

CDEA Narrative Report

30/10/2017, Dar es Salaam



Project Name: CDEA Creative Economy Incubator for EAC's Fashion and Design Accessories, Film and Music Industries

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Quarter 4 Report

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1.0 Executive Summary

Two master classes were held on May 10, 2017 and the second session held from 20-21 October 2017. Twenty and 21 filmmakers benefited from the project in May and October 2017 respectively. These sessions were facilitated by established film makers from Uganda who are the Alumni of the Maisha Film Lab in Uganda. Maisha Film Lab is a renowned Uganda-based non-profit training film initiative for emerging East African filmmakers and mentorship programme for aspiring filmmakers and youth in Eastern Africa. It encompasses film production, screenwriting, directing, producing, cinematography, editing, sound recording, and acting.

The session in May was conducted by Zziwa Aaron Alone is an award winning film director and producer from Uganda. He has been in the film industry for nine years. He has directed films such as the *Superstition*, which won the best Film at Arusha African Film Festival in 2014 and Silicon Valley African Film Festival 2014. He wrote, produced and directed *WAKO*, which was nominated in Africa Movie Academy Awards for best African language in 2016 and also won best film in Arusha African Film Festival 2015, and was also selected for Zanzibar International Film Festival 2016 and won best sound film in Uganda Film Festival in 2016.

Three volunteers were also involved in marketing the filmmakers from Uganda and selected Tanzanian filmmakers through Midundo Online Radio.

Photography and video documentary were used document the film master classes. In addition, a 30min video documentary on the CDEA Creative Economy Incubator was produced.

The achievements of the masterclass so far are:

- 41 emerging filmmakers attended the film master classes
- Tanzania Film Board sent a representative to attend the masterclass and appreciated the work we are doing
- Maisha Lab Uganda showed interest in future collaboration for longer workshops. It was proposed an eight-day hands on workshop would be beneficial to the incubatees

GIZ also refunded CDEA with TZS20,904,157/=, which was used to implement the Fashion Boot Camp that was held in February 2017. A narrative and financial report have already been submitted and approved by GIZ.

2.0 Introduction and Background

2.1 CDEA's

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2.1 CDEA's Creative Economy Incubator & Accelerator Initiative

CDEA's Creative Economy Incubator & Accelerator Initiative is a platform that empowers artists and organizations to implement their artistic and business ideas based on an open call to join the initiative.

The Incubator Programme provides artistic and business development support through two incubators namely:

- Audio-visual Incubator
- Design Incubator

The Accelerator Programme, on the other hand, will focus on brokering linkages to funding, fund management services and financial literacy training for creative enterprises in the fashion and design accessories, film and music industries in Tanzania.

Through the IIDEA initiative, the CDEA Creative Economy incubator programme will support creatives in the East African region with a focus on mobility of creatives and service providers in the fashion and design accessories, film and music industries, in the early stages of artistic development or market entry in East Africa, with a focus on Uganda and Tanzania

2.2 CDEA's Creative Economy Incubator Services

2.2.1 Technical and business skills development for selected incubatees

Within a one-year period, this project will support the mobility of creative and service providers in the fashion and design, film and music industries from Uganda to Tanzania to participate in CDEA's Creative Economy Incubator Programme.

The incubator will host a fashion and design accessories and musicians boot camps for start-up entrepreneurs in Uganda and Tanzania for the boot camp and will also draw facilitators from Uganda and Tanzania to provide technical support to the incubatees, while business development coaching and mentoring for fashion and accessories designers will be conducted by Thinkers Technologies in Dar es

Salaam, while artist development & artist management for musicians will be carried out by Sauti Academy from Nairobi Kenya.

2.2.2 Platforms to market creative enterprises and services

Emerging film makers in Uganda will showcase their work at CDEA's Pan-African Film Critique Club to a Tanzania audience. This will also be accompanied by a masterclass on industry knowledge such as legal and institutional reforms required for the creative industries development, intellectual property laws, royalty collection and management.

