



Republic of Zambia

DRAFT NATIONAL ARTS POLICY

“A Creative, Dynamic and Sustainable Arts Sector Contributing to National Development”

FEBRUARY, 2023

DRAFT FOR CONSULTATIONS - FEB/MAR 2023

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FOREWORD

The New Dawn Government has prioritised the development of the arts sector through the elevation of its representation at the Arts Directorate under the Ministry of Youth, Sport and Arts. To add impetus to the process of accelerating the take-off of the arts sector, the Government has developed this inaugural National Arts Policy that will spur the growth of the arts sector for national development. Zambia is a nation of great talent, and it is Government's desire for all the people of Zambia to enjoy the rich arts sector.

Government’s vision for the arts is “A Creative, Dynamic and Sustainable Arts Sector Contributing to National Development.” This Policy is informed by Government’s strategic focus areas as contained in the Eighth National Development Plan and Vision 2030 which require all sectors to support economic diversification programmes. In addition, there has been wide consultation with stakeholders including artists, National Arts Associations and the public.

The Policy is built on the premise that Zambia, like most African countries, has been impacted by globalisation which has presented a myriad of opportunities for art products, creative services, production and distribution. It is critical that Government in partnership with key stakeholders provides the arts sector with a platform to provide employment opportunities for Zambians to produce creative content that can contribute to their prosperity and the growth of the national economy.

This Policy is created for the Zambian arts sector to address previous challenges experienced due to a lack of policy and legal framework, adopting global best practices to allow the Zambian arts sector to attain international recognition.

The Policy areas are Arts Business and Creative Industries, Arts and ICT, Arts Education and Capacity Building, Arts Infrastructure Development, Arts Research and Development, Legal Framework, National Identity, Social Development as well as Legal and Regulatory Framework. Cementing these Policy areas are cross-cutting issues such as gender, disability, HIV and AIDS, and the environment.

Critical to the successful implementation of the policy is a local, regional and international collaboration to facilitate investments in infrastructure, capacity building and pollination of ideas.

I am therefore very happy to present the first-ever National Arts Policy as it is a sign of great hope for the arts of the Republic of Zambia and for all of us.

Hon. Elvis Chishala Nkandu, MP
MINISTER OF YOUTH, SPORT AND ARTS

ACKNOWLEDGEMENT

Developing the first National Arts Policy was not an easy endeavour. I would like to express our deepest appreciation to all our partners for their continued support, especially during the process of developing the National Arts Policy.

Special thanks go to the National Technical Working Group comprising various stakeholders from line Ministries, Civil Society Organisations and artists, the National Arts Council, Government officials at the National, Provincial, District, and Ward levels as well as the National Arts Associations for their financial and technical support.

Appreciation also goes to the Policy Analysis and Coordination Division of the Cabinet Office for guidance and support during the process of developing the Policy. I thank the staff in the Ministry of Youth Sport and Arts for spearheading the preparation, drafting, and facilitation of broader stakeholder consultations.

I also wish to acknowledge the contribution of our artists whose active participation has made this exercise possible. Many thanks to everyone for their valuable contributions. I look forward to the implementation of the Policy.

Fumba Chama (Mr.)

Permanent Secretary - Arts

MINISTRY OF YOUTH, SPORT, AND ARTS

WORKING DEFINITIONS

Arts	Creative disciplines comprising of music, film, theatre, literature, painting, sculpture and dance.
Artist	A person who paints, draws, acts, writes, sings, performs or makes creative artefacts. Actors, musicians, dancers, sculptors, creative writers, illustrators and filmmakers are artists. An artist uses imagination and emotion to produce aesthetic content. Songs, images, plays, dances, literary texts and films are made by artists.
Arts business	Selling aesthetic merchandise, trading creative services and buying art. Arts business involves the sale of products such as movies, novels, songs, crafts and paintings. Music concerts, stage plays, poetry recitals, gallery exhibitions and dance performances are services in arts business. Clients pay to access artistic products and experience creative services. An arts business is a company that trades goods created by artists.
Arts education	Teaching artistic skills and learning creative competencies. Arts education includes music lessons, dance training, drawing tutorials, creative writing workshops, literature lectures, acting classes and film seminars. At schools, arts education introduces pupils to creative expression. Arts students earn qualifications after completing tertiary courses in visual arts, music, literature, theatre or film.
Artistic expression	Producing songs, paintings, poems, stories, movies, crafts or choreography. Artistic expression occurs when humans apply imagination to convey aesthetic ideas.
Artistic freedom	The right to make art. Creative liberty includes the right to work gainfully as an artist. Freedom of artistic expression is a right enshrined in the Laws of Zambia.
Arts infrastructure	A building, venue or virtual space that houses artists, exhibits artworks or offers creative services. Arts infrastructure includes theatres, craft villages, libraries, concert halls, cinemas, bookshops, galleries and art studios.
Arts sector	Creative industries that produce music, crafts, images, literature, film and theatre.

Cinema	A facility that plays films for the public.
Community theatre	An acted performance that delivers messages to social groups. Community theatre actors perform plays designed for specific audiences such as children, voters or vulnerable populations. Community theatre shows are taken to public places such as streets, markets, neighbourhoods and villages.
Community arts	Creative expression that mobilises members of the public. Community arts are led by professionals who engage amateurs to participate in acting, dancing, painting, singing or writing. Carnivals, fairs and festivals are forms of community arts.
Contractual bargaining	A legal agreement. Contractual bargaining takes place when parties negotiate to reach an understanding.
Copyright	Laws that prevent the public from reproducing an artist's work. Reproduction is legislated by the Copyright and Performance Rights Act.
COVID	A pandemic caused by SARS-CoV-2, a virus discovered in 2019. Government of Zambia first recognised Coronavirus Disease in Statutory Instrument number 21 of 2020.
Concert halls	A venue that enables audiences to experience live performances.
Crafts	Artefacts made in traditional styles for aesthetic purposes. Handicrafts are visual arts products. Crafts include baskets, pottery, chitenge accessories and musical instruments.
Creative industries	The organised production of art. The music industry, film industry, literary industry, theatre industry and visual arts industry are collectively called creative industries. The term creative industry refers to all artforms in the sector.
Cultural diversity	A policy that recognises the dignity of all ethnic groups. Implementing cultural diversity ensures that Zambia's 72 tribes access equal opportunities in the arts sector.
Creative writing	Literary texts such as poems, short stories, scripts and novels. Creative writers compose literature by arranging language ingeniously.
Cultural values	Social ideologies that groups reinforce through art, customs and traditions.

Cultural workers	Professionals who specialise in heritage.
Dance	Choreographed movement. Dancers perform by moving their bodies artfully.
Dance arena	A venue where audiences watch dance performances.
Design	An image made for aesthetic purposes. This artform is regulated by the Industrial Designs Act.
Digital arts	Creative products made with telecommunications technology such as smartphones, tablets or computers. Audiobooks, e-literature, MP3s, streamed shows, virtual performances and high-definition videos are digital arts.
Employment relationships	Industrial partnerships in the workforce. In professional relations, employers pay employees to accomplish work.
Entertainment	An industry in the arts sector. The entertainment industry operates through the mass production of popular content for large audiences.
Exhibition gallery	A space that permits audiences to view visual arts products such as paintings, sculptures, crafts and photographs.
Fashion	An industry that manufactures aesthetic apparel. Fashion designers are artists who create attractive clothes, beautiful shoes and appealing accessories.
Fine arts	Literature, images and music produced in accordance with the highest professional standards. Fine artists are experts who apply advanced knowledge to create exceptional artworks.
Formalisation of the informal economy	Turning undocumented artists into taxpayers. Informal entities do not pay taxes. Artists become formal workers by joining co-operatives, registering arts businesses and partnering with companies.
Gallery	A space that exhibits artworks.
Intellectual property protection	Legislation which ensures that creators own their artworks.
Library	A collection of publications stored in a physical building or virtual space.
Markets	Commercial platforms where goods are sold and bought.

Media arts	Creative productions on radio, television, film and the Internet.
Music	Aesthetic sounds created by singers and instrumentalists.
Museum	An institution that curates noteworthy artefacts such as sculptures, paintings, photographs and archives.
Parks	Recreational gardens for the public.
Performing Arts	Creative productions presented to live audiences. Performing artists include actors, dancers, musicians and poets. Plays, concerts, book readings, installations and carnivals are types of performing arts.
Photography	The production of images captured by camera. Photography is a two-dimensional artform in the visual arts category.
Poetry	A literary text that displays language in metre, free verse or spoken word.
Recreation	Leisure activities.
Right to art	Policies that empower all people to enjoy the arts.
Stage theatre	Scripted plays performed on an elevated platform by actors.
Studio	The workplace of an artist.
Tourism product development	Creating souvenirs and offering attractions for travellers and sightseers.
Value chain	A network of service providers in an industry. Value chains in creative industries include production (artists), management (record labels, talent agencies, publishers, Government, investors, sponsors) and distribution (mass media, performance venues, galleries, festivals, retail shops).

