

3. Supporting democratic institutions all over the globe

The national infrastructure for culture and media has to be developed and supported by the Government in each country in order to be efficient and long lasting. Therefore it is crucial to support both the development of professionals and structural improvements such as capacity building within institutions.

The Swedish African Museum Programme, SAMP, is despite the name an intercontinental network of museums in Sweden, Africa, Asia and Latin America. The participating museums are developing projects that address poverty reduction and human rights issues in creative manners. By focusing on building network capacities, enhancing the communication skills and developing robust financial systems, it is possible for the members in the network to follow their visions and to establish accurate working methods.

The number of museums participating is increasing: During 2006 a total of 55 museums from 29 countries have been engaged in SAMP, and six new museums entered the network.

The projects are raising issues closely connected to the lives of poor people: 40 museums are involved in 20 ongoing projects. A number of museums work closely with children both through the formal education system and informally regarding different subjects to promote their cultural heritage. All projects have a direction towards poverty alleviation and development of democratic values in the long perspective.

The museums are developing into stronger institutions: SAMP has developed unique cross-border approaches, working systems and methods.

Reference:

SAMP Report January–September 2006

4. Act locally, unite globally for human rights

There are several important organisations working for the improvement of the freedom of expression and right to information on a global scale. Local members write alerts to their respective headquarters whenever they notice any wrongdoing – such as imprisonments or harassments of journalists, editors, artists – or corruption within national legal systems. The critical texts are distributed globally, most often by Internet, to encourage activism. The national members receive training, small grants or other kinds of support. The Nobel Prize Laureate of Literature in 2006, Orhan Pamuk, received support when being prosecuted by the Turkish state. The Writers in Prison Committee of the International PEN were supporting him during the trials.

Coordinating important information: By the end of 2006, the average of 6 million viewers per month was registered on the website of IFEX, The International Freedom of Expression eXchange.

Raising awareness on wrongdoings: The local partners of IFEX and the headquarter issued 2700 alerts in 2006, an increase by 17% since 2005.

Collaborating on a local level: Several joint actions of local and global organisations in cooperation were coordinated. The global organisations could boost the locals and support their cause. Furthermore, protests against journalists being murdered have been jointly made in Sri Lanka, Tunisia, Iraq and Lebanon.

References:

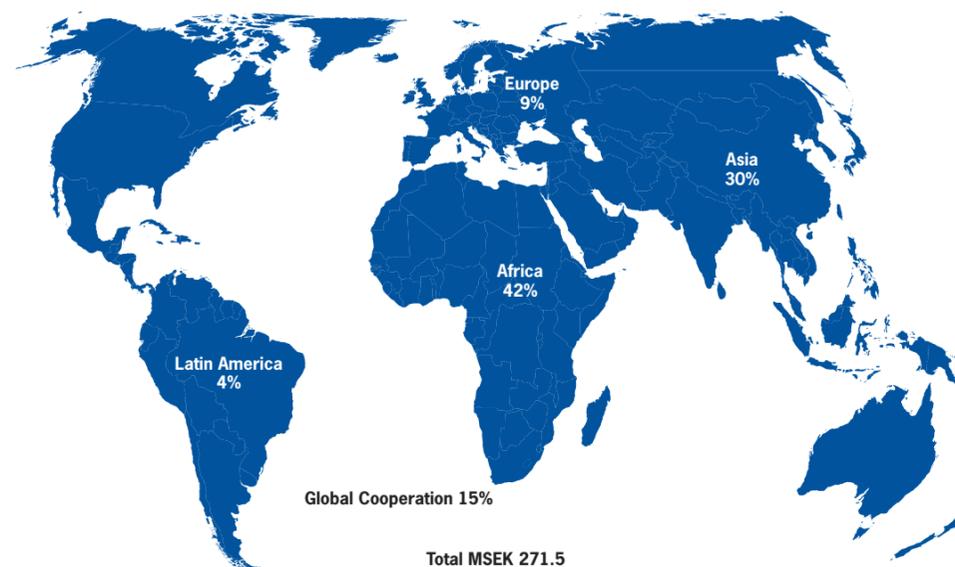
IFEX annual report 2006

International PEN annual report 2006

5. Professional theatre empowers the children

Modern theatre in South Asia is rarely directed towards children and youth and is not used in schools as a pedagogical method. The regional project in India and

Sida Culture and Media Cooperation 2006, in the world



Bangladesh, “Children’s Voice, has introduced professional theatre for children for the first time through four participating organisations. They are reaching a broad audience in the sphere around schools.