CDEA will also produce creative profiles of the incubatees for CDEA's SanaaBiz Online Portal. Sanaabiz Portal is an information repository and marketplace portal for services in the film, music and fashion and design industries in East Africa.

In addition, CDEA's Midundo Online Radio will be used to interview selected incubatees and market through this platform that has an East African audience.

2.2.3 Mobilizing stakeholders for the Tanzania Creative Economy Impact Investment Conference

Through value chain process facilitation, CDEA's incubator will mobilize technical and business development expertise, investors, and selected creative entrepreneurs who will participate at the Tanzania Creative Economy Impact Investment Conference, scheduled for May 2017.

2.2.4 Documentation of the activities of CDEA's Creative Economy Incubator and Accelerator

The Incubator will use video, photography and articles to publicize the IIDEA activities. These communication products will be disseminated through broadcast and print media, social media (Facebook, Twitter, and YouTube), IIDEA Website and CDEA's new information portal, SanaaBiz Portal.

3.0 Objectives of the Project

- Objective 1. To provide technical and business support for the selected incubatees to make them regionally competitive by March 2017
- Objective 2: To provide regional market platforms for the creative enterprises to to make them regionally competitive the products by March 2017

- Objective 3: To host the Tanzania Creative Economy Impact Investment Conference that will connect CDEA's incubatees and potential local and regional investors by March 2017
- Objective 4: To document and disseminate the activities of CDEA's Creative Economy Incubator incubatees by March 2017.

4.0 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.

Below is a highlight the activities implemented.

4.1. Film Master Class

A total Number of 41 emerging film makers in Tanzania attended the film master classes under the project.

Two sessions were held with the first session held In May 10th, 2017 and the second session held from 20-21 October 2017. In May 20 film makers in May and in October, 21 filmmakers benefited from the project. These sessions were facilitated by established film makers from Uganda who are the Alumni of the Maisha Film Lab in Uganda. Maisha Film Lab is a renowned Uganda-based non-profit training film initiative for emerging East African filmmakers and mentorship programme for aspiring filmmakers and youth in Eastern Africa. It encompasses film production, screenwriting, directing, producing, cinematography, editing, sound recording, and acting.

The session in May was conducted by Zziwa Aaron Alone is an award winning film director and producer from Uganda. He has been in the film industry for nine years. He has directed films such as the *Superstition*, which won the best Film at Arusha African Film Festival in 2014 and Silicon Valley African Film Festival 2014. He wrote, produced and directed *WAKO*, which was nominated in Africa Movie Academy Awards for best African language in 2016 and also won best film in Arusha African Film Festival 2015, and was also selected for Zanzibar International Film Festival 2016 and won best sound film in Uganda Film Festival in 2016.



Figure 1: Call for Masterclass with Aaron Alone Zziwa on Face Book

October's masterclass was conducted by A Producer/Screenwriter/Author Matthew Chan-Piu who has produced notable works like popular "The Hostel" series and "5 at home". Matthews' work has been bought and distributed by Fox and Amazon. Chan-Piu has been in the film Industry for 17 years.



Figure 2: Call for Masterclass with Mathew Chan-Piu on Face Book

The calls were sent Out through CDEA's social pages where film makers in Tanzania were supposed to book a seat by sending an email or a Text message to the programme Officer to get a chance to ttend the masterclasses.

The masterclasses were designed to provide emerging film makers with knowledge from the field. An established filmmaker would share his experience in the field then provide a blue print on tips and tricks on how to go about challenges that filmmakers in their daily production activities.

The masterclass also made Tanzanian film makers learn marketing tips from Ugandan film makers. They also opened doors to working collaboration between the two countries to broaden the markets within the region.

The film makers also learnt about the online market which is now widely growing and serves as the alternative way to generate revenues for their works.

A total Number of 41 emerging film makers in Tanzania attended the film masterclasses under the program. A set of 20 in May and 21 in October.

