



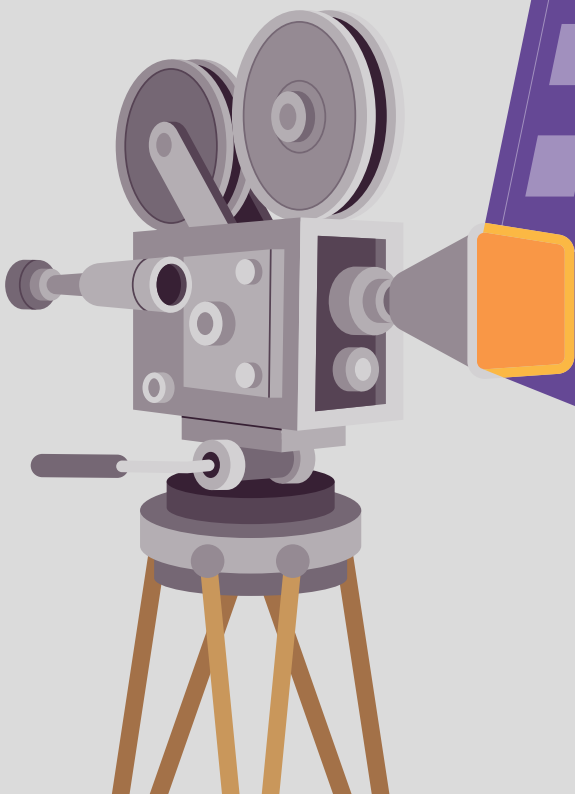
CONNECT FOR
CULTURE AFRICA



Short Advocacy Films

Screening Toolkit

- SIX FILMS,
- SIX FILMMAKERS,
- SIX AFRICAN COUNTRIES,
- ONE KEY MESSAGE:
1% FOR CULTURE



About the CfCA Advocacy Film Collection

The [Connect for Culture Africa \(CfCA\)](#) initiative is a flagship continental programme implemented by [Selam](#) in partnership with the African Union (AU) to strengthen cultural financing ecosystems across Africa and advance the implementation of African Union Assembly Decision AU/Dec.772(XXXIII). The decision calls on Member States to progressively allocate at least one percent of national budgets to arts, culture, and heritage by 2030.

Recognizing culture as both a driver and an enabler of sustainable development, CfCA works to strengthen policy frameworks, financing mechanisms, institutional coordination, evidence systems, and stakeholder engagement processes that support the integration of culture into national development planning and public finance systems.

As part of its advocacy efforts, CfCA commissioned a collection of six short advocacy films coordinated by **Beatrice Waruinge, Selam's Program Officer**, in close collaboration with **Ezekiel Onyango FRSA, OGW**, Founder and Executive Director of [PAIPEC-CCI](#). These films are designed as compelling, human-centered narratives that demonstrate the social, economic, and civic value of Cultural and Creative Industries (CCIs). More than standalone productions, they are intended to spark dialogue, inform policy discussions, and strengthen public engagement around cultural investment.

Produced by six filmmakers from six African countries—*Algeria, Tanzania, Sudan, Ethiopia, Kenya, and Zambia*—the films share one unifying message: **#1PercentForCulture**.



Meet The Filmmakers



Mohammed Amine Benloulou, ALGERIA

Film- 1% Algeria for Sustainable Culture

Mohammed Amine Benloulou is an Algerian filmmaker whose work explores the intersections of culture, memory, identity, and public life. Through documentary storytelling, he examines how young people engage with history and African narratives, with a particular focus on heritage, creative industries, and civic engagement. His film *The Black Panthers of Algeria: A Story of Struggle in the Land of Revolutions* received multiple awards including the Audience Award at Algeria's International Film Festival in 2025. Through his contribution to the CfCA advocacy film series, he highlights the role of public investment in culture as a catalyst for youth empowerment, creative expression, and sustainable cultural development.



