



EAC ARTS & CULTURE FESTIVAL (JAMAFEST 2022)



**Call for Abstracts
for the 5th Edition
4TH -12TH SEPTEMBER 2022
BUJUMBURA, BURUNDI**



1. Background

The **Jumuiya ya Afrika Mashariki Utamaduni Festival (JAMAFEST)**, is a regional Arts and Culture Festival held in the East African Community Partner States on a rotational basis. The Festival is a result of the 23rd Council of the Ministers directive to the Secretariat to organize and hold regional Arts and Culture Festivals and Sports Tournaments as one of the strategies for fostering socio cohesion among East Africans. The main objective of the Festival is to promote regional socio-cultural integration through arts and culture by providing a regional platform to showcase culture as a prime driver of EAC integration.

The 1st Edition of the festival under the theme “**Fostering the East African Community integration through the cultural industries**” was held in February 2013 in Kigali Rwanda; the 2nd Edition “**Unleashing Economic Potential of Cultural and Creative Industries in the EAC**” under the theme “**Unleashing Economic Potential of Cultural and Creative Industries in the EAC**” was held from the 2nd to 9th August 2015 in Nairobi-Kenya; the 3rd Edition of the Festival took place from 7th – 15th September 2017 in Kampala, Uganda under the theme; “**Culture and Creative Industries; the engine for Unity and Employment Creation**”. The 4th Edition of the EAC JAMAFEST was held in Dar es Salaam, the United Republic of Tanzania, under the theme: **Cultural Diversity: A key driver to Regional Integration, Economic Growth and Promotion of Tourism**.

The Republic of Burundi will host the 5th Edition of JAMAFEST under the theme “**Harnessing the cultural resources to mitigate the impacts of COVID 19 in the EAC**” from 4th -12th September 2022 in Bujumbura, Burundi.

The **JAMAFEST** activities include a carnival, art exhibitions and demonstrations in the open spaces, Cultural Villages, Symposiums, and various cultural and arts workshops.





2. The Objectives of EAC Arts & Culture Festival “JAMAFEST”

The Festival objectives are to:

1. To provide a platform to showcase culture as a primary driver of regional integration and sustainable development;
2. Bring together East African cultural practitioners and administrators to celebrate the rich and diverse cultural heritage as well as contemporary practice of East Africa;
3. Provide space for intercultural dialogue amongst the people of East Africa;
4. Foster the economic development of the EAC through nurturing the growth of a strong creative and cultural industry sector. and
5. Promote arts and culture as a tool in the celebration and branding of East African identity and image.

3. Call for Abstracts

The EAC Secretariat welcomes the submission of abstracts from experts in the field of arts, culture, and industry. The abstracts will be presented in a regional symposium as part of the activities to celebrate the 5th Edition of the EAC Arts and Culture Festival (JAMAFEST 2022)





3.1 THEME: “Harnessing the cultural resources to mitigate the impacts of COVID 19 in the EAC”

SUBTHEME A: Adopting new Regional languages in the EAC

DESCRIPTION



The expression of culture is inextricably linked to language. It serves a crucial social purpose by fostering group identity and solidarity, by transmitting values, beliefs, and practices. It is a method for transmitting and preserving culture, customs, knowledge, history, traditions, memory and shared values to the next generations.

Maintaining the languages of distinct ethnic and cultural groups is crucial for the preservation of cultural legacy and identity in multilingual communities. Language loss implies a loss of culture and identity.

Policies most times conceive language issues mostly as cultural, but languages also play a huge

role in building inclusive knowledge societies, in providing access to education and information, freedom of expression, cultural and linguistic diversity, and in stimulating innovation, having an impact on multiple domains, including education, justice, health, socio-cultural life, the economy, science, and technology.

TOPICS AND DISCUSSION AREAS

In April 2022, the East African Community (EAC) Sectoral Council on Education, Science and Technology, Culture and Sports (SCESTCS) adopted a roadmap for the implementation of Kiswahili and French as official languages of the bloc.

The objective of this theme is to stimulate dialogue, research, policy, and programmatic

action considering both the indigenous and adopted languages of the EAC.

The theme will discuss the role of language in

- i. Humanitarian affairs, peace-building and national development plans.
- ii. Education (indigenous and modern) and life-long learning.
- iii. Indigenous knowledge in science and health.

- iv. Gender equality.
- v. Social inclusion and urbanization, ethics and civic engagement.
- vi. Cultural heritage and diplomacy.
- vii. Technology, digital activism, and artificial intelligence.





