

Narrative Report on DOADOA IIDEA PROJECT

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Project Name: DOADOA | East African Performing Arts Market

Organization: Bayimba Cultural Foundation

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Content

1. Executive Summary	3
2. Introduction and Background.....	3
3. Objectives of the Project.....	4
4. Report of the Project Activities	4
5. Describe the Communication interventions	6
6. Describe the M & E intervention implemented	8
7. Achievements registered during the project implementation period	10
8. Describe the Lesson Learnt during the Implementation of the Project.....	12
9. What are some of the Challenges encountered during the Project Implementation	12
10. What are some of the Recommendations from the Project?.....	12
11. Next Quarter Work Plan and Budget as per the agreed	13
12. Conclusion and Way Forward	13

1. Executive Summary

This is the narrative report of the Second quarter of the implementation of the DOADOA project with the support from IIDEA Project. The narrative includes an introduction and background of the Project, the objectives of the project, a detailed report on the activities done so far, communication plans and interventions, as well as a few challenges and recommendations on the way forward.

2. Introduction and Background

DOADOA is a partnership projected established in 2012 as part of a joint effort to develop a network and connections within the performing arts in East Africa. Bayimba (Cultural Foundation) experienced first-hand that Africa's performing arts market is the world's smallest regional market as has been highlighted by several studies over and over again.¹ It moreover realised that the production and distribution of music and other performing arts from East Africa – especially when compared to its peers in other African regions – was particularly limited. Whilst there is a wealth of cultural diversity and no dearth of creative aspirations in East Africa, especially also amongst the young generations in the region that make up the larger shares of the population, the East African market for performing arts remained underdeveloped and lacked regional integration and international promotion.

Whereas a number of internationally acclaimed festivals have emerged in the East African region – with SautizaBusara festival in Zanzibar (since 2002), SawaSawa Festival in Kenya (since 2007), Bayimba International Festival in Uganda (since 2008) and KigaliUp Festival (since 2011) as pioneers – to promote (the consumption) of East African music, Bayimba came to understand that these festivals and their success in promoting East African music and other performing arts (regionally and internationally) depends on the quality of local material that is available for their programming. After all, festivals can only promote artists that produce authentic live music and original performing arts. Bayimba therefore resolved to mobilize its partners in the region to join hands to develop the regional market for performing arts in East Africa. DOADOA | East African Performing Arts Market came thereupon to life as a partnership initiative of major stakeholders in the region: Bayimba Cultural Foundation (Uganda), Busara Promotions (Tanzania), Caravan Records (Tanzania), Sarakasi Trust (Kenya), Ketebul Music (Kenya), Phat Enterertainment (Kenya), AfroGroov (Rwanda), KigaliUp (Rwanda) as well as Selam Music (Ethiopia) and Jazzamba (Ethiopia).

With support from Un-Convention (UK), British Council and Mimeta the first DOADOA regional market event – a unique four-day programme of conferences, exhibitions, workshops, networking sessions and showcases, bringing together varied regional and international industry professionals – was organised in 2012 in Jinja, Uganda. Four subsequent editions of DOADOA followed (three more editions in Jinja but moving to Kampala in 2016), with additional support from HIVOS, InstitutFrancais/Alliance Francaise Kampala, UGCS/Goethe Zentrum Kampala, African Music Development Programme).

¹ E.g. “The (re)naissance of the music industry in Sub-Saharan Africa”, a paper commissioned in 2004 by UNESCO for the Global Alliance for Cultural Diversity and the various UNCTA/UNESCO “Creative Economy Reports” published since 2008.

3. Objectives of the Project

The overall goal of DOADOA is **professionalization of artists and industry professionals in East Africa** by developing the regional (East African) market for performing arts through the following general objectives:-

- to contribute to the professionalization of artists and industry professionals to meet new regional and international challenges through seminars, training workshops and skills exchanges;
- to contribute to the development and strengthening of links and networks between artists and industry professionals within the region as well as beyond;
- to cause a gradual growth in the identification and exposure of East African performing arts within and beyond the region;
- to enable East African artists and industry professionals to receive exposure, regionally and internationally, and find new markets within the region and beyond by providing platforms to showcase and promote themselves; and
- to contribute to joint lobby and advocacy activities for recognitions at national and regional support towards the cultural and creative industry.