Genene Abera, ETHIOPIA

Film- Art is Power: Why Ethiopia Needs 1% For Culture

Genene Abera is an Ethiopian filmmaker, director, and cinematographer whose work spans short films, documentaries, music videos, and cultural documentation. Passionate about visual storytelling, he explores themes of identity, culture, and creative expression through film. His contribution to the CfCA advocacy film series highlights the importance of public investment in culture and supports the call for **#1PercentForCulture** as a vital step toward strengthening and sustaining Ethiopia's creative and cultural sectors.

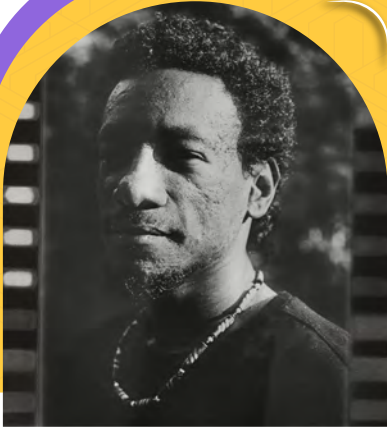


Nduruka Njoroge, KENYA

Film- The Bridge

Nduruka Njoroge is a Kenyan film producer, creative director, and founder of Blaak Frame Studio whose work explores the intersection of culture, social systems, and creative practice. Through visual storytelling, she translates complex social and institutional issues into narratives that engage policymakers, communities, and the public. Her contribution to the CfCA advocacy film series examines the relationship between cultural policy and cultural spaces, highlighting the need for sustained public investment in creative infrastructure and supporting the call for **#1PercentForCulture**.

Meet The Filmmakers



Ibrahim Snoopy , SUDAN

Film- Kassala Peace Garden

Ibrahim Snoopy is a Sudanese filmmaker and cinematographer whose work explores themes of identity, displacement, and resilience. Through stories centred on communities affected by conflict, he examines the role of arts and culture in rebuilding social connections, preserving collective memory, and creating shared spaces for healing and renewal. His contribution to the CfCA advocacy film series highlights the importance of cultural initiatives in community regeneration and reinforces the call for sustained public investment in culture through the **#1PercentForCulture** campaign.



Getrude Malizeni, TANZANIA

Film- Pazia La Ndoto

Getrude Malizeni is a Tanzanian filmmaker and multidisciplinary visual artist whose work uses storytelling to document, preserve, and amplify the histories and experiences of women and communities often overlooked within cultural spaces. Through her creative practice, she highlights the importance of visibility, representation, and cultural memory, while advocating for the value of culture and the need for sustained public investment in the arts. Her contribution to the CfCA advocacy film series reinforces the call for **#1PercentForCulture** as a foundation for preserving and supporting cultural expression.



Stephanie Dale, ZAMBIA

Film- Threads of Light: 1% to Culture Will Change Lives

Stephanie Dale is a Zambian filmmaker and cultural practitioner whose work focuses on cultural identity, collaboration, and advocacy for the arts. Through storytelling, she highlights the ways creative communities organise, endure, and envision sustainable futures. Her contribution to the CfCA advocacy film series reinforces the importance of public investment in arts and culture, supporting the **#1PercentForCulture** campaign as a pathway to long-term social, cultural, and creative development.