Around 100 persons such as teachers, headmasters, parents and representatives for school authorities in India were interviewed with regard to the impact of the project, especially about the effects of the long lasting drama training workshops:

Creative work empowers the children: The adults observed a significant difference in the children’s behaviour and development after the drama training. Most children demonstrated increased self confidence, creative thinking and capacity to discuss and express their opinions. The children often reached better results in school.

Increased use of modern pedagogical methods: 75 schools took part in regular training activities for children, teachers and parents and 400 teachers participated in training workshops for theatre in education.

Impressive number of performances: The four organisations made 500 performances of 21 productions and reached an audience of 140 000 persons, mostly chil-

dren. Trained children’s groups have carried out 150 performances at festivals and reached an audience of about 50 000 people.

References:

Swedish Centre of the International Theatre Institute: Regional Theatre Collaboration in South Asia 2004–2008 “Children’s Voice”, Project Report for 2006

The Regional Children’s Theatre Project in South Asia; A Review of Project Activities in India; Karin Markensten, December 2006

Halving poverty by 2015 is one of the greatest challenges of our time, requiring cooperation and sustainability. The partner countries are responsible for their own development. Sida provides resources and develops knowledge and expertise, making the world a richer place.



SWEDISH INTERNATIONAL
DEVELOPMENT COOPERATION AGENCY

SE-105 25 Stockholm Sweden
Phone: +46 (0)8 698 50 00
Fax: +46 (0)8 20 88 64
sida@sida.se, www.sida.se



MAY 2007 • DIVISION FOR CULTURE AND MEDIA

Sida’s contributions 2006

Results from Sida’s support to culture and media development



Introduction

Sida supports interventions in the areas of culture and media that aim at the empowerment of people living in poverty and have as their starting point the right to freedom of expression, cultural rights, the right to information and the right to participation. In order to explain how these two areas contribute to poverty alleviation and the strengthening of human rights, a new policy was established in 2006. The policy also serves as a guide in the preparation of interventions in culture and media promoting participation, dialogue and communication. Cultural expressions and the use of media often may be seen as tools to bring forward messages and crosscutting issues in any intervention of Swedish development cooperation. The voice of the poor is evident and straightforward.

The policy singles out five goal areas for culture and media support:

- Cultural freedom and cultural diversity
- Freedom of expression and access to means of expression
- Access to information and ideas
- Conflict prevention and increased tolerance
- Local production, economic growth and employment

This brochure presents progress results from support within media and culture during 2006 with a small but representative selection of projects. The earlier product called “Facts and figures” has consequently been replaced.

The graphs and diagrams show a continued increase in contributions to culture and media interventions. We are also convinced that culture and media will increase its role as crosscutting tools in many of the interventions through Swedish development assistance.

1. Lifelong learning in the media: Vietnam

Freedom of expression and access to information are human rights for people. These rights should also apply to people living in authoritarian states. Transitions towards democracy are periods where the media is in the centre of the changes. Therefore it is important to support the development of media before, during and after periods of transitions.

Sweden has a long lasting relationship with Vietnam which has enabled a very fruitful cooperation, even on sensitive issues, in the areas of culture and media. The cooperation has focused on creating more professional media while they are important players in poverty reduction and good governance. The following results of the Sida support to the media were found in an independent monitoring report from 2006:

Deeper understanding of media's role as a watchdog in society: Professionals taking part in Sida funded training have a deeper understanding of the role of the media as watchdogs in society. Reporting about a cor-

ruption scandal at the Ministry of Transportation, illustrates very well that the media not only have a deeper understanding but are also more than willing to execute this role when needed.

Changed media content: The Vietnamese media provide more in-depth stories on poverty, health, education, and HIV/AIDS.

Increased number of Vietnamese journalist trained: Around 1000 journalists took part in the training on short term courses during the first phase 2000-2004. In the present second phase of the project, more than 1000 journalists and editors have already been trained, of which 543 in 2006. In addition, in-house training programmes were implemented at selected media: print, radio, television and on-line media.