To consolidate and strengthen the regional integration efforts of DOADOA, the following specific goals were formulated for the short-run:

1. Mobilising industry stakeholders across the region to join and attend DOADOA, strengthening local and regional network building and setting up information collection and feedback mechanisms;
2. Building further capacity of artists and industry professionals (through workshops and networking sessions at DOADOA), to increase the understanding of creative business (incl. benefits of regional integration) and improve their artistic and entrepreneurial skills;
3. Reaching out to and engaging in advocacy towards government and regional bodies (based on information from feedback mechanisms), aimed at contributing to an improved and conducive environment for cultural and creative industry development.
4. Promoting the East Africa's performing arts across the region and elsewhere through an interactive website, social media, promotion materials (incl. compilation CD) and presence at relevant events.

4. Report of the Project Activities

What has been implemented as per the work plan agreed? Report on the different activities implemented, dates, venue, objectives, and number of participants, output and outcomes as well as results plus pictures. Please number the activities accordingly.

1. Event programming: Convening of the DOADOA

Official Project Launch convening

The official opening Project launch took place on the 3rd May at the Uganda Museum Tent Area in Kampala Uganda. We received a number of 200 Invited guests and delegates from the East Africa states and other regions in the world. The evening started off with networking cocktail which was followed by the opening preliminary session New projects in East Africa with Joyce Kimaro (IIDEA,UGANDA), Ben

Oldfield (THE ORCHARD, France) Eddie Hatitye (Music in Africa South Africa), Martin Nielsen (Mdundo Kenya) Faisal Kiwewa (Bayimba Cultural Foundation Uganda) and concluded with 2 showcases from South Sudan Orupaap Band and Burundi's Duo Bernard and Alfred. This was great networking platform for the industry players to meet and interact , learn from each other and establish future collaborations.

Convening of the DOADOA

We successfully implemented the 6th Edition of DOADOA Program that took place from the 3rd -6th May 2017 in Kampala Uganda at the Uganda Museum and Diner Lounge. Over the 4 days, the event registered a total attendance number of 1377 delegates who included Panelists, workshop facilitators, invited guests, showcase artists, staff and Volunteers, Conference/Workshop delegates and Showcase delegates.

The convening was divided into Day program which comprised of 12 Conferences, 2 Workshops, 13 Exhibitions stalls displays, 4 day showcases while night program comprised of only 15 showcases. We worked with 54 Panelists/ Workshop facilitators of whom 31 professionals were from the East Africa Member States { 8 from Kenya, 2 from Tanzania, 1 from Rwanda, 1 from South Sudan, 1 from Burundi and 18 from Uganda} while 23 professionals were from other regions such as Malawi, Mozambique, Sierra Leone, South Africa, Ethiopia, Germany, France, Belgium, United Kingdom and the USA. 19 Showcase Bands performed of whom 8 were from Uganda, 5 from Kenya, 2 from Tanzania, 2 from Rwanda, 1 from Burundi and 1 from South Sudan.

Event planning (logistics):

We used the following 2 Venues that is the Uganda Museum for the opening cocktail and day showcase and Diner's Lounge for Night Program (Night showcase). During the event we worked with many Service providers consisted of tent, tables and chair supplier, sound supplier, Food and beverage supplier. We managed to set up 13 Exhibition stalls in the Uganda Museum Exhibition space. 3 Tents were hired and used for the following; Day show, Dressing and changing room, food and refreshments. The day showcase tent and other Uganda museum spaces came along with Sound equipment, projectors, tables, chairs, palettes. We received about 150 International guests who comprised of panelists, showcase artists and Invited guests from the East African states and other regions. They were accommodated in 3 hotels namely College Inn, Bukoto apartments, Green Hill Hotel within Kampala city. We made 10 Flight bookings of whom {3 from Rwanda, 1 from Burundi, 2 Kenya and 3 Tanzania}, 63 Bus Bookings of whom {32 from Kenya, 12 from Tanzania, 5 from Rwanda, 5 from Burundi, 9 from South Sudan} and 15 airport transfers and 24 bus transfer for both the East African state showcase artists and the panelists. We managed to obtain the necessary permits for the 4 day event from the Kampala City Council Authority, Local Authorities, and National Environment Management Authority. We also worked with 40 Local Police and security personnel, 45 Volunteers and staff members. There was a good working relationship all the parties involved to make the event successful.

Production compilation CD: The CD layout and design was completed and 1,000 CDS were produced and some were distributed during the 4 day convening and remaining CDs will be distributed in the markets outside of DOADOA.