The film makers were taught the following:

Fundamentals of Film Directing:

Mr Zziwa taught filmmakers on how to make money from two sides of the industry. He acknowledged there is a downtown filmmaking which mass produces for the local market and where *fame* is and there is the 'up-town' filmmaking which is the festival material films. For the case of Tanzania these classes are Bongo movies and Swahili wood. For the downtown filmmaking Mr Zziwa provided his trading secrets of co-production. He he advised the emerging film makers to share expertise and produce at low production costs, the revenues for this production will be used as a source of funding to produce 'up-town' films to attract world credits and awards.

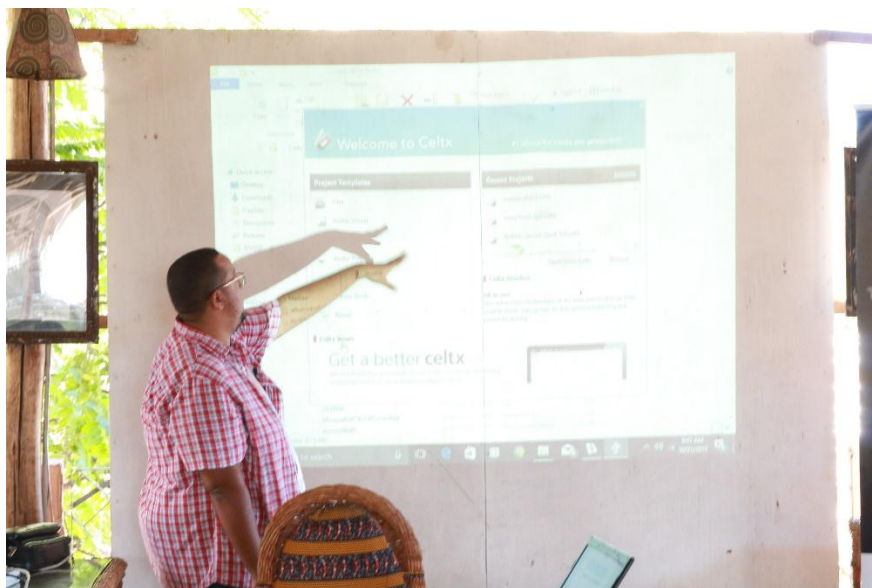
Production:

The facilitator talked about the importance of pre-production. He spoke about script writing and production design. He advised the emerging filmmakers in Tanzania to analyse the production step by step by visualising what it would look like as finished production. He also spoke about Celtx which is a script writing software that includes all the production details including the financial aspects which most producers and directors fail to come up with for their productions.

Mr. Chan-Piu, on the otherhand, described the Production part of the filmmaking and how to deliver a film accurately. He reminded the filmmakers on the importance of each role in the value chain and how to fulfil tasks on time helped one to achieve a good production. He gave an example of his own productions saying that he respects all people in the production line because one fault may offset the whole production, which in the end makes film makers lose respect and credibility even from the people the associate with resulting to poor quality of production that will ruin the reputation of the production house.

Finally, he went on the post production from field work, where he explained about timing the editing part of the production, he spoke about teasers, and promotion videos for the project at hand. Here he said to capture all the steps timely. All the timings should be well indicated on the script which is at the pre-production part of the film production.

He stressed that the filmmakers should invest in software's that produce the best scripts that would indicate task descriptions for the people involved and their costing.



Facilitator Chan-Piu Describing the Celtx Script writing Software to the emerging Film makers (Not on the Photo) during the workshop.

Marketing and Distribution:

With a focus on Online marketing of the films, Mr. Chan-Piu started by giving his Online distribution experience where he told the film makers that it is never an easy task. He advised on starting slow to build confidence, he advised the filmmakers to submit films to festivals, and the media syndicates like Aljazeera, BBC and CNN. And for those who are interested in making nature documentaries should consider the Discovery Channel or National Geographic's while building their portfolios. He is now selling his films on Fox International but he assured the participants it comes a long way in making sure that he produces quality films that interest the investors and distribution media channels. He said his marketing and distribution plan is all put on the script.