Visual Arts	Images produced for aesthetics. Three-dimensional visual artworks include sculptures, installations and crafts. Two-dimensional visual artworks are paintings, drawings, designs and photographs.
Vocational pathway	Resources that guide the youth to choose careers.
Wage Standards	Emolument policies that stipulate minimum payments in employment.
Workshops	Production facilities where goods are manufactured. Workshops also refer to educational meetings where participants learn skills.

LIST OF ACRONYMS

IBA	Independent Broadcasting Authority
ICT	Information and Communication Technologies
IFACCA	International Federation of Arts Councils and Cultural Agencies
ILO	International Labor Organization
MYSA	Ministry of Youth Sport and Arts
NAC	National Arts Council of Zambia
UNCTAD	United Nations Conference on Trade and Development
UNESCO	United Nations Education, Cultural and Scientific Organization
WIPO	World Intellectual Property Organizations
ZICTA	Zambia Information Communication, and Technology Authority
ZAMCOPS	Zambia Music Copyright Protection Society
ZARRSO	Zambia Reprographic Rights Society Organization
ZRA	Zambia Revenue Authority
ZIPAR	Zambia Institute for Policy Research and Analysis
ZSA	Zambia Statistical Agency

1.0 Introduction

1.1 Background

Since independence, the arts in Zambia have operated with an inadequate legal and Policy framework. This has undermined the development of the arts sector thereby reducing its capacity to effectively contribute to National development. The establishment of the National Arts Council of Zambia in 1994 made some strides but it has not been enough to structure the sector. For years, the arts have operated without any comprehensive Policy framework to facilitate and stimulate meaningful growth in the Arts. This lack of a Policy framework has had other implications such as poor coordination, limited growth and artists working under unfavourable conditions in the sector.

Consequently, the Government has realised that the arts are an essential economic sector with the potential to create jobs, improve the welfare of artists and can contribute to sustainable National development. Beyond intentions to transform the arts into a viable sector for social development and economic growth, this National Arts Policy also reflects aspirations and goals of contributing to National identity.

This Policy document is divided into five chapters. Chapter one is the introduction. Chapter two delivers a situation analysis that explains the state of the arts sector in Zambia. Chapter three provides the vision, rationale and guiding principles. Chapter four outlines the Policy's objectives and implementation measures. The implementation framework in chapter five highlights the institutional arrangement, legal framework, resource mobilisation, as well as monitoring and evaluation of the Policy.

2.0 Situational Analysis:

2.1 Overview of the Arts sector

Zambia has a diverse, and rich artistic heritage. The arts in Zambia draw their inspiration from the beautiful and diverse culture that the country has, and the warm hospitality of the people. Zambian arts - whether performing, visual, creative writing, film or media - have continued to grow over the years. With this growth, it has become important that the Policy and legal framework is developed to harness the growth and instil sustainability and resilience in the arts, particularly in this post-COVID era of unpredictability.

Several studies have been undertaken in the recent past to determine the economic contribution of the arts in Zambia. In 2010, the United Nations Conference on Trade and Development (UNCTAD) published a landmark document titled "Strengthening the Creative Industries for Development for Zambia." The report recognised for the first time, the role of arts in economic development. It further highlights the creative and cultural industries through job creation, trade, export and overall contribution to the National Gross Domestic Product. According to a scoping study undertaken by the Zambia Institute for Policy Analysis and

Research (ZIPAR), “the Creative industries contributed modestly to the Zambian economy at 2.5% of the total employment in 2010; 0.04% of exports; 1.0% of imports in 2011.” The latest information, however, indicates that the arts, entertainment and recreation’s contribution to the National GDP has been unstable from 2016 at 0.5%, in 2017 reduced to - 4.0%, then increased to 12.2% in 2019, and fell to 3.8% in 2020. Further, the 2021 National Economic Report indicated that the Arts, Entertainment and Recreation posted a 25% GDP growth and contributed 0.3% to National GDP.

In addition, the Zambia Labour Force Survey of 2019 indicates that the arts, entertainment and recreation contribute a total of 22,118 jobs of which 13,160 or 59.5% are male and 8,958 or 40.5% are female. As a share of the National employment, the arts employ 0.2%, this is very minimal considering the heralded potential of the sector. The arts are not as informal as would be expected as only 54% of those employed in the arts are in the informal sector. This could either be a result of the methodology for the data or due to the classification of the arts within the Arts, Entertainment and Recreation which includes other sectors such as sports. The 2020 Labour Force Survey further reported that 10,980 Youths are employed in the Arts, Entertainment and Recreation.

This may not be representative of the sector outlook but the data from the 2018 report by Zambia Information Communication, and Technology Authority (ZICTA), highlighted that what could be termed as the baseline for movies and video streaming was 21.3% of total usage, while music and recordings were at 19.3%, gaming at 11% and Television at 7%. The expectation is that these figures have significantly changed in 2022 due to the increase in digital uptake and the COVID-19 lockdown. The Zambian arts sector has several challenges that continue to undermine its contribution to the economy of the country. The digital era has introduced new challenges which the current Policy and legal framework are not responsive to and appropriate for the new demands of a fast-growing digital era. The Arts Policy will therefore have provisions that will address these opportunities and challenges presented by the digital era. With online video-on-demand and streaming digital platforms, there is a need for Policy direction as regards the digital space.

The Eighth National Development Plan (8NDP) offers a high-level framework for policy consideration as it relates to national priorities and programmes. In the 8NDP, the arts first appear under 5.0 Strategic Development Area 1: Economic Transformation & Job Creation. In Development Outcome 1: An Industrialised and Diversified Economy, section 5.4.4 Strategy 4 states that “basketry, local cuisine promotion, curio-making, music and dance” are “opportunities for job creation for local communities.” Developing creative industries is a strategy to boost employment.

In the 8NDP, the arts are also covered under 6.0 Strategic Development Area 2: Human & Social Development. Under Development Outcome 4: Reduced Poverty, Vulnerability and Inequality, the arts together with sports will be expected to decrease hardship through the creation of jobs and income opportunities for youths and rural populations. Section 6.7.2 Strategy 2 states that arts development is a social strategy for enhancing youth welfare. “To

promote the wellbeing of juveniles and reduce delinquency, Government will, among other measures, promote the development of sports, arts and culture in communities.”

2.2 Creative Industry and Arts Business Arts Business and Creative Industries

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in digital uptake and the COVID-19 lockdown. The Zambian arts sector has several challenges that continue to undermine its contribution to the economy of the country. The digital era has introduced new challenges which the current Policy and legal framework are not responsive to and appropriate for the new demands of a fast-growing digital era. The Arts Policy will therefore have provisions that will address these opportunities and challenges presented by the digital era. With online video-on-demand and streaming digital platforms, there is a need for Policy direction as regards the digital space.

The Eight National Development Plan (8NDP) offers a high-level framework for Policy consideration as it relates to National priorities and programmes. In the 8NDP the arts appear under Development Outcome Four, Reduce Poverty, Vulnerability and Inequalities. Under this outcome, the arts together with sports will be expected to drive the government agenda in reducing poverty and vulnerability through the creation of jobs and income opportunities for youths and rural populations. The arts are also covered under Development Outcome One. “The Government will revamp the art sector and support its recovery from the COVID-19 pandemic, as it presents opportunities for job creation for local communities through activities such as crafts, basketry, local cuisine promotion, curio-making, music and dance.”

2.3 Increasing role of ICT in the Arts

The use of Digital Technologies can enhance the artists’ economic, social and cultural value of their products by acquiring information, practice skills and knowledge to be understood and appreciated. Digital Technologies for instance can be used to enhance skills and knowledge by acquiring much-needed skills, information and capacity. Technology on the other hand has become a progressive influence in our society. It has especially influenced the way that artists create and appreciate art. Artists in different art fields now use digital technologies to promote creative expressions, such as visual effects, music, fashion and design by creating original works with technological tools.

