

Project Recommended by the IFCD Panel of Experts

Score	Country	Request number	Applicant	Field of activity	Focus on capacity-building for cultural policies
30	South Africa	2014 / 121	Arterial Network – South African Chapter (NGO)	Cultural industries	Yes

Project title	Advocacy and Information Sharing: Promoting the creative sector in South Africa.
Project duration	June 2014 – December 2015
Aim	The project aims at empowering the creative community in South Africa by strengthening their capacities and giving them access to critical information on funding opportunities.
Brief summary (§ 16.1)	Arterial Network – South African Chapter, a local NGO committed to the promotion of a vibrant, dynamic and sustainable African creative sector, proposes to: 1) train 20 members of civil society organizations in cultural policy advocacy; 2) map and share information on 200 organizations in the cultural and creative sector in South Africa; and 3) raise awareness about the UNESCO 2005 Convention and the opportunities it offers.
Expected results and impact (§ 16.2)	<ul style="list-style-type: none"> The capacities of 20 members of civil society organizations are strengthened – Two workshops will be carried out in Cape Town and Johannesburg in cultural policy advocacy and arts marketing. Participants will use the already existing ‘Arterial Network Lobbying and Advocacy Toolkit’. A web-based database containing relevant information about cultural organizations will be developed – The Arterial Network – South African Chapter will conduct a survey to collect information on the number, size and performance of organizations operating in the cultural sector in South Africa. As a result, information on over 200 cultural organizations will be made publicly available online. The South African creative community’s awareness about the UNESCO 2005 Convention and national cultural policies is raised – Four public debates will be hosted to raise the participants’ awareness about the opportunities the Convention offers to the cultural and creative community. The debates, which will be hosted in Cape Town, Durban and Johannesburg, will be widely publicised to promote the participation of key stakeholders in the sector.
Recommended amount in US\$ (§ 16.3)	73,514.93
Relevance to the objectives of the Convention and the fields of	<ul style="list-style-type: none"> Increases income-generating opportunities and access to funding resources in the cultural industries – Given the poor access of cultural practitioners to information and communication resources, people using the database will have improved access to funding, contacts and

activity of the IFCD (§ 16.4)	<p>resources to set up partnerships and alliances and start new ventures.</p> <ul style="list-style-type: none"> • Promotes the exchange of key information on local cultural organizations and transparency – The web-based database will reveal relevant information for a broad array of stakeholders in the sector: namely policy-makers and cultural practitioners.
Feasibility and expected structural impact (§ 16.5)	<p>South Africa's creative civil society can be described as fragmented and isolated from their counterparts in neighboring countries. The cause can be found in the scarcity of research and knowledge and in the inadequacy of advocacy initiatives. This proposal addresses these issues, therefore demonstrating the substantial potential for structural impact of the project.</p> <p>By strengthening civil society members' capacities in cultural policy advocacy, the Arterial Network – South African Chapter will contribute to achieving long-term sustainable results due to the potential multiplier effect of the training activities.</p>
Comments from evaluators	<p>The evaluators recommend the project because it meets the objectives of the 2005 Convention and the IFCD, especially in terms of capacity building, cultural policy advocacy and awareness rising.</p> <p>The project proposal targets a large part of the cultural operators in South Africa and has the potential of leaving sustainable impact on capacity building for cultural policies. The previous experience of the applicant ensures the quality of the project.</p> <p>The expected results are measurable, concrete and realistic. However, the evaluators suggest to request the applicant to submit a new budget proposal, as some parts (correlation between activity number, number of units and amount funded by IFCD) of the current one are unclear.</p>