One-on-One with filmmakers:

The program scheduled One on-One sessions where the facilitator met Individual participants to listen to their personal production and distribution challenges. He was answering to pressing issues that could help make the person reach his goal. Participants were able to meet him at a personal level and were advised according to one's concerns.

Film Screening

In May, CDEA's Pan African Film Critique club screened '*Break In*' By Aaron ZZiwa. The film had not yet premiered by then. This acted as a Tanzanian Special screening. After the screening the masterclass participants gave feedback to on the theme and the skills utilization on the production. Later the film was nominated at the Uganda film Festival.

Octobers screening was graced by a film *Jinxed* One of the Maisha Lab production. The participants could see by demonstration through the film about what the facilitator spoke about production wise.

and electronic press kits.

4.2. Midundo Radio Volunteers

Three volunteers interviewed 30 participants and aired the programmes featuring the musicians involved in the music boot camp

4.3. Refund of Expenditure for Fashion Boot Camp

GIZ also refunded CDEA with TZS20,904,157/=, which was used to implement the Fashion Boot Camp that was held in February 2017. A narrative and financial report have already been submitted and approved by GIZ.

The below table should be the summary of the activities implemented.

Objective 1. To provide technical and business support for the selected incubatees to make them regionally competitive by October 2017				
Outcome	Output	Inputs	Activities	Status
Outcome 1: Identified Incubatees are able to apply the knowledge acquired in their creative	Output 1.3: 3 Ugandan filmmakers find a platform in Tanzania	Accommodation, DSA, transport, masterclass logistics	Activity 2.2: Emerging film makers in Uganda, to showcase their work to the Tanzania public through CDEA's Pan-African Critique Club	41 filmmakers in Tanzania benefited from 2 Ugandan filmmaker master classes

enterprises by October 2017				
Objective 2: To provide regional market platforms for the creative enterprises to make them regionally competitive the products by October 2017				
Outcome 2: Identified Incubatees are able to broaden their market of their creative products and services by October 2017	Output 2.3: Selected incubatees marketed through Midundo Online Radio	Human resource Online publicity	Activity 2.3.3 Volunteers	3 Midundo Online Radio involved in publicity of the master classes
Objective 4: To document and disseminate the activities of CDEA's Creative Economy Incubator incubatees by October 2017				
Documented evidence of CDEA's Creative Economy Incubator disseminated through various platforms by October 2017	Output 4.1: Monthly social media coverage Output 4.2:Project activities captured in a 30min video	Camera Media coverage	Activity 4.2.2. Office Camera for Project documentation	(video and photography) of the film master class. 30min video documentary of project

5.0 Budget Analysis

The activities planned for the fourth quarter were all successfully implemented CDEA got a refund of funds used for fashion boot camp to the amount of 20,904,157.

Budget line 2.2.1

There was an over expenditure on transport of the facilitators we. He requested for a return flight to Dar es salaam. We paid 958,500 /= for his flight.

Budget line 2.26

We added a Budget line for Meals, this was because the master classes lasted the whole day. This item cost 800,000/= for two days.

Budget line 2.2.6

We added another budget item to pay for BASATA's Permit fee for Mr. Matthew Chan-Piu which Costed 1,000,000/-

CDEA transferred only 19,263,000 from GIZ to CDEA's General account. This left a balance of TZS 1,641 157 from the 20,904,157. This amount was withdraw through cheques No. 0000003 and 0000004 as indicated in the bank statement.

6.0 Describe the Communication Interventions

The Communication approach used was mostly social media where CDEA used its two facebook pages, Midundo radio that has Over 8000 followers and Culture and Development East Africa Page that has over 6000 followers.