The 2021 Zambia Information Technology and Communication Agency (ZICTA) annual report indicates a sharp increase in digital uptake. This is particularly the increase in the consumption of music and films streamed online, where there is a marked opportunity to expand these platforms. Driven by high levels of internet and smartphone penetration, an increasing number of people are streaming content, especially movies, music and game. The creative industries are positioned to benefit from this increased demand for creative content online. But these opportunities are not available to all, partly because there are places within the country that still have challenges in terms of the Digital Technologies infrastructure or cost of access.

Nonetheless, artists are using software, virtual galleries and digital cameras to leverage their creativity and capacity. More artists are using computers and smart devices to connect and gain inspiration from each other and market themselves. Consumers too can discover many new artists and keep up to date with their favourite entertainers through social media

platforms. Digital Technologies have also brought increased income-making opportunities through innovative and convenient payment platforms. These fin-tech inventions have the potential to grow audiences and revenues for artists. However, there is still a gap in aligning artist products and services with these platforms, locally.

Advancement in Digital Technologies in Zambia has not been without downsides. The following are some of the challenges in Digital Technologies: associated high costs of software upgrades; heightened copyright infringement; artists using Digital Technologies without the necessary skills or understanding of the risk of internet platforms; cyber-bullying; breach of privacy and leakage of confidential information or wrongful use of internet exposing artists to negative publicity.

2.4 Arts Education and Capacity Building

Zambia's current arts education is guided by the Education Curriculum Framework of 2013 which introduced a two-tier curriculum system and trade test for Grades 8 to 12. However, the system does not provide for arts education with stand-alone subjects at early childhood and primary levels. At the secondary level, pupils have an option: to pursue either the academic pathway which has the core subjects without the arts, while pupils under the vocational pathway have the core subjects and the arts. This lack of continuity results in learners opt-out of arts subjects at the junior secondary level (Grades 8-9) to senior level (Grades 10-12). Such is the unclear career pathways for learners who opt for vocational subjects after graduating from secondary school, and the hindering of learners with interest in both academic and vocational subjects to not pursue both tiers at the same time. The 2013 Curriculum has been under review and the arts sector had an opportunity to present some input in the review process. It is expected that these submissions will be considered in the process of finalisation of the new Curriculum Framework.

Outside the formal learning environment, several art schools and community centres have emerged, though insufficient for various reasons. These privately-operated centres offer art classes, particularly dance, music and fine arts. Located mostly in urban areas, these centres are not accessible to many due to the high cost of enrolment or their distant physical location. Community-based arts centres which could offer broader access to arts education are limited and also mostly found in urban, too. Generally, opportunities for arts education at the community level in urban areas, have declined, with several local authorities turning the few arts or entertainment facilities into other uses outside the arts.

With the noted growth of the arts sector in Zambia, it is expected that there will be an increase in demand for skilled artists. This consequently places a high demand on the arts education providers to respond to growing demand. However, underfunding of arts education, deficient resources (teachers, teaching and learning aids, equipment, and tools, among others), scant institutional support, undersupplied trained personnel and under-provided institutions offering creative arts degree programmes continue to undermine the development of arts education. Several private institutions have come on the scene to fill in the gap, particu-

larly at the community and tertiary levels.

Another avenue that has played a critical role in skills development has been International corporations and exchange programmes. Zambian artists have been able to acquire skills through exchange activities. However, the challenge with most exchange programs is that they have been initiated by host countries and Zambian artists cannot develop programmes according to their needs.

2.5 Arts Infrastructure Development

Infrastructure in arts includes theatres, concert halls, cinemas, studios, dance arenas, galleries, libraries, parks, museums, workshops, crafts markets, exhibition halls, creative hubs, and virtual spaces among others. Most such arts infrastructure in Zambia was constructed before 1964 and initially owned by mines or local authorities before being surrendered to communities or private companies.

These are now dilapidated or not accessible to artists as their use has since been changed. A few investors have developed arts facilities though they are located mostly in urban areas. The rural areas have not received much investment apart from selected provincial centres, which have government-constructed cultural villages. Currently, the country overall has limited investment in infrastructure at the ward, constituency, district, province and National levels. At the rural and urban planning level especially, the development of or investment in arts infrastructure is generally not included.

The few available Community owned arts spaces are faced with governance issues, lack of transparency in operations, limited cash in-flow to maintain facilities and limited seating capacity reducing their economic viability.

2.6 Arts Research and Development

The UNESCO Framework for Cultural Statistics is the global standard for collecting data on the creative and cultural industries. The framework provides guidelines on the required variables that need to be collected in the arts sector. This Framework is yet to be domesticated within the Zambian National statistics framework.

Arts research generates data and statistics which enable policymakers to evaluate the impact of the arts on the people, the state of the sector, audience segments and consumption patterns.

In Zambia, Local research in the past has been conducted by the African Research Institute, the Institute of Economic and Social Research and other local stakeholders. Further, in a global context, arts-related research in the sector has been conducted by the United Nations Education, Science and Culture Organisation (UNESCO) through the Creative Economy Reports for 2008, 2010, 2013, 2019, 2020, and 2021, done by United Nations Conference on

Trade and Development (UNCTAD, 2010), the European Union (EU, 2017), Zambia Institute for Policy Analysis and Research (ZIPAR, 2013). One of the latest local informed research that was very informative to the sector was done by the European Union ‘Support to the Creative Sector in Zambia’ (2017).

National Economic Reports in Zambia have contained statistics on the performance of Creative Industries. However, the data is clustered under Recreation, Culture and Religion. This has made it difficult to establish the actual contribution and impact of the arts on National development in terms of GDP, jobs or other activities. This lack of consistent or reliable statistics has the potential to undermine decision-making and planning.

Commissioned research in arts or creative industries in Zambia has been the missing link to giving information for informed decision-making. This is because the mapping of events such as festivals, exhibitions, film shows, theatre shows, art markets, and fashion shows, is not consistently conducted for the necessary information to aid in planning and sourcing for funding the sector.

From the aforementioned, Zambia is in dire need of arts research that is a systematic mode of formal qualitative and quantitative collection of data for making informed decisions. There is also a need to create structures that will support arts research and the collection of information such as statistics that will help to plan for the sector. Further, the mapping of most art activities will need to be planned for, as these may not be captured in the commissioned research works because they are event-related.

2.7 Legal Framework

The National Arts Council of Zambia Act was enacted in 1994 and is the principal legislation that gives recognition to artists and arts organisations. It establishes the National Arts Council with a mandate to regulate, promote and develop the arts in Zambia. In contrast, the Act does not provide for an institutional framework to give effect to the distribution of functions within the sector in terms of the Ministry, statutory bodies and professional bodies. While functions such as regulation, development and research are not independent of each other, the NAC mandate does not allow it to handle artists' welfare. This power needs to be expanded to the regulation and establishment of professional bodies to look into the interest of artists, even though membership in these bodies is not mandatory making it difficult to coordinate the sector.

The NAC Act does not provide a structured regulation of the arts events, festivals and exhibitions, the more art business-related functions. Under the Companies Act (2017) for instance, a company can remain operational even without the appropriate licence from the National Arts Council provided they are compliant with the Companies Act. Other local legislation protecting copyright and related rights and enjoyment of artistic rights like the Copyright and Performance Act (1964 and its amendment 2010), fall short of provisions to adequately provide for enforcement, remuneration and protection against digital exploitation.

There are currently only two collection societies, Zambia Music Copyright Protection Society (ZAMCOPS) for music and Zambia Reprographic Rights Society (ZARRSO) for literary works, but other artistic works such as audiovisual (movies and television), digital artwork, dance, visual rights and other artistic expressions do not have a collecting society. This makes it impossible for artists to derive royalties from their works. Further, existing collecting societies are not decentralised to provide services up to the Digital Technologies level.

Additional support for local legislation that interacts with the arts, although each with its unique limitations, includes the Theatres and Cinematograph Exhibition Act of (1929) for the regulation of theatre spaces and cinema; the Income Tax Act of 1997 (with subsequent amendments) under the Section 41 which does not recognise arts organisations as beneficiaries of tax exemptions; Moveable Property (Security Interest) Act amended in 2014 for recognition of artworks as assets to enable artists access finance; Independent Broadcasting Authority (Amendment) Act, (2017) and Zambia National Broadcasting Corporation (Amendment) Act, key platforms for accessing markets; Zambia Forestry Act (2015) and Civil Aviation Act (2016) with a general licence regime for artists similar to commercial or large companies; and National Pension Scheme Act (amended in 2020) without a provision for contributions from artists with irregular incomes.