3.1 THEME: “Harnessing the cultural resources to mitigate the impacts of COVID 19 in the EAC”

2: Role of modern technologies in advancing cultural expression and arts.



In today's society, it is indisputable that technology has a significant influence on our culture, business, and entire worldview. People can use social media to discuss ideas, connect with, relate to, and mobilize for a cause, seek counsel, and offer assistance.

Social media has broken down communication barriers and developed decentralized communication channels, allowing everyone, including individuals in repressive nations, to have a voice and engage democratically.

The theme will discuss:

- i. *The impact of social media on culture*
- ii. *Technology, art and innovation*
- iii. *Audience participation and the “global village”*
- iv. *Access to and usage of art – the diverse nature of art*
- v. *Old and New/Modern Challenges*



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3: Indigenous Knowledge and Traditional Medicine.



Human contact with their environment has resulted in the development of indigenous/traditional knowledge. Traditional knowledge of human and animal health exists in every African country. Every location has had a kind of traditional medicine at some point in history. Even at the level of ethno-pathogenic beliefs of diseases and therapeutic action, each African culture has its own unique approach to health and disease.

The sub - theme will explore:

- i. Traditional and indigenous medicinal knowledge and practices in East Africa*
- ii. Healing Cultures: Nature, Spirituality and Belief Systems*
- iii. The globalization of indigenous medical knowledge*
- iv. Indigenous knowledge and oral tradition*
- v. Traditional medicine, health promoting cultures and livelihoods*
- vi. Women and Ethnomedicine*





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4: Arts, Industry and Tourism



Tourism contributes to the preservation and conservation of cultural heritage, restores cultural pride, revitalizes customs and traditions, and allows for cultural sharing and learning. Increased cross-cultural interaction; understanding, maintaining, and keeping local culture, arts, crafts, and traditions; empowering host communities; and promoting cultural values are some of the cultural effects of tourism.

The sub - theme will explore:

- i. Harnessing cultural tourism in the EAC*
- ii. Our Town, Our Arts: The role of local authorities in enhancing cultural tourism*
- iii. East Africa as a destination of Heritage and Arts Tourism; festivals; events; museums; galleries.*





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5: Youth Participation and Employment



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6: Research, Innovation and Investment in Arts and Culture



Creativity and the creative industries have gotten a lot of attention recently, whether from the government or the private sector; from business owners to creators, the creative industry is a hot topic. We must modify the status quo of the industry and boost our own industrial value because of economic transformation and upgrading. The two engines of technological innovation and cultural creativity are the main sources of value enhancement in the creative business.

The subtheme will explore the role of research and innovation in:

- i. Harnessing personal skills, and talents for cultural creativity and promotion of cultural resources for employment and economic growth.
- ii. Value Chains and the Cultural Creative Industry
- iii. Technological Innovation and Cultural Creativity
- iv. Innovation and Entrepreneurship





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7: Inclusion of marginalised populations (indigenous communities, PWDs, Women, Older Persons, Refugees, Immigrants)



‘Leaving no one behind’ is the pledge at the heart of the agenda 2030 yet many people are discriminated against on the basis of age, race, sex, disability, origin, religion, economic status among others. Social exclusion and deepening inequality in society leads to social discontent, less trust in government systems, high crime rates, environmental degradation and persistent poverty.

Marginalized people are typically left out of decision- making, government institutions, fundamental services,

and even citizenship. Women are the custodians, creators, and consumers of culture in any community, yet they continue to encounter restrictions that prohibit them from participating equally in the cultural arena. More needs to be done to fill the data gap in order to support gender-sensitive cultural policy.

Sustainable development is aided by creating an inclusive society that empowers marginalized groups and individuals.

Culture is a resource for building social cohesion and once well exploited, cultural practices, sites, and expressions are enablers of social inclusion. Access to and participation in cultural life is a crucial element in enhancing well-being and creating a sense of belonging and shared identity.

The subtheme therefore seeks to discuss:

- i. Cultural diversity as an enabler and factor of development
- Culture in the face of migration, identify, diversity, pluralism and regional integration
- Inclusivity amidst Cultural Diversity
- Safeguarding the East African Cultural Heritage amidst globalization





Please send submissions to gminani@eachq.org; mtayebwa@eachq.org with a copy to jamafest@gmail.com by August 20th 2022.

For paper presentations, please send a 250-word abstract or description and a short biography. For artist submissions, please send JPEG and/or MP3 or MP4 files and a short biography. Include the title, work date, process, dimensions, and medium. Dropbox and other FTP links will not be reviewed.