	Film Title	Description	Trailer	Film	Technical Information
1. 1% Algeria for Sustainable Culture		Explores how sustained public investment in culture can empower young creatives, strengthen cultural industries, preserve African identity, and drive long-term social and economic development.	Watch the Trailer here 	Watch the Film here 	Duration: 9mns29sec Original Language: Arabic Subtitles: English Production Year: 2025 Resolution: 2K
2. The Bridge		Explores the vital role of cultural spaces in preserving creativity, heritage, and community engagement, while advocating for sustained public investment in cultural infrastructure through a dedicated 1% allocation to culture.	Watch the Trailer here 	Watch the Film here 	Duration: 9mns32secs Original Language: English Production Year: 2025 Resolution: 2K
3. Pazia la Ndoto (Curtain of Dreams)		Examines the importance of inclusive cultural funding by highlighting the experiences of women and creatives with disabilities, and advocates for equitable investment that enables all artists to participate and thrive in the cultural sector.	Watch the Trailer here 	Watch the Film here 	Duration: 7mns15secs Original Language: Swahili Subtitles: English Production Year: 2025 Resolution: 2K
4. Art Is Power		Highlights the transformative role of arts and culture in preserving heritage, strengthening national identity, promoting tourism, and creating economic opportunities, while making the case for increased public investment in culture as a driver of sustainable development.	Watch the Trailer here 	Watch the Film here 	Duration: 8mns51secs Original Language: Amharic Subtitles: English Production Year: 2025 Resolution: 2K
5. Kassala Peace Garden		Demonstrates how culture and creative spaces can support healing, resilience, and social cohesion in times of crisis, while highlighting the importance of investing in community-led cultural initiatives that preserve identity and strengthen displaced communities.	Watch the Trailer here 	Watch the Film here 	Duration: 7mns56secs Original Language: Arabic Subtitles: English Production Year: 2025 Resolution: 2K
6. Threads of Light		Highlights the challenges faced by creatives in the absence of adequate cultural funding and makes the case for increased public investment to protect livelihoods, strengthen cultural identity, and unlock the sector's economic potential.	Watch the Trailer here 	Watch the Film here 	Duration: 10mns57secs Original Language: English Production Year: 2025 Resolution: 2K

Sample Discussion Questions



Opening Reflections

1. What stayed with you after watching the films?
2. Was there a particular story, scene, or individual that resonated with you? Why?
3. What emotions or reflections did the films evoke?

Understanding the Role of Culture

4. How did the films challenge or reinforce your understanding of culture and its value in society?
5. In what ways do arts and culture contribute to development beyond entertainment?

Public Investment and Policy

6. What arguments for public investment in culture stood out most strongly in the films?
7. Why do you think culture is often underfunded compared to other sectors?
8. What might change if governments allocated 1% of public budgets to culture?

Culture and Livelihoods

9. How did the films illustrate the impact of culture on creative professionals?
10. What opportunities can stronger cultural ecosystems create for communities?

Looking Forward

11. What practical actions can cultural practitioners, policymakers, civil society organizations, and citizens take to advance support for culture?
12. What would a thriving cultural sector look like in your country?
13. What is one key message from the films that you would like others to hear?

Facilitator's Customisation Guide

Depending on the film or themes that generated the strongest audience response, facilitators may choose to explore additional questions:

If the conversation focuses on Youth and Creative Opportunities

- How can cultural funding expand opportunities for young creatives?
- What barriers prevent young people from accessing cultural and creative careers?

If the conversation focuses on Cultural Infrastructure and Policy

- What cultural spaces or institutions are missing in your community?
- How can policy better support artists and cultural organizations?

If the conversation focuses on Community Resilience and Peacebuilding

- How can culture help communities recover from conflict, displacement, or social division?
- What role do artists and cultural practitioners play in rebuilding trust and social cohesion?

If the conversation focuses on Heritage and Identity

- Why is preserving cultural heritage important for future generations?
- How can public investment support local traditions while encouraging innovation?

If the conversation focuses on Gender and Inclusion

- How can cultural investment create more equitable opportunities for women and marginalized groups?
- What examples of inclusion or exclusion did you observe in the films?

Call to Action

The CfCA Advocacy Film Collection is more than a screening experience—it is an invitation to imagine a future where culture is recognized as a driver of sustainable development, social cohesion, economic opportunity, and democratic participation.

Following the screening, audiences are encouraged to:

- Engage policymakers and decision-makers on the importance of investing in culture.
- Join and amplify advocacy efforts calling for #1PercentForCulture.
- Continue conversations about the role of culture in shaping Africa's future.
- Share this Screening Toolkit, organize your own screenings, and encourage dialogue within your communities and networks.

All six films are free to access and screen. We simply ask that you help amplify the message by publicizing your screening and tagging Connect for Culture Africa on social media.

Follow, tag and write to us at Connect for Culture Africa:

Click the icons



Together, we can help ensure that culture is recognized not as an afterthought, but as an essential pillar of Africa's development.

Find More Resources:

Social Media Posters



[Country Specific Posters](#)



[Display Master Poster](#)



[Master Posters For Screening Details](#)

June, 2026



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