Zambia has been an active member of several International bodies such as UNESCO, WIPO, African Union and SADC. Each of these bodies has International instruments such as the UNESCO 2005 Convention on the Promotion and Protection of the Diversity of Cultural Expressions; the African Union Charter on Creative and Cultural Industries, SADC Protocol on Sport, Culture and Information 2001 and the WIPO Copyright Treaties of 1996. However, the country has not ratified or domesticated some of these key treaties to derive the benefits that come with ratification. Under the UNESCO 2005, Convention Zambia cannot access the International Fund for Cultural Diversity (IFCD) as this relevant convention has not yet been ratified. The recently introduced Africa Continental Free Trade Area have wider implications for the creative industries and there is a need to domesticate and align local instruments.

2.8 National Identity, Values and Principles

The Zambian National identity is provided through National values and principles, unwritten moral code, language, and sounds. The Constitution of Zambia (Amendment) Act, 2016, affirms a set of these National Values and Principles. The principles ascribe to the country's, ideals, aspirations and identity. Artists are key players in promulgating these values through their work. Further, the Penal Code (Cap 87) Section 177 provides for regulations that govern the production and public exhibition of artworks. Artists in Zambia have been major contributors to the definition of National identity. This has been through various artistic works.

Artists are expected to be the embodiment of National identity, National values and principles and drivers of social development. In this regard, they are expected to hold high social and sometimes moral responsibility in the expression of their artworks. The most challeng-

ing aspect of these social and moral responsibilities is that they are not expressed in a code that creates a guide for artists as they create or perform their work. Increasingly, artists continue to play a role in social activism, and civic, political and social development affairs through artistic expression. Thus, the expectation is artists should remain neutral for them to continue offering a voice to entertain, educate and inform.

2.8 Cross-Cutting Issues

Cross-cutting issues are topics that are identified as important and cut across most or all aspects of development. The Zambian government recognizes the vital role that cross-cutting issues play in the development and the need for their mainstreaming as integral dimensions of the arts policy design, implementation, monitoring and evaluation. The most common cross-cutting issues that prominently interact with and affect the creative industry are gender, disabilities, environment, and HIV/AIDS. These issues continue to impact socio-economic development in areas such as accessibility (education, financial resources, infrastructure, etc.), equality, equity, poverty, employment, and empowerment.

2.8.1 Gender

The Zambia Gender Report (2017-2019) reveals that “Zambia has made significant progress in promoting the rights of girls and women.” However, despite notable improvements, Zambia remains in the bottom 38 countries with the highest levels of gender inequalities. Much more needs to be done to promote gender equality and equity, and ensure the elimination of gender-based discrimination for both males and females.

As a result, the creative industry faces comparable gender disparities relating to stereotypes attached to men and women in society (such as limitations in artistic expression, the responsibility of moral custodianship, etc.), sexual harassment and objectification, limited access to financial resources, education, skills development, employment (lower expenses attached to hiring women compared to men), and empowerment opportunities - as outlined in the Zambia Vision 2030 report.

Addressing gender imbalances and discrimination in the arts requires deliberate Policy pronouncements to ensure equality and equity in the distribution of financial resources, accessibility to production capacity enhancement resources, strengthened and expanded opportunities for business for women in the arts, increased education and skills development opportunities for marginalised women and men (including the aged and those in rural areas), and sensitisation aimed at dismantling gender-related social prejudices and stigma.

2.8.2 Disability

According to the World Health Organisation, about 2 million women and men in Zambia (15 per cent of the population) have a disability. The Zambia Disability Survey (2015) estimates

the prevalence of disability to be 10.9 per cent among adults (18+ years) – a critical age bracket for the Arts industry, mostly comprised of youths.

Zambia took a step toward increasing social protection for people/persons living with disabilities when it introduced The Persons with Disabilities Act in 2012 and continued to meet this commitment by making provisions in the Constitution of Zambia (Amendment) Act No. 2 of 2016.

Part V, No. 48 of the Act specifically provides for artists living with disabilities on matters relating to educational needs, health care and facilities, habilitation and rehabilitation, employment and social protection, accessibility and mobility, as well as equality and equity aimed at dismantling discrimination based on disability.

Notwithstanding the progress made towards meeting the needs of artists living with disabilities, barriers still exist that hinder their full participation in socio-economic activities in the Arts industry. Some of the challenges they face are uncoordinated and inefficient formal representation specific for artists at the local level, stigma and discrimination, limited access to resources (such as facilities, finance, etc.) and opportunities (education, skills development, empowerment, etc.).

Formative action must promote more inclusive societies and employment opportunities for artists with disabilities through increased sensitisation. This is to challenge attitudes and prejudices associated with people living with disabilities, achieve improved access to basic education, and provide vocational training relevant to labour market needs and jobs suited to their skills, interests and abilities - with adaptations as required to address physical accessibility challenges.

2.8.3 Environment

The International Federation of Arts Councils and Culture Agencies (IFACCA) has been committed to championing the relationship between the arts and their connection to environmental sustainability for years. The IFACCA calls for governments and International agencies to engage in conversations about climate change when setting targets and strategies that support the arts. The Government of the Republic of Zambia has recognised the role that the environment plays in socio-economic development by setting up the Ministry of Green Economy and Environment.

Despite the Ministry of Green Economy and Environment's mandate to safeguard Zambia's environment through the promotion of sustainable development, no specific provisions are guiding the direction or role the Arts industry must play in such a sustainable economy. Currently, artists pursue their projects without paying particular attention to the impact that their work has on the environment because they have not been sensitised on such issues. Some artists believe that environmental consciousness is only for artists with established careers who have the luxury of worrying about such things. Struggling artists already have enough

on their hands trying to make a living. Nevertheless, few artists are deliberately environmentally-conscious because they have been exposed to matters of environmental sustainability – such as those using recycled materials to create art.

There is a need for the formalisation of strategies and policies to promote environmentally-friendly practices in the Arts industry. These strategies and policies must be followed with National sensitisation that creates awareness and encourages sustainable practices for the artist in the industry. Stakeholders in the creative industry must be encouraged to take ownership of safeguarding the environment by taking a stand on matters relating to climate change using their platforms and influence, hosting or participating in events that promote climate actions, organising workshops, or communicating with staff and artist groups, using materials which do not harm the environment, and through the promotion of recycling.

2.8.4 HIV/AIDS

The Zambia Demographic and Health Survey (2018) reports that HIV prevalence among females aged 15-49 years is 14.2 per cent, compared to 7.5 per cent for males of the same age; HIV prevalence at 15.4 per cent and 15.1 per cent – with the Copperbelt and Lusaka provinces respectively having the greatest HIV burden. Considering that the Arts industry is largely but not exclusively a youth-driven sector and that the most active creative provinces are Lusaka and the Copperbelt, artists can be said to be closely affected by these statistics, directly or indirectly.

The Zambian National response to HIV is guided by the National HIV and AIDS Strategic Framework (NASF, 2017-2021). The NASF recognises the HIV/AIDS epidemic as a socio-developmental challenge and prescribes Fast-Track strategies toward achieving the ultimate elimination of HIV new infections by 2030. According to UNAIDS, Zambia has made notable strides toward curbing infections, reporting significant declines of about 30 per cent: from 60,000 infections in 2010 to 51,000 in 2019, and annual AIDS-related deaths from 24,000 in 2010 to 19,000 in 2019.

Despite this progress, female artists continue to face challenges that put them at higher risk of infection compared to men as they are more prone to sexual objectification and are sometimes expected to pay in-kind for industry services supplied by men. Artists in general also struggle with temptations associated with fame and their level of influence in society which makes them vulnerable to drug and alcohol abuse and promiscuity which places them at high risk of HIV/AIDS infection. Consequently, there are prevailing social prejudices painting artists as high-risk carriers of the pandemic - leading to stigma and discrimination, especially on matters relating to employment, financial and networking opportunities. Infected artists often opt to not disclose their status, thus putting themselves at more risk as they cannot willingly access medication. This leads to more HIV-AIDS-related deaths in the arts industry or more infections resulting from the inability to disclose one's status.

Addressing these issues calls for Policy interventions directed at sensitisation that educates about the true nature of HIV/AIDS and the need for acceptance by those infected and affected, involvement of the arts community in sensitisation matters, and promotion of workplace policies that do not discriminate against people living with HIV/AIDS.

3.0 Vision:

“A creative, dynamic and sustainable arts sector contributing to National development”

4.0 Rationale:

Zambia has a diverse, and rich artistic heritage across the nation. Whether performing, visual, creative writing, film or media, the arts have continued to grow over the years. However, the absence of a Policy framework has made coordination of the sector difficult, thereby making the sector not only non-structured but also none competitive. In addition, the lack of a Policy framework compounded the challenge of access to finance and financial services for the artists. Although funding agencies, programmes and opportunities existed in the arts, there has been limited investment in the sector to promote its growth.

