

### Project Recommended by the IFCD Panel of Experts

Score	Country	Request number	Applicant	Field of activity	Focus on capacity-building for cultural policies
34	Malawi	2014 / 54	Malawi National Commission for UNESCO (State Party)	Cultural policies	Yes

<b>Project title</b>	Building a viable and sustainable film industry in Malawi.
<b>Project duration</b>	April 2014 – October 2014
<b>Aim</b>	The project aims at strengthening the national film industry in Malawi through the development of a national strategy and investment plan.
<b>Brief summary (§ 16.1)</b>	The Malawi National Commission for UNESCO proposes to carry out two roundtables and a communication campaign in order to: 1) identify the needs and challenges of the film industry in Malawi; 2) develop strategies that address critical challenges of film industry in Malawi; and 3) provide a platform for networking, sharing ideas and the recognition of the value of the film industry in Malawi.
<b>Expected results and impact (§ 16.2)</b>	<ul style="list-style-type: none"> <li>Malawi film industry's needs and challenges identified – An open call for professionals and experts will be launched to present papers on key topics related to the local film sector. A technical expert panel made up of eight members will be established to select the papers that will be presented and to develop the programme of the roundtable. A five-day roundtable will be organized to present findings, initiate debates and present recommendations.</li> <li>A national strategy and an investment plan for the film industry are developed and submitted – A five-day roundtable gathering film industry professional and experts, along with representatives from government authorities will be organized to analyse the recommendations presented in the previous roundtable and to develop a national strategy and an investment plan for the film industry in Malawi. A press conference will be organized to present the outcomes of the roundtable.</li> <li>A network of representatives from public institutions, civil society and cultural operators working in the audiovisual industry is established and their awareness about the potential of creative industries for social and economic development is raised – Key players in the film sector will be brought together thereby promoting partnership development and establishing a platform for sharing ideas.</li> </ul>
<b>Recommended amount in US\$ (§ 16.3)</b>	42,490
<b>Relevance to the objectives of the Convention and the fields of</b>	<ul style="list-style-type: none"> <li>Contributes to the introduction of cultural policies to promote the development of the film industry in Malawi - The project aims at harmonizing policies, procedures and regulations related to the film</li> </ul>

<b>activity of the IFCD (§ 16.4)</b>	<p>industry and to develop strategies that address its critical challenges.</p> <ul style="list-style-type: none"> <li>Encourages dialogue and network-building in Malawi - Public and private sector stakeholders in the film sector, as well as representatives from other related sectors such as the education and the Information and Communication Technologies (ICT) one will be brought together to promote network-building in the film industry in Malawi.</li> </ul>
<b>Feasibility and expected structural impact (§ 16.5)</b>	<p>Despite the efforts to revive the film industry in Malawi in the past years, a number of factors, such as the absence of policy frameworks, the industry's lack of technical capacity and the shortage of platforms for the filmmakers to strategize, have prevented its development. This project proposal was conceived to address these challenges.</p> <p>The project demonstrates the potential for structural impact as it ensures the active engagement of key stakeholders, namely the University of Malawi, the Copyright Society of Malawi (COSOMA), the Malawi Communications Regulatory Agency (MACRA), the Censorship Board, the Arts and Crafts Department and the Department of Industry. The proposal builds on the results of an IFCD preparatory assistance that aimed at strengthening Malawi's cultural industries. This will contribute to achieving long-term sustainable results and assuring an impact of the project.</p> <p>The project objectives are clearly expressed and feasible within the time and budgetary framework presented. Provided information indicates that the applicant is capable to implement the work plan and manage the budget.</p>
<b>Comments from evaluators</b>	<p>The evaluators recommend supporting this project because it clearly corresponds with the IFCD priority "introducing cultural policies and/or strengthening the institutional infrastructure". The project has clear objectives and the applicant has abundant experience in financial management.</p> <p>The main objectives set by the project reflect the priorities and address the needs of Malawi and it is expected that the implementation of the project will as a result lead to the development of policies in the local film industry.</p>