Marketing and publicity: 1 billboard was placed at the National Theatre, 4 cortex boards were placed in {diner lounge, Uganda Museum, Que Pasa, Kampala international University} Posters of showcase artists were distributed in several arts spaces and entertainment for publicity of the event. Social Media campaigns were ongoing during and prior to the event such as Facebook updates of videos and photos

of performing bands and ongoing activities, Twitter updates of the event. DOADOA newsletter and Email updates were sent to mailing lists. Newspapers/ Print articles before and after the event were published. IIDEA and DOADOA pull up banners were made and placed in both the day and night venues for visibility. 5 Radio and 6 TV Interviews were carried out prior and during the event by performing artists, panelist and organizers refer to table for interview schedules for more details. During the event the constant updates of activities photos being uploaded on the facebook page to engage the audience. There is currently an ongoing update of the website with 2018 Call, photos and Videos of the 4 day Event. We are also uploading photos within the Social Media Platforms like for facebook ,Flicker and Instagram

Administration

Transportation of Artists from Airport, Bus Parks to Kampala and back, we also had stationery and Communication using internet and Airtime.

5. Describe the Communication interventions

What have you conducted? Describe the output, outcomes and results achieved with pics, media clips, videos, links etc.

EXECUTION OF THE MEDIA PLAN:

We worked with 5 media partners namely NBS TV, Radio One and Hot 100 Fm, Daily Monitor and Music in Africa. The deliverables within the Media Partners were as follows

- a) NBS TV offered 8 Daily spot adverts and mentions and 2 talk shows across two prime time evening shows (After 5 and Big deal), the executions was a two week agreed arrangement and each spot lasted 45 seconds at the start and end of the respective programmes, while the talk shows come in a week prior to event and all were attended by both artists and part of the organizing team.
- b) RADIO ONE AND HOT 100 FM: Each of the broadcasters offered 8 daily spots each, split between day (4 ads) and evening (4ads), within a two week agreed arrangement of execution, that was followed by 2 talk show interview sessions per week.
- c) DAILY MONITOR: The Print publication offered a two week PR drive whose packages had in them a daily advert space of the DOADOA flier (exclusively in Saturday Monitor, a publication that only runs arts stories) and editorial support of artists profiling, this was also a two week campaign drive.
- d) MUSIC IN AFRICA: Publication of all DOADOA press release Information on M.I.A, One month advertising of festival artwork and video footage across MIA socials incl. Recap video, Online/social media publicity value for the market inclusion of DOADOA in the Music In Africa website 'Events' section.

We also worked other 6 correspondants/contributing media houses namely New times rwanda (Rwanda), CCTV (West Africa) which did Coverage during event, NTV (Uganda) that offered (2 TV appearances, BBC (Africa/ Uk) did Coverage done during event, Chimp reports (uganda), Ddembe Fm(Uganda). These media houses/institutions offered stories, and airtime that we used to maximise the awareness opportunities to the entire arts fraternity within and around East Africa.

Other platforms used included: DOADOA website{<https://doadoa.org>} , facebook page { (currently at 11000 likes), twitter: https://twitter.com/DOADOA_2017 (currently at 1,008 followers), catalog/event publication, mail chimp (press release portal) and other markets prior to doadoa (womex-spain, and ongea-nairobi).

Find below Links to various articles:

- i. <http://www.newtimes.co.rw/section/article/2017-04-19/210949/>
- ii. https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=8&cad=rja&uact=8&ved=0ahUKEwivtoLNI_zTAhVrAsAKHa14BWsQFghDMAc&url=https%3A%2F%2Fwww.linkedin.com%2Fpulse%2Ffezah-now-official-booking-partner-bayimba-doadoa-elijah-kitaka&usg=AFQjCNF_xA1WmeHe4d_YLwQNM86M4YdWTA
- iii. <http://www.monitor.co.ug/arts/culture/Entertainment/Doadoa--where-music-was-discussed-and-sung/812796-3918538-37ogelz/index.html>
- iv. <http://musicinafrica.net/top-panelists-performers-feature-uganda-arts-market?section-context=news>
- v. <http://chimpreports.com/entertainment/east-african-performing-arts-market-doadoa-returns/>
- vi. <http://thetowerpost.com/2017/04/28/all-set-for-doadoa-2017-edition>

6. Describe the M &E intervention implemented

Please describe the output, outcomes as well as results attained (include pics etc.)