Furthermore, the state of art infrastructure and access to up-to-date equipment limited the capacity of the sector to grow and expand, worsened by minimal capacity building in technical and business management skills. In addition, the digital era has introduced new challenges requiring Policy and legal framework for the emerging demands of a fast-growing digital era. The Arts Policy therefore will address the opportunities and challenges presented by the digital era. On the other hand, the regulatory framework for the sector has been outdated and inadequate to address the many legal challenges artists face affecting intellectual property rights.

Additionally, the domestic market for Arts goods and services has been insignificant, and competitiveness in International markets is weak. The demand for some of the art services has generally been limited to Zambia and there are several challenges to meaningfully accessing and being competitive in International markets due to inadequate Policy guidelines. Consequently, with the growth of the sector, it has become important that the Policy is developed to not only provide guidelines in the sector but also harness the growth, instil sustainability and resilience as well as usher in an appropriate legal framework to create an enabling environment for the artists.

This Policy therefore will set the tone and scope for the sector as well as strengthen sub-sector regulations such as labour protection laws for artists, wages, working hours, contracts and empowerment. It is further anticipated that the Policy will facilitate the involvement of private sector players in the establishment, rehabilitation and development of art infrastructure and equipment. The National Arts Policy is therefore a reflection of the Government’s decision to promote, coordinate and enhance the development of the sector so that it can effectively contribute to the National GDP.

5.0 Guiding Principles

5.1 Patriotism and National Unity;

Artists have the opportunity to be patriotic citizens who strive for National unity by observing National values and principles, being inclusive, putting the interests of the country first and asserting Zambian culture. Artists may use artistic expressions to unite people of diverse cultures, religions, languages, political opinions, social backgrounds and economic classes.

5.2 Human Dignity;

Artists will respect and recognise the dignity of the persons they serve following national, regional and International conventions and protocols. Artists should enjoy the same rights as are conferred on other citizens. The National Arts Policy aims to protect the human dignity of artists.

5.3 Equity and Social Justice;

The principle of equity ensures that arts development programmes reach stakeholders in all districts. Artists, arts groups, organisations, companies and the general public who are generally disadvantaged must benefit from the National Arts Policy. Applying social justice will increase inclusion and reduce inequalities in creative industries.

The government will ensure that all persons, groups and/or communities in the arts sector have access to equal opportunities and privileges. Equity and social justice will be achieved by distributing resources equitably in each art form.

5.4 Morality and Ethics;

Artists as role models and influencers are expected to conduct themselves above reproach in terms of morals and ethics. The arts are a tool for shaping, expressing and preserving moral and ethical standards.

5.5 Democracy and Constitutionalism;

The government will ensure the rights of artists and the public to participate in all aspects of the arts including Policy formulation and decision-making.

5.6 Non-discrimination;

The Government of the Republic of Zambia will ensure that all persons, groups and communities have the right to participate in the arts sector regardless of their ethnicity, race, colour, sex, disability, religion, political opinion, or language.

5.7 Right to Art;

Every person, group or community will have the right to freely participate in the creation and enjoyment of arts in the country.

5.8 Accountability and transparency;

Accountability and transparency are crucial in the arts sector as they foster public confidence. This extends accessibility and wider participation in creative programmes. Arts sector players are encouraged to be open to scrutiny while upholding high integrity, neutrality, honesty, credibility, and fair judgement.

5.9 Governance;

The government will ensure that all arts bodies and institutions administering artists' affairs uphold and practise good governance principles such as separation of powers, rotational leadership, adherence to constitutive documents and other internal regulations.

5.10 Sustainable Development; and

The government will ensure that arts sector practices are economically, socially and environmentally sustainable. The principle of sustainability means that the arts must positively contribute to National progress, economic growth and social development.

5.11 Artistic Expression;

Freedom of intellectual creativity is essential to the development of new ideas, progressive thoughts and innovative work. Therefore, artists have universal rights to free artistic expression without prejudice and within the rights provided for citizens.

6.0 Policy Objectives

- a. To promote the growth of the arts sector in Zambia.*
- b. To promote the increased utilization of digital in the arts sector.*
- c. To facilitate the provision of Arts Education.*
- d. To promote the investment and development of the Arts sector Infrastructure and spaces.*
- e. To promote research for the development of the arts sector.*

- f. To strengthen the legal framework for a thriving arts value chain.*
- g. To promote national values, principles and identity and*
- h. To mainstream, Gender, HIV/AIDS, Disability and Environment in Arts Development.*

6.1 Arts Business and Creative Industries Objective

- a. To promote the growth of the arts sector in Zambia.*

6.1.1 Arts Business and Creative Industries Measures:

To achieve the above objective, Government shall introduce the following measures:

- i. Facilitate increased access to finance;*
- ii. Promote investments in the arts sector;*
- iii. Encourage arts management skills development;*
- iv. Facilitate the creation of a quality control system for art products and services;*
- v. Facilitate increased access to art products and services and*
- vi. Promote access to markets.*

6.2 Arts and Digital Technologies Objective:

- a. To promote the increased utilization of digital technologies in the arts sector*

6.2.1 Arts and Digital Technologies Measures:

To achieve the above objective, Government shall introduce the following measures:

- i. Facilitate increased access to digital technologies in the arts sector and*
- ii. Monetise of digital content.*

6.3 Arts Infrastructure Development objective:

- a. To promote the investment and development of the Arts sector Infrastructure and spaces.*

6.3.1 Arts Infrastructure Development Measures:

To achieve the above objective, Government shall introduce the following measures:

- ii. Promote the inclusion of arts infrastructure in Local Authority planning, zoning and development;*
- iii. Facilitate Public and Private sector investment in arts Infrastructure and spaces; and*
- iv. Promote equitable availability and access to arts sector infrastructure and spaces.*

6.4 Arts Research and Development Objective:

- a. To promote research for the development of the arts sector*

6.4.1 Arts Research and Development Measures:

To achieve the above objective, Government shall introduce the following measures:

- i. Facilitate research of various art forms; and*
- ii. Promotion of the creation of systems for art data and statistics collection.*

6.5 Arts Education and Capacity Building Objective:

- a. To facilitate the provision of Arts Education.*

6.5.1 Arts Education and Capacity Building Measures:

To achieve the above objective, Government shall introduce the following measures:

- i. Ensure that arts education is available and accessible in schools and communities.*

6.6 Legal Framework Objective:

- a. To strengthen the legal framework for a thriving arts value chain.*

6.6.1 Legal Framework Measures:

To achieve the above objective, Government shall introduce the following measures;

- i. Facilitate the review of existing pieces of legislation and regulations that govern the arts sector; and*
- ii. Facilitate the ratification and domestication of International Instruments.*

6.7 National Identity, Values and Principles Objective:

- a. To promote national values, principles and identity*

6.7.1 National Identity, Values and Principles Measures:

To achieve the above objective, Government shall introduce the following measures:

- i. Encourage the embodiment of national values in the artistic expressions*

6.8 Cross-Cutting Objective:

- a. To the mainstream, Gender, HIV/AIDS, Disability and Environment in Arts Development.*

6.8.1 Cross-Cutting Measures;

To achieve the above objective, Government shall introduce the following measures:

- i. Integrate gender, HIV/AIDS, disability and environment in all policies and programmes.*

7.0 Implementation Framework:

In Zambia, arts development programmes are implemented by several Line Ministries. The National Arts Council of Zambia is the main statutory body implementing the arts. There are also National Arts Associations, Non-Governmental Organisations and Civil Society Organisations that implement arts development interventions. Among the line ministries implementing arts development programmes are Information and Media, Education, Tech-

nology and Science, Small and Medium Enterprises, and Commerce Trade and Industry.

