

# Promoting cultural expressions



**Project full name:**  
Tanzania Cultural Programme (TCP)

**Phase I:**  
2022 - 2025

**Total phase budget:**  
CHF 1'180'000

**Main partners:**  
• Nafasi Art Space

## Project overview

The Tanzanian cultural scene has evolved over the past few decades, with music and dance remaining as the most popular art form across the country. Other mediums i.e. visual arts, media arts, literature, theatre etc. are gradually growing, making way for a more 'urban' culture and budding contemporary art scene, especially in urban areas.

While the sector has made good progress, many challenges remain. Insufficient arts and cultural education, shortage of skilled and qualified cultural managers, and lack of cultural infrastructure are some of the obstacles that prevent the sector from further flourishing. There is generally limited availability of platforms where artists can exhibit, learn, share, perform and exchange their works. Most cultural activities are mainly concentrated in urban areas such as Dar es Salaam, Arusha and Zanzibar.

Switzerland has been promoting and supporting various aspects of the Tanzanian culture since 2005. The Tanzania Cultural Programme (TCP) is consistent with the Swiss Agency for Development and Cooperation Culture and Development Policy, which supports artistic expression and promotes community access to participation in cultural and artistic life. TCP aims to strengthen promising local cultural institutions, advocate for an enabling environment to foster artistic and cultural expressions, and capacitate young cultural actors to increase market opportunities and thus improve livelihoods.

## Overall goal

To contribute to an independent and diverse cultural scene that promotes artistic expression, strengthening social cohesion and inclusion.

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## Approach

The programme aims at contributing to meaningful long-term support to improve access and outreach through an annual open call, and capacitating cultural managers and spaces in other regions of Tanzania.

- **Contribution to Nafasi Art Space (Nafasi):** TCP provides a core contribution towards Nafasi's strategic plan to foster cultural expressions, stimulate public engagement and enhance outreach of cultural productions. Nafasi will manage an open call for proposals that provides small grants to a selected number of youth-focused innovative projects each year to enhance outreach and support artists and initiatives in other regions. Moreover, Nafasi will build the capacities of young aspiring cultural managers through the Nafasi Academy's Curatorial Practice and Arts Management programme.
- **Strengthening capacities of promising cultural spaces:** The programme will provide technical and financial support over a limited period of time to promising platforms, especially those in vulnerable and underserved regions. Support will entail capacity building and institutional strengthening to encourage access beyond major cities, bringing together audiences to experience culture at free or affordable, safe and accessible local spaces or through digital platforms. In addition to capacity building, a one year financial 'booster package' will be given to the selected spaces to enable them to support their activities.

## EXPECTED OUTCOMES

- Young artists from diverse backgrounds freely express and create their artistic works.
- Cultural spaces in underserved regions have improved capacities, provide platforms and public access to local art and culture, stimulating active public engagement.

## Beneficiaries

The direct beneficiaries are independent cultural spaces, and cultural managers in Tanzania. A special attention will be given to young people, especially young women, and spaces in vulnerable and underserved communities. The indirect beneficiaries include artists and the general public.