References:

Independent Monitoring Mission, – mission 1:2006 – Media in Vietnam 2006 – Looking back, going forward, SPM Consultants, 2006/09/17

Independent Monitoring Mission – mission 2:2006 – Follow up of performance 2006, SPM Consultants

2. Cooperation over the borders: East African communities

Professionals learn very much from each other in similar situations. Sida's Division for Culture and Media supports several regional development cooperation programmes, for example, the East African Community Media Project. The EACMP is an initiative of four partners working with community media.

Contributing to diversity and more options: The radio stations have provided options to the listening community, and supported them to become the subjects of their own development processes, as shown in an impact assessment of three radio stations during 2006. The Mang'etele Women's Community Radio in Ntongoni in Kenya for example, is seen, by the public, very much as a protecting watchdog. The radio is informing and educating its listeners, and at the same time helping defend them against public malpractice, against harmful traditions, against male chauvinism etc. The radio is described as someone who takes you in the hand, as a companion and a protector.

Contributing to the generation of material resources: The radio stations have facilitated an improved livelihood in the area through information in trading and business development. The stations are empowering women to be more economically active and take up loans, thus strengthening both the families and the women.

A farmer in Kagadi in Uganda says the following about the KK Community Radio in western Uganda: “...for us farmers the radio helps a lot with information about prices of at least bean and maize. For us, who are not so far away from the lake, it is important to know both the prices at the lake (Lake Albert) and in Kampala. Then we can decide where to sell.”

Contributing to empowerment: All of the three local community radio stations have empowered the community around the radio through reinforcing identity and dignity – not least for women, girl children and people living with HIV/AIDS.

References:

An Impact and Sustainability Assessment of EAMCP, Jallof, Birgitte, January 2007

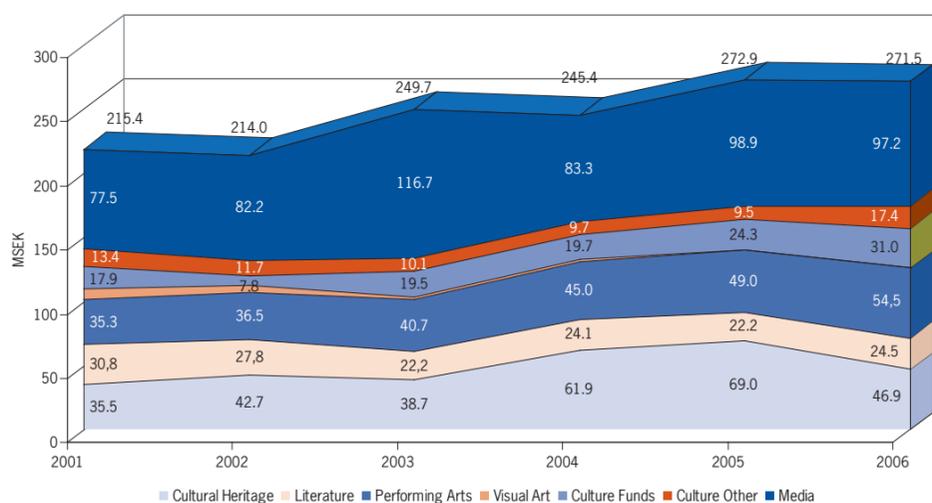
Report from Kibale-Kagadi Community Radio and selected communities – Human rights is the mother of all community change! Jallof, Birgitte, Lwange-Ntale Charles, January 2007

Sida Culture and Media Cooperation in 2006

Programme Area	DESO, Div for Culture/ Media and Country Programmes	Dept for EUROPE	Other Sida	Sida TOTAL
Cultural Heritage	38.7	-1.8	10.0	46.9
Literature	24.4	0.1		24.5
Performing Arts	54.3	0.2		54.5
Culture Funds ¹	31.0			31.0
Culture Other	17.1	0.1	0.2	17.4
Media	69.6	13.6	14.0	97.2
Total Culture and Media	235.1	12.2	24.2	271.5

¹ Culture Funds include Culture Partnership Programme in South Africa and the Culture Trust Funds in Tanzania, Vietnam and Zimbabwe. It also includes the support through the Swedish Institute for Cultural exchange with developing countries. In previous presentations (Facts and Figures) Culture Funds have been presented together with Culture Other under Cross Culture.

Sida Culture and Media Cooperation 2001–2006



Sida Culture and Media Cooperation 2006, by country/region