Below is a Reach on Facebook page:

Performance for Your Post

May Post:

1,428
People Reached

55
Likes, Comments & Shares

38
Likes

9
On Post

29
On Shares

10
Comments

6
On Post
4
On Shares
7
Shares
6
On Post
1
On Shares
52
Post Clicks
30
Photo Views
0
Link Clicks
22
Other Clicks
NEGATIVE FEEDBACK
0

Hide Post
0

Hide All Posts
0

Report as Spam
0

Unlike Page

October Post:

1,673
People Reached
43
Reactions, Comments & Shares
30
Like
11
On Post
19
On Shares
1

Love
1
On Post
0
On Shares
5
Comments
3
On Post
2
On Shares
7
Shares
5
On Post
2
On Shares
55
Post Clicks
12
Photo Views
0
Link Clicks
43
Other Clicks
NEGATIVE FEEDBACK
0

Hide Post
0

Hide All Posts
0

Report as Spam
0

Unlike Page

Other sharable Links:

https://www.facebook.com/pg/midundoradio/videos/?ref=page_internal

<http://dewjiblog.co.tz/cdea-yaendesha-mafunzo-ya-utayarishaji-filamu/>

<http://www.zinazosomwa.com/c/198792/1/cdea-yaendesha-mafunzo-ya-utayarishaji-filamu>

Print Media:

Habari leo – Sunday Edition No:03959



Daily News on Saturday October 28th 2017



tags on Social Media

#EACIIDEA

#TeamCDEA

#FilmMasterclass

7.0 Describe the M & E intervention implemented

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

GOAL: East African creative entrepreneurs in fashion and design accessories, film and music industries have acquired technical and business knowledge that will make them regionally competitive						
Objective 1. To provide technical and business support for the selected incubatees to make them regionally competitive by October 2017						
Outcome	Output	Activities	Indicators	Timeframe	Responsible	Status
				e		

Outcome 1: Identified Incubatees are able to apply the knowledge acquired in their creative enterprises by October 2017	Output 1.3: 3 Ugandan filmmaker s find a platform in Tanzania	Activity 2.2: Emerging film makers in Uganda, to showcase their work to the Tanzania public through CDEA's Pan-African Critique Club	# filmmakers from Uganda that facilitate a masterclass # incubatees that attend the film master class	May 2017 Oct 2017	Audio-visual Incubator programme officer	2 Ugandan filmmakers facilitate masterclass for in Tanzanian filmmakers 41 Tanzania filmmakers attend the master classes
Objective 2: To provide regional market platforms for the creative enterprises to make them regionally competitive the products by October 2017						
Outcome	Output	Activities	Indicators	Timeframe	Responsible	Status
Identified Incubatees are able to broaden their market of their creative products and services by October 2017	Output 2.3: Selected incubatees marketed through Midundo Online Radio	Output 2.3: Selected incubatees marketed through Midundo Online Radio	# Volunteers working for Midundo Online Radio	October 2016 – October 2017	Audio-visual Incubator programme officer	3 volunteers interview incubatees and their stories aired on Midundo Online Radio

Objective 4: To document and disseminate the activities of CDEA's Creative Economy Incubator incubatees by October 2017						
Outcome	Output	Activities	Indicators	Timeframe	Responsible	Status
Documented evidence of CDEA's Creative Economy Incubator disseminated through various platforms by October 2017	Output	Camera	#	October 2016 – March 2017	Audio-visual programme officer	Documentation (video and photography) of IIDEA project
	Output	Media coverage	photography			
	4.2:Project activities captured in a 30min video		y			
			# video coverage	October 2017		
			# of print articles published			

8.0 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.

The following are the achievements of the project so far:

- 41 emerging filmmakers attended the film master classes
- Tanzania Film Board sent a representative to attend the masterclass and appreciated the work we are doing
- Maisha Lab Uganda showed interest in future collaboration for longer workshops. It was proposed an eight-day hands on workshop would be beneficial to the incubatees

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		
3 Ugandan filmmakers find a platform in Tanzania	3	2	66%	Maisha Lab requested for a flight ticket to Dar es Salaam, instead of a bus ticket so the budget could only cover two facilitators
3 volunteers market incubatees through Midundo Online Radio	3	3	100%	3 volunteers paid a wage
Film master class and final documentation of CDEA Creative Economy	Video coverage Photography	1	100%	Final 30min video of the CDEA Creative Economy Incubator