ACTIVITY: 2017 DOADOA MONITORING AND EVALUATION MATRIX						
	Output	Indicator of Efficiency	Sources of verification	Achieved(Results)	Recommendations	Justification of the gap
DOADOA OUTPUT	Number of showcase bands programmed	At least one band programmed from each of the East African countries during the four days of the market	DOADOA program	19 bands were programmed during the four days of the festival, 1 from Burundi, 1 from south sudan,2 from rwanda,5 from kenya,2 from Tanzania and 8 from Uganda	more bands from Burundi and South Sudan should be programmed	achieved, need for more scouting of bands (esp.) in Burundi and south Sudan
	50 Industry professional attending the four days of the market	At least 50 industry professional from different countries participating in conferences /workshop/exhibitions during the 4 days of the event	Attendance List collected during the event	180 industry professionals participated in the different conferences, workshops and exhibitions	further broaden the scope of the industry players to increase participation globally	achieved need to sustain
	Number networking sessions	At least 25 people participating in the 4 networking sessions of the events	Registration lists collected during the event	About 300 people took part in the opening networking session	Further efforts to enhance publicity and awareness of the market.	achieved, continued audience building is required
	Number of conferences and workshops held during the market	at least two conferences and one workshop held daily for the four days of the market	DOADOA program	15 conferences and 2 workshops were held during the 4days of the market	the number of conferences needs to be reduced to allow more time for discussions after every session.	achieved, need to be revised
	Number of collaborations	At least 5 artists participating in 2 collaborations during the event	DOADOA catalogue	3 artists collaborated with the team from In Place of War	need for a recording studio on site to enable more artists collaborations	achieved, need to invest more in recording, and music production
	Outcomes	indicator of effectiveness	Sources of verification	Achieved	Recommendations	Justification of the gap
DOADOA OUTCOME	Increased market connections & networking within the performing arts Industry	20% of the showcase artists being booked by at least 1 booker after the event	Artist's survey	25% of the showcase bands were booked after their showcases at DoaDoa with an average of 2 bookings.	More booking agents from within and out of East Africa to be invited to the market Need to program more band from Burundi, south Sudan and Rwanda	achieved, needs persistence

	Increased exposure of East African Performing arts and artists	100 people from the different East African countries attending the showcases during the four days	Ticket sales	Over 500 people attended the both the day and night showcases	aggressive publicity and awareness With East African industry players is needed to increase participation	achieved higher target to be set for next year
	Enhanced Joint advocacy within East African Performing arts industry	50% of showcase band stating having benefited from performing at DoaDoa	Artist's survey	87.5% of the artists stated having benefited from DoaDoa in several ways which included but not limited to networking, exposure, experience. One of the artists said "by attending DoaDoa event I met different people and made networks with other organizations' in East Africa and also met artists, producers and artist managers"	Exploration of different evaluation method is Key to improve the documentation of the market's impact in East Africa.	achieved
		50% of the showcase artists stating having met at least three musicians from the market that they would wish to collaborate with.	Artists survey	85.7% of the artists who responded to the artists survey noted having met musicians they would wish to collaborate with in future	more studio/recording sessions should be held during the market days	achieved
		5 reviews about DoaDoa and five media houses covering the event before, during and after.	Media and publicity overview	A total of 9 media houses covered the market about -- reviews	Need to engage more media houses especially from other East African countries like Burundi and South Sudan in order to widen the reach.	achieved , need to revise the media strategy
		at least 1000 people reached through the social media campaign	social media statistics	Over 100,000 people reached through the social media platforms	Other social media platforms should be explored to reach out to more people and to have a more direct contact audience (whatsapp) even consider sponsoring social media adverts.	achieved, need to sustain
		100 people attending DoaDoa during the four days	Attendance list filled at the entrance of each venue Ticket sales	1377 people attended DoaDoa both the showcases and the day programme	need to invest more in audience building	achieved but higher target for next year

7. Achievements registered during the project implementation period

Outline and explain the achievements and showcase the success stories registered during the project time frame. See below the table for projects achievements registered during the project elaborated for specific activity.

