

Project Recommended by the IFCD Panel of Experts

Score	Country	Request number	Applicant	Field of activity	Focus on capacity-building for cultural policies
36	South Africa	2014 / 124	ASSITEJ South Africa (NGO)	Cultural industries	Yes

Project title	Theatre4Youth - Bringing theatre closer to youth in South Africa.
Project duration	April 2014 – April 2015.
Aim	The project aims at strengthening the capacities of theatre companies and bringing together professional artists and educators to foster the development of the theatre for young audiences sector in South Africa.
Brief summary (§ 16.1)	ASSITEJ South Africa, an NGO committed to promoting high quality theatre for young audiences, proposes to: 1) develop strategies to foster collaborations between the theatre and the education sectors in five provinces; 2) further develop the interactive online tool Theatre4Youth; and 3) strengthen ten theater companies to ensure their sustainability.
Expected results and impact (§ 16.2)	<ul style="list-style-type: none"> Strategies to foster collaborations between theatre practitioners and educators are developed – Meetings, workshops and networking events will be held for 100 teachers and 75 cultural managers and artists from 20 theatre companies to advocate for the role of arts in education, identify the sector's needs and determine strategies for collaborative work. Theatre4Youth, the interactive online tool, is further developed – The number of registered members will be increased (to include at least 50 new theatre companies and 100 new schools from five provinces) by developing and implementing a communication strategy that will actively involve key stakeholders. Ten theatre companies are strengthened – Theatre companies will be identified to participate in capacity-building workshops on fundraising, management and marketing to ensure their sustainability. Further to the workshops, the companies will be coached and its activities will be monitored so by the completion of the project, ten original productions and its corresponding educational material will be produced and the companies will have toured in at least 200 schools around the country.
Recommended amount in US\$ (§ 16.3)	98,252.63
Relevance to the objectives of the Convention and the fields of activity of the IFCD	<ul style="list-style-type: none"> Contributes to the strengthening of local cultural industries, namely the theatre for young audiences sector – by conducting capacity-building workshops for theatre companies, encouraging collaboration between theatre artists and the education sector and building the audience and the artists of the future, the project ensures the long-term sustainability of

<p>(§ 16.4)</p>	<p>the performing arts sector.</p> <ul style="list-style-type: none"> • Encourages and promotes understanding of the importance of the protection and promotion of the diversity of cultural expressions through educational programmes – by holding meetings and networking events for artists, cultural managers and educators, more informed strategies will be developed in order to improve the quantity, quality and impact of cultural goods and services coming to schools.
<p>Feasibility and expected structural impact (§ 16.5)</p>	<p>In South Africa, a great number of children and youth have no access to theatre. This is due to ill-trained teachers in the subject; the lack of original published plays in the different languages of the country; and the economic instability of theatre companies. The project will directly address these problems.</p> <p>The project proposal demonstrates a sustainable approach to strengthening cultural industries and proposes to create a system that will operate later on with the involvement of theatres and the support of the applicant. Furthermore, the project proposal is in line with South Africa's cultural policy priorities that encourage youth participation in the arts and bring back arts education to schools programs.</p> <p>The implementation of the project includes close cooperation with an important number of stakeholders in the field and its team is composed of high level professionals who have significant experience. This will contribute to achieving long-term sustainable results and ensuring impact of the project.</p>
<p>Comments from evaluators</p>	<p>The evaluators strongly recommend this project because their expected results are concrete, measurable and realistic and for its potential to impact the development of a sustainable performing arts industry in South Africa.</p> <p>In addition, evaluators highlighted that the applicant will hire Birchwoods Business Solutions, a company which offers accounting and tax services, to keep transparent and audited finances. Co-funders, namely the National Arts Council (30,000 US\$) and the National Lottery Distribution Trust Fund (40,000 US\$), have committed to the project.</p> <p>Finally, evaluators observed that significant costs are allocated for the salaries of the staff but they considered it acceptable, since the project mainly aims at introducing a system that would later work independently.</p>