Incubator				
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9.0 Describe the Lesson Learnt during the Implementation of the Project

- **Relevance of the boot Camp.** Both facilitators (From Maisha Film Lab Uganda and Zarone Motion Pictures) and the participants shared their thoughts on the timeliness of the workshop. They said it came when needed because for one to be better at film production he/she should learn tactics and methods to address their challenges.
- **Regional Integration:** the film makers discussed on various way on how to co-create the films to reach a wider East Africa not only the two programme counties (Tanzania and Uganda). It was discussed that featuring local languages like Kiswahili can also add value to productions to have a broader market because East Africa speaks Swahili. Another niche discussed as was to include East African set design for the films (Location), This came on a touristic view set of film making where East African film makers are supposed to consider showing off their rich motherland to the world and amongst themselves on the other hand there must be clear supportive conditions for the film makers to access these sets in the respective country. Project collaboration as also serves as a unification process within the region where the produced film will have audiences in the countries partnered as well as promote peace through the arts.

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

- **Short Time of the workshop:** Participants and the facilitators commented on the short period of the workshop. They felt like this session needed more time due to the intensity of the topics covered during the workshop. On his side Mr. Matthew said for an intensive course the minimum time he can and has worked with is not less than eight days. During this time the participants have the time to learn more especially the pre-production side of the film making which is an important step and a foundation to good and marketable production.
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11.0 What are some of the Recommendations from the Project?

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

Project Collaboration Between CDEA and Maisha Film Lab- CDEA and Maisha Film Lab could collaborate in various programmes to better the film makers skills set and productions. CDEA could benefit on this collaboration because Maisha Film Lab has expertise and possibilities of helping the incubatees with their film productions through mentorships program. From this collaboration we may be able to formulate curriculums that trainings could be paid for by the participants. Short Term Mentorship from the Facilitator-

13.0 Conclusion and Way Forward

- Online coaching for the participants on script writing. (the facilitator left an assignment for the participants to submit a two pages script written on **Celtix** script writing plug in.)
- Submission of the 2 minutes film to Maisha Lab upon completion: The participants got a chance to work on a co-production on the last day of the workshop. Will have time to complete it and submit it to Matthew for reviews
- Participants creating their profiles on Sanaa Biz portal.

Annex 1: Film Master Class Programme

Date	Time	Activity	Venue	Who
Thursday October 19 2017	14:00 pm	Facilitators Arrival	Hotel	
Friday October 20 2017	9.30.a.m - 9.45a.m	Registration	Eco Sanaa Terrace	Participants
	9.45.a.m - 10.00a.m	Introduction		Angela
	10.00a.m - 11.30a.m	Master Class (production)		Matthew Chan-Piu
	11.30a.m- 11.45a.m	Health Break		All
	11.45a.m - 1.30p.m	Master Class (production)		Matthew Chan-Piu
	1.30p.m - 2.30p.m	Lunch		All
	2.30p.m - 4.00p.m	Q & A/One on One with the facilitator		Matthew Chan-Piu/ncubatees
	4.15pm - 6.30p.m	Film screening	Eco Sanaa Terrace	Incubatees
Date	Time	Activity		Who
Saturday October 21 2017	9.30.a.m - 9.45a.m	Registration	Eco Sanaa Terrace	Participants
	9.45.a.m - 10.00a.m	Reacap of Day 1		Angela
	10.00a.m - 11.30a.m	Film Business		Matthew Chan-Piu
	11.30a.m - 11.45a.m	Health Break		All
	11.30a.m - 1.30p.m	Film Business		Matthew Chan-Piu
	1.30p.m - 2.30p.m	Lunch		All
	2.30p.m - 4.00p.m	Q & A/One on One with the facilitator		Matthew Chan-Piu/ncubatees
Sunday October 22 2017	06:00 am	Departure		

Annex 2: Film Master Class Pictorial