OUTPUTS: Detail all Planned and actual activities carried out during the reporting period and the actual outputs. Explain any deviation between the planned and actual activities and propose follow-up actions.				
Description of activities planned for the reporting period	Output targets		Level of achievement (achieved/planned) in per cent	Explanation (s) / Performance / Remarks
	Planned	Achieved		
Event programming	An attractive four day event which comprised of 1 cocktail and plenary session, 13 Conferences, 2 workshops, 19 showcases which were executed as planned	✓	100%	It was agreed that a 4 day attractive event should be implemented within the first week of May. We were able to have all the planned activities successfully implemented. Some showcase bands e.g Suzan Kerunen received bookings
Marketing and publicity	Execution of the media plan which Included scheduled Interview, Publicity material was shared in planned platforms Advertisement within the Media partners, Media Coverage of the event by both local and International, Video and Photos shared on the online platforms	✓	90%	The Media plan was executed and implemented as planned. We were able to get the coverage from Local and International Press in print, television, radio and online platforms. We were able to engage the audience during the event through social media platforms We are still in the process of updating the Website and Facebook page with 2018 call , Video Clips and Photos
Event planning Logistics	All the venues , accommodations, travel arrangements, Per diems, speaker's fees, security and	✓	100%	Confirmed venues, travel arrangements, Per diems and fees, Security permits were paid.

	permits payments were made			
Administrative Costs		✓	80%	Transportation of Artists to and from Hotels and to performance place, communication and stationery
Production compilation CD	There is completion of the production of the CD compilation	✓	100%	100 CD compilation of 19 songs of the showcase artists was produced and distributed during the 4 day event

8. Describe the Lesson Learnt during the Implementation of the Project

Much of the work has been done as a follow up on strategies put in place over the years of learning from challenges observed in the past. However More ground work research needs to be done in Rwanda , Sudan and Burundi to increase the participation within DOADOA in terms of showcase artists , panelist and delegates. We managed to get participation from each country but would like to increase the number of showcase bands from each of these countries

9. What are some of the Challenges encountered during the Project Implementation

Describe problems / obstacles that were encountered during the reporting period and what was done to overcome them.

1. Booking the travel for the artists and panelists was challenging. Some panelists kept changing their flight schedules which made it hard to come up with the flight invoices in time but we managed to have all flights schedule booked in time. One of the bus companies we worked with confused the booking for the artists (Kenyan Group) hence causing a delay in arrivals but we managed to call and sort the confusion.
2. Some of the invited panelists (Greg Tendwa from Kenya and Joseph Abuk from South Sudan) were unable to make it for the event henceforth we had to find substitutes for the conferences they were going to facilitate.
3. The rain interfered with some of the showcases at the diner's Lounge particularly on Thursday and we had to get a larger tent put in place to deal with the weather scenario.
4. During the event some of the delegates were finding it hard to transit from the lunch and day showcases to the afternoon showcases we had to constantly remind them to go for the afternoon session.
5. We also faced a challenge of keeping time for some of the conference as moderators were not mindful of the time for the session and also had to be constantly reminded to end the session

10. What are some of the Recommendations from the Project?

The following were the recommendations from the implementation and consideration for the project;

The sixth edition of DOADOA was evaluated positively. However further outreach will need to be followed to attract more International and regional experts, performing artists as well as supporters. Furthermore efforts will need to be placed on sensitizing artists and delegates on the importance of attending the market as means of getting more participation.

11. Next Quarter Work Plan and Budget as per the agreement

Planned Activities	Objectives	Output	Budget Line (extract from the agreed budget)	Responsible
Marketing and publicity	Year-round (social)media engagement and publicity efforts by all partners involved	2,000 delegates present representing 40% Ugandan, 40% East African, 10% rest of Africa and 10% rest of the world	10,015,800	Director Media
Event planning (logistics)	Venue(s), equipment, travel/accommodation, security, and event staff/volunteers arranged	Direct economic contribution: 6 venues, over 1,000 sleeping hours, 8-10 bus and airport pickups, 40 staff/volunteers employed	5,401,800	Director Logistics
Event programming	conference panels identified (15) and showcase bands/acts (15) selected (40% UG and 60% from KE, TZ, RW, BU, possibly ET)	An attractive four-day programme that	725,879	Director Programs
Purchase of Equipment	1 lap top		5,814,346	Administration
Administrative costs			6,698,133	Director Administration
Institutionalization			1,162,637	Director Administration

12. Conclusion and Way Forward

We are grateful to IIDEA project for the partnership the 6 edition of DOADOA was implemented successfully as planned and we hope we could take further this partnership for the coming editions of the Market.