7.1 Institutional Arrangement:

The Ministry responsible for Arts development will be the lead institution in overseeing the implementation of this Policy while line Ministries, Statutory Bodies including the National Arts Council of Zambia, National Arts Associations, Arts Promoters, Civil Society Organisations, Cooperating Partners, Non–Governmental Organisations (NGOs) and the private sector will be responsible for the implementation of the various arts development programmes as outlined below:

7.1.1 Ministry responsible for Arts Development

The Ministry of Youth, Sport and Arts by its mandate will spearhead and coordinate the implementation and interpretation of the National Arts Policy. Therefore, the Ministry shall:

- (a) Advise and share information with Government line Ministries and stakeholders on Arts development matters;
- (b) Facilitate the review and administration of laws relating to Arts development issues;
- (c) Facilitate the operationalisation of the art development fund;
- (d) Provide and co-ordinate Arts development programmes;
- (e) Establish and rehabilitate Arts Infrastructure;
- (f) Establish and maintain a database on Arts Development;
- (g) Develop and enforce minimum standards for Arts Development;
- (h) Regulate the registration, establishment and operations of Arts organisations;
- (i) Conduct awareness programmes on arts development;
- (j) Provide support and build capacity for art associations/organisations;
- (k) Undertake and coordinate research on arts development;
- (l) Provide and coordinate the establishment of arts centres and art spaces;
- (m) Monitor and evaluate the provision of arts development programmes; and
- (n) Provide art-friendly and gender-sensitive information.

7.1.2 Ministry responsible for Education

The Ministry will:

- (a) Provide for the integration of arts education in early childhood curriculum and development services;
- (b) Provide educational materials to schools and out-of-schools on Arts development;
- (c) Guide career pathways on arts education as an option for job creation;
- (d) Enhance the provision of qualified personnel, technical education, vocational

- and entrepreneurship skills training at all levels of Art development; and
(e) Provide scholarships and loans to eligible persons in the arts fields.

7.1.3 Ministry responsible for Small and Medium Enterprise Development

The Ministry will:

- (a) Provide policy guidance on business development for Artists;
- (b) Facilitate and coordinate the implementation of business development programmes for artists;
- (c) Provide capacity building on art business development; and
- (d) Provide arts with business empowerment programmes.

7.1.4 The Ministry responsible for Labour and Social Security

The Ministry will:

- (a) Provide guidance on the minimum working conditions for the artists such as minimum wages and working hours etc;
- (b) Regulate and provide social security for Artists;
- (c) Provide information on life benefits (Life Insurance); and
- (d) Facilitate health insurance for Artists under National Health Insurance Management Authority (NHIMA)

7.1.5 The Ministry responsible for Foreign Affairs and International Cooperation

The Ministry will:

- (a) Facilitate timely deposition of instruments relating to international protocols on Arts development; and
- (b) Facilitate the dissemination of international treaties, memorandum of understanding, protocols and events.

7.1.6 The Ministry Responsible for Health

The Ministry will:

- (a) Facilitate and provide health services to Artists;
- (b) Conduct awareness on the availability of health care services through the engagement of Artists; and
- (c) Facilitate health community engagement processes.

7.1.7 The Ministry Responsible for Local Government and Rural Development

The Ministry will:

- (a) Provide empowerment to Artists under the Constituency Development Fund;
- (b) Provide spaces for artist's infrastructure;
- (c) Rehabilitation and maintenance of local artist recreation Centres; and
- (d) Strengthen the enforcement of by-laws for Artists;

7.1.8 The Ministry responsible for information and Media

The Ministry will:

- (a) Promote the integration of local content in television and radio broadcasting;
and
- (b) Facilitate the review and administration of laws relating to cinemas and theatres.

7.1.9 The Ministry responsible for Commerce, Trade and Industry

The Ministry will:

- (a) Provide local and international market linkages for Artists;
- (b) Facilitate the artist incentives for local and business opportunities;
- (c) Provide awareness and enforcement of Intellectual Property Protection; and
- (d) Collective Management Organisation.

7.1.10 The Ministry responsible for Finance

The Ministry will:

- (a) Provide art waivers on equipment; and
- (b) Provide awareness on taxation.

7.1.11 The Ministry responsible for Tourism

The Ministry will:

- (a) Implement the protection of traditional Knowledge, Genetic Resources and Expression of Folklore; and
- (b) Provide platforms for artistic expression.

7.1.12 National Council Arts Council of Zambia

The Council will:

- (a) Keep itself fully apprised of the policy of the Government in matters concerning arts and disseminate the policy;
- (b) Serve as the supreme advisory body at the national level on policy and decisions on all forms of arts in the country;
- (c) Provide quality artistic leadership in performing and visual arts;
- (d) Develop, promote, regulate and encourage all forms of amateur and professional arts on a national basis in conjunction with the associations and the Government;
- (e) Assist the formation of associations or organisations and encourage them to register as national arts associations to represent different groups of associations in Zambia and to encourage the affiliation of those associations to the appropriate international organisations;
- (f) Assist, financially or otherwise, any group or individual in representing Zambia in any artistic activity within or outside Zambia;
- (g) Assist, financially or otherwise, in conjunction with the Government, any citizen of Zambia in obtaining relevant training within or outside Zambia;
- (h) Raise and maintain a fund from such sources and by such means as the Minister may approve to enable the Council to carry out its functions;
- (i) Stimulate, through the registered bodies, the provision, development and maintenance of equipment, instruments and facilities for all kinds of arts and ensure their equitable distribution and proper use;
- (j) Ensure that arts groups at all levels maintain proper accounts and, where considered necessary, supervise and direct the maintenance of these accounts;
- (k) Regulate and provide modalities for the award of national honours for artistic merit;
- (l) Exercise disciplinary powers in cases of breach of the provisions of this Act;
- (m) Regulate and monitor all national arts programmes presented in Zambia; and
- (n) promote the development and organisation of the arts.

7.1.13 Citizen Economic Empowerment Commission

The Commission will:

- (a) Provide empowerment funds to the arts sector; and
- (b) Provide capacity building in entrepreneurship and other business development services.

7.1.14 Zambia Statistical Agency

The Agency will:

(a) Provide statistical data on the arts periodically.

7.1.15 Co-operating Partners

Co-operating agencies will provide appropriate synergies, technical and financial support to arts development programmes.

7.1.16 National Arts Associations

National Arts Association will complement Government's efforts in facilitating and providing Arts development services to the artists, advocate for their rights, and mobilise resources and technical support.

8.0 Legal Framework:

To effectively implement arts development programmes, there is a need for an enabling legal and regulatory framework. The legal framework for the National Arts Policy includes the following: -

- (a) The National Arts Council of Zambia Act 1994;
- (b) Theatres and Cinematography Exhibitions Act, 1929;
- (c) Protection of Traditional Knowledge, Genetic Resources and Expressions of Folklore Act, 2016
- (d) Copyrights and Performance Rights Act, 1964;
- (e) Independent Broadcasting Authority Act, 2010;
- (f) Zambia National Broadcasting Act 2017;
- (g) Zambia National Commission of UNESCO Act 1966;
- (h) National Pension Scheme Act 1996;
- (i) Information and Communication Technologies Act 2009;
- (j) Income Tax Act 1997;
- (k) The Company Act 2017;
- (l) Persons with Disability Act 2012 and
- (m) Education Act 1966.

9.0 Resource Mobilisation:

The effective implementation of the National Arts Policy is dependent on adequate and predictable financing; this is also central to sustainable and focused planning and undertaking of arts development programmes. The Arts Development Programmes in the country will therefore require the mobilisation of financial, material and human resources. To this effect, the Ministry of Finance and National Planning is responsible for the mobilisation and timely disbursement of funds as budgeted for in the National Budget to enable the timely implementation of programmes.

10.0 Monitoring and Evaluation:

Routine and effective monitoring and evaluation are central to ensuring, among others that arts development resources reach targeted populations in the correct amounts and at the right time. To effectively monitor and evaluate the implementation of this policy, there will be a need for a robust Monitoring and Evaluation system with indicators and a Management Information System to enhance the capacity of the current arts development delivery mechanisms as well as collaboration and coordination with stakeholder

NATIONAL ARTS POLICY IMPLEMENTATION PLAN 2023 - 2027

Thematic area - Arts Business and Creative Industries									
Objective: a. To promote the growth of the creative industry in Zambia									
Measures	Activities	Output/ Indicators	Annual Targets					Esti- mated Cost	Respon- sible In- stitutions
			20 23	20 24	20 25	20 26	20 27		
<i>(a) Facilitate increased access to finance</i>	1. Conduct an Arts financial opportunities mapping exercise	Mapping exercises conducted	0	1	0	0	0	2,000,000.00	MYSA (Lead) NAC ZIPAR ZSA
	2. Publish and circulate the arts finance toolkit	Toolkit published and circulated	0	0	1	0	0	500,000.00	
	3. Set up 23 Arts business hubs in Youth Resource Centers	Number of Business Hubs set up	5	5	5	5	3	70,000,000.00	MYSA (Lead) Cooperating Partners MIHUD MTS MSME MCTI
	4. Conduct business development services	Number of business development services conducted (artists trained, mentored, incubated and supported)	500	100	100	100	100	2,000,000.00	MYSA (Lead) ZDA ILO NTBC NAC CEEC Cooperating Partners

