
<b>Expected results and impact (§ 16.2)</b>	<ul style="list-style-type: none"> <li>• The potential of the island to develop a new cultural industry and equip the IMC with technological tools is assessed – PASIH will conduct a participatory assessment to identify the needs and potentialities of the region and will devise approaches to develop an audiovisual industry in the island. Collaboration with the local government has been established to set up a 'creative workshop space' and an office in the premises of the IMC to carry out capacity building activities.</li> <li>• The capacities of a group of young creative indigenous men and women are developed – a group of experts will provide 150 young people, half of them women, with audiovisual and business management training, using tailor-made pedagogical material.</li> <li>• Young trainees are provided with coaching and mentoring opportunities – Selected young creative professionals undertaking the audiovisual training and business management courses will be able to take part in the coaching and mentoring programmes with senior professionals in the region and develop their new business ideas and create their own micro-enterprises.</li> <li>• Promote and commercialize local films and audiovisual productions from Siberut in the provincial and national markets – 3 film shows and exhibitions, along with a wide online promotional campaign will be organized to enable the young creative entrepreneurs to promote and sell their products.</li> </ul>
<b>Relevance to the objectives of the Convention and the fields of activity of the IFCD (§16.4)</b>	<ul style="list-style-type: none"> <li>• Contributes to the creation of a new cultural industry – since cultural industries are not widely developed in Siberut, the support and strengthening of the capacities of young cultural professionals has the potential to develop an audiovisual industry in this Indonesian island.</li> <li>• Empowers members of disadvantaged communities through the cultural industries – by targeting training and coaching efforts in indigenous communities, this project is giving young creative professional tools and resources that they can share with their communities, promoting self</li> </ul>

	confidence and social cohesion.
<b>Feasibility and expected structural impact (\$16.5)</b>	<p>The project's budget is realistic and adequate for the implementation of all activities. The schedule of activities is developed quite in detail and every step seems reasonable and practicable.</p> <p>This project demonstrates the potential for structural impact as it ensures the active engagement of key stakeholders in the island from its inception: community members will participate in the needs assessment and formulation of the project, local authorities, along with the community, will appropriate the project once it is completed and members of the private sector will participate by sharing its know-how and expertise in the field.</p> <p>In the mid and long term, the IMC will become a self sustainable platform for young creators to launch their own start-up companies and develop their creative initiatives.</p>
<b>Recommended amount (US\$) (\$16.3)</b>	99,982
<b>Comments from evaluators</b>	<p>Both evaluators strongly recommend this project because of its feasibility and realistic activities and measurable impact for the indigenous population in Siberut. Moreover, the objectives of this project are fully aligned with the ones of the 2005 Convention and of the IFCD.</p> <p>Evaluators concluded that this project has a great deal of promise as it aims at the construction of a stable centre that may pave the way for the creation of an indigenous micro creative industry in the island.</p>