	5. Activate the arts development fund and fund arts businesses (Revolving Fund)	Number of arts businesses funded	10 0	15 0	18 0	20 0	20 0	100,00 0,000.0 0	MYSA (Lead) NAC CEEC Cooperating Partners
	6. Allocate 5 % for arts businesses under CDF at ward level	Percentage of CDF allocated to artists	5	5	5	5	5	750,00 0.00	MLGRD (Lead) MYSA NAC
<i>(b) Promote investments in the art sector</i>	1. Undertake investment needs assessment in the arts sector	Investment needs assessment undertaken	1	0	1	0	1	1,500,0 00.00	MYSA (Lead) MoFNP MoFAIC NAC ART ZTA ZDA NAA ZAM-STATS, Cooperating Partners
	2. Conduct marketing and promotion of investment opportunities in the arts business	Number of marketing and investment activities undertaken annually.	4	4	4	4	4	5,000,0 00.00	MYSA(L ead) MoFNP MoFAIC NAC ART ZTA ZDA NAA ZAM-STATS, Cooperating Partners

<i>(c) Promote arts management skills development</i>	1. Develop training programmes in Art management	Number of Arts Management Training programmes developed.	4	4	4	4	4	4,000,000.00	MTS-TEVETA (Lead) MYSA NAC MoCI MoSME ZRA PACRA ILO UNDP EU
	2. Train artists in arts management programmes	Number of artists trained in arts management	0	20	25	30	50	25,000,000.00	MYSA (Lead) MLSS MoCI MoSME ZRA PACRA ILO UNDP EU TEVETA
<i>(e) Facilitate the creation of a quality control system for arts prod-</i>	1. Develop quality standards for arts products	Quality standards for art products developed		1				500,000.00	ZABS (Lead) MoC MYSA
	2. Support the hosting of arts awards	Number of Artistic awards supported	2	2	2	2	2	40,000,000.00	MYSA (Lead) MoT MoIM MoF NAC MFAIC NAA Cooperating partners

<i>Product and services</i>	13. Support exchange programmes	Number of exchange programmes supported	4	4	4	4	4	5,000,000.00	MYSA(Lead) MoT MoIM MoF NAC MFAIC NAA Cooperating partners
<i>(f) Facilitate increased access to art products and services.</i>	1. Hold annual National Arts Provincial, District festivals, fairs and events Expo	Number of festivals Fairs and Events held	5	10	10	11	11	100,000,000.00	MYSA (Lead) NAC MoCID MoF MoSME MLGUD Provincial Administration Cooperating partners
	2. Participate in Regional and International Festivals	Number of regional and international festivals attended	5	10	15	15	15	100,000,000.00	MYSA (Lead) NAC MoCID MoF MoSME MLGUD Provincial Administration Cooperating partners

<i>(g) Promote access to markets.</i>	1. Develop an arts directory and review it biannually	Arts Directory developed and biannually reviewed		1		1		25,000,000.00	MYSA (Lead) MoCID MoF MoSME MLGUD ZTA ZIM ZAPRA MISA MIM Cooperating Partners
	2. Conduct marketing initiatives through media platforms	Number of marketing initiatives conducted through media platforms	4	4	4	4	4	2,000,000.00	MYSA (Lead) MoCID MoF MoSME MLGUD ZTA ZIM ZAPRA MISA MIM Cooperating partners

Thematic Area Total : K483,250,000.00

Thematic area - Arts and Digital Technologies

Objective: a. *To promote the increased utilization of ICT in the Arts Sector*

Measures	Activities	Output Indicators	Annual Targets					Estimated Cost	Responsible Institutions
			2023	2024	2025	2026	2027		
<i>(a) Facilitate increased access to ICT in the art sector</i>	1. Provide art ICT equipment to the art centres and youth resource centre hubs.	Number of arts centers and youth resource centres provided with art ICT equipment	2	2	2	2	2	20,000,000.00	MYSA (Lead) NAC CEEC SZ MoTS ZDA ZICTA CP
	2. Train artists in ICT skills in arts centres and youth resource centres	Number of artists trained in ICT skills	1000	1000	1000	1000	1000	5,000,000.00	MYSA (Lead) NAC CEEC SZ MoTS ZDA ZICTA CP

<i>(b) Facilitate monetisation of digital content</i>	3. Conduct awareness on commercialization skills of social media platforms	Number of awareness on commercialization skills of social media platforms conducted	3	3	3	3	3	15,000,000.00	MYSA (Lead) ZICTA NAC MoF PACRA MoCTI MoTS
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Thematic Area Subtotal Total: K40,000,000.00

Thematic area – Arts Infrastructure Development									
Objective : a. To promote the investment and development of Arts Sector Infrastructure and spaces.									
Measures	Activities	Output Indicators	Annual Targets					Responsible Institutions	Estimated Cost
			2023	2024	2025	2026	2027		
<i>(a) Promote the inclusion of arts infrastructure in Local Authority planning, zoning and development.</i>	1. Review city planning guidelines to include the arts sector.	City Planning guidelines reviewed.		1			1	500,000.00	MYSA (Lead) MLGGD MOF ASZ EIZ NAC NAA
	2. Develop a toolkit for arts city planning	Toolkit for arts city planning developed	1					500,000.00	MYSA (Lead) MLGGD MOF ASZ EIZ NAC NAA

<i>(b) Facilitate Public and Private sector investment in Creative Infrastructure and spaces</i>	a. Implement PPP partnership in the arts sector.	Number of PPP partnerships implemented.	4	4	4	4	4	100,000.00	MYSA (Lead) MOF MOC MoJ Cooperating Partners PPP secretariat
<i>(c) Promote equitable availability and access to Creative industry infrastructure and spaces.</i>	1. Establish the National Arts Centre	National Art centre established.				1		4,500,000,000.00	MYSA (Lead) MLGD MSME Cooperating Partners MOF Financial Institutions
	2. Establish/Renovate art centres at provincial and districts levels	Number of art centres established/rehabilitated	2	2	2	2	2	45,000,000.00	MYSA (Lead) MoI MLGD MSME Cooperating Partners MOF Financial Institutions

Thematic Area Subtotal: K4,546,100,000.00

Thematic area – Arts Research and Development

Objective : a. To promote research for the development of the Arts sector

Measures	Activities	Output Indicators	Annual Targets					Estimated Cost	Responsible Institutions
			2023	2024	2025	2026	2027		
<i>(a) Facilitate Research of various arts forms</i>	1. Undertake Art research annually	Art research in various forms undertaken annually	1	1	1	1	1	1,000,000.00	MYSA (Lead) MOE MOT ZIPA Universities Colleges
	2. Publish research findings	Research finding Published	1	1	1	1	1	2,000,000.00	MYSA (Lead) MOE MOT ZIPAR Cooperating partners
	3. Disseminate research findings	Research findings disseminated	1	1	1	1	1	2,000,000.00	MYSA (Lead) MOE MOT ZIPAR Cooperating partners

<i>(b) Promote the creation of systems for art data and statistics collection</i>	1. Establish an ongoing data collection mechanism	An ongoing data collection mechanism developed	1					500,000.00	MYSA (Lead) ZAM-STATS ZIPAR UNESCO IN-NESOR NAC NAC UNZA NAA Universities
	2. Setup a National Arts information repository	A national Arts information Repository set up		1				20,000,000.00	MYSA NAC (Lead) UNESCO ZAM-STATS ZIPAR IN-NESOR UNZA NAA Universities

Thematic Area Subtotal: K25,500,000.00

Thematic area – Arts Education									
Objective : a. To facilitate the provision of Arts Education									
Measures	Activities	Output Indicators	Annual Targets					Estimated Cost	Responsible Institutions
			2023	2024	2025	2026	2027		

a. <i>Ensure that arts education is available and accessible in schools and communities</i>	1. Hold meetings with key stakeholders on curriculum reforms and review	Number of meetings held on curriculum reforms and review		4	4			2,500,000.00	MYSA (Lead) NAC MOE CDC TAVETA ZAQA Cooperating Partners
	2. Undertake revision of the curriculum to increase the number of arts subjects.	Curriculum revised.			1			500,000.00	MYSA (Lead) NAC MOE CDC TAVETA ZAQA Cooperating Partners
		Number of arts subjects and programmes taught	1	1	1	1	1	0	MYSA (Lead) NAC MOE CDC TAVETA ZAQA Cooperating Partners
		Prior learning for the arts certified	1	1	1	1	1	100,000.00	MYSA (Lead) NAC MOE CDC TAVETA ZAQA Cooperating Partners

	Number of arts students who have upskilled through prior learning certification		100	100	100	100	100,000.00	MYSA (Lead) NAC MOE CDC TAVETA ZAQA Cooperating Partners
	Number of learning institutions offering arts degree programmes		2	2	3	3	100,000.00	MYSA (Lead) NAC MOE CDC TAVETA ZAQA Cooperating Partners
	Number of students pursuing arts degree programmes	20	50	70	70	70	100,000.00	MYSA (Lead) NAC MOE CDC TAVETA ZAQA Cooperating Partners
2. Engage parents and teachers through the PTA in discussions around career options for the arts	Number of students enrolled in arts subjects and programmes	50	50	50	50	50	500,000.00	MYSA (Lead) NAC MOE Cooperating Partners

Undertake human resource development in arts– in service training and fast track training	Number of personnel trained in arts	50	50	50	50	50	5,000,000.00	MYSA (Lead) MOE Cooperating Partners
Procure teaching equipment, tools, and arts teaching materials for learning institutions	Number of teaching equipment, tools, and arts teaching materials procured	1	1	1	1	1	30,000,000.00	MYSA (Lead) NAC MOE Cooperating Partners
Provide funding to school arts, competitions, awards and arts projects	Number of school arts, competitions, awards and arts projects funded	1	1	1	1	1	500,000.00	MYSA (Lead) NAC MOE Cooperating Partners

Conduct professional development workshops, conferences, exchange visits, and arts residential collaboration,	Number of professional development workshops, conferences, exchange visits, arts residential collaboration conducted.	5	5	5	5	5	1,000,000.00	MYSA (Lead) NAC MOE Cooperating Partners
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Thematic Area subtotal Total: 40,400,000.00

Thematic area – Legal Framework									
Objective: a. To strengthen the legal framework in the arts sector									
Measures	Activities	Output Indicators	Annual Targets					Estimated Cost	Responsible Institutions
			2023	2024	2025	2026	2027		
<i>(a) Facilitate the review of existing pieces of legislation and institu-</i>	1) Review the NAC Act 31 of 1994	NAC Act Revised	1	0	0	0	0	2,000,000.00	MYSA (Lead) OVP ZLDC BRRA NAC MJ MT NAA

<i>tional frame- work that govern the Arts.</i>	2) Re- view the Theatre and Cine- matog- raphy Exhibi- tions Act 1929	Theatre and Cin- ematog- raphy Act Revised	0	1	0	0	0	1,500,000. 00	MYSA (Lead) ZLDC BRRR NAC MJ MT
	3) Re- view of the Copy- right and Per- for- mance Rights Act of 1994	Copy- right and perfor- mance Act Re- vised	1	0	0	0	0	2,000,000. 00	MCTI (Lead) MYSA ZAM- COPS ZARRSO
	4) Con- duct sensiti- zation pro- gramme s in dis- tricts and prov- inces.	Number of sensi- zation sessions held.	60	60	0	0	0	10,000,00 0.00	MYSA (Lead) NAC NAA Cooperat- ing Part- ners CBO

5) Develop and Implement the National Arts Coordination Mechanism	National Coordination Mechanism developed and implemented	1	0	0	0	0	500,000.00	MYSA (Lead) MIM MTS MSME ME MFAIC MF MLGRD MIUD NAC MT NAA
6) Develop and implement National Arts Association labour standards and regulations	National Arts Labour standards developed and implemented	1	0	0	0	0	1,000,000.00	NAA (Lead) MLSS MCDSS MYSA ZLDC BRRA NAC MJ MT ZAQUA
7) Enroll artists on National Health Insurance programme	Number of artists enrolled on National Health Insurance	1000	1500	2000	2000	2000	10,000,000.00	NAA (Lead) NHIMA MLSS MCDSS MYSA ZLDC BRRA NAC MJ MT

	8) Enroll Artists on National NAPSA Scheme	Number of artists enrolled on NAPSA scheme	1000	1500	2000	2000	2000	20,000,000.00	NAPSA (Lead) MLSS MCDSS NAC MYSA
	9) Develop and Implement Artists Code of Conduct	Code of Conduct developed and implemented	1	0	0	0	0	1,500,000.00	NAA (Lead) NAC
	11) Establish the Professional Artists Council of Zambia	Professional Artists Council established		1	0	0	0	5,000,000.00	MYSA (Lead) OVP ZLDC BRRA NAC MJ MT NAA
<i>(b) Facilitate the ratification and domestication of International Instruments</i>	1) Ratify the 2005 UNESCO Convention on Promotion and Protection of the Expressions of Cultural Diversity	2005 UNESCO Convention Ratified	1	0	0	0	0	200,000.00	MYSA (Lead) UNESCO NA MFAIC NAC MJ MT NAA

2) Do- mesti- cate arts aspect of the SADC Protocol on Sport, Culture and In- forma- tion	Arts as- pect of SADC Protocol Domesti- cated	0	0	1	0	0	200,000.0 0	MYSA (Lead) NA MFAIC NAC MJ MT SADC NAA
3) Do- mesti- cate African Charter on Cre- ative and Cul- tural Indus- tries	Charter domesti- cated	0	0	0	1	0	200,000.0 0	MYSA (Lead) NA MFAIC NAC MJ MT AU NAA
4) Do- mesti- cate the UN- ESCO recom- menda- tion on the sta- tus of artists	UN- ESCO Recom- menda- tions do- mesticat- ed	1	0	0	0	0	5,190,000. 00	MYSA (Lead) UNESCO NA MFAIC NAC MJ MT NAA

5) Do- mesti- cate the WIPO Copy- right Treaties of 19	Treaty Domesti- cated	0	0	1	0	0	150,000.0 0	MCTI (Lead) MYSA NAC ZAM- COPS ZARRSO PACRA WIPO NAA
6) Do- mesti- cate the WIPO Perfor- mance and Phono- grams Treaty	Treaty Domesti- cated	0	0	1	0	0	150,000.0 0	MCTI (Lead) MYSA NAC ZAM- COPS ZARRSO PACRA WIPO NAA

Thematic Area Subtotal K52,7400,000.00

Thematic area – National Identity, Values and Principles									
Objective: a. <i>To promote national values, principles and identity</i>									
Measures	Activi- ties	Output Indica- tors	Annual Targets					Esti- mated Cost	Responsi- ble Insti- tutions
			202 3	202 4	202 5	202 6	202 7		

<i>(a) Encourage the embodiment of national values in the artistic expressions</i>	1) Undertake sensitization campaigns programmes with the artists on the important of national identity, values and principles	Number of Sensitization programmes undertaken	15	15	15	15	15	12,000,000.00	OVP (Lead) NAA NAC MYSA
	2) Develop national identity branding toolkit/ guideline	National identity branding toolkit/ guideline	1	0	0	0	0	500,000.00	OVP (Lead) ZTA NAC MYSA MFAIC

Thematic Area Subtotal K17,500,000.00

Thematic area – Crosscutting issues									
Objective: a. <i>To mainstream gender, disability, HIV/AIDS and environment in national development</i>									
Measures	Activities	Output Indicators	Annual Targets					Estimated Cost	Responsible Institutions
			2023	2024	2025	2026	2027		

<i>(a) Integrate gender, HIV/AIDS, disability and environment in all arts programmes</i>	1. Review and incorporate cross-cutting issues in key programme guidelines targeting artists	Number of guidelines reviewed and incorporating cross cutting issues	1	1	1	1	1	1,000,000.00	MYSA (Lead) NAC ZIPAR GIDD
	2. Conduct sensitization on cross cutting issues in arts work spaces (through associations)	Number of sensitization activities conducted		2	3	2	3	500,000.00	MYSA (Lead) NAC ZIPAR GIDD CP
	3. Lobby institutions for the engagement of artists on cross cutting issues.	Number of institutions engaging Artists in cross cutting issues	0	5	10	10	5	500,000.00	MYSA (Lead) NAC CP

	4. Identify, appoint ambassadors of change	Number of artists identified, appointed and awarded as ambassadors of change	0	5	10	10	10	2,000,000.00	MYSA (Lead) NAC CP Arts Associations
	5. Award Socially Conscious Artists	Number of artists awarded	0	5	10	10	10	2,000,000	MYSA (Lead) NAC CP Arts Associations

Thematic Area Subtotal K4,300,000.00

Estimated Grand Total for the implementation of the Policy: K5,157,050,000.00