



## **AFRICAN CROSSROADS COLLABORATION GRANT!**

**WALA! (Shine)**

**Lilongwe2Rabat!**

### **Project Goal.**

To explore the role adoption and use of clean and renewable energy (solar lights) can play in powering the creative industry and promoting education for disadvantaged communities.

### **Project description**

This collaborative project, aims to explore how access to clean renewable energy (solar lights) in remote schools and a refugee can contribute to increased productivity by the users in both their academic and creative lives.

Through the project, we want engage some of our creatives in the setting up of solar libraries in rural schools with the support of a solar lights supplier, SunnyMoney Malawi. Sunny Money Malawi is currently piloting light libraries in 2 schools. The challenge is on how to measure impact and come up with a way of engaging students and parents to use the solar lights and increase productivity.

The people from the creative industry will become mentors for the students and the youth from the refugee camp in Malawi and will help them explore different career paths that exist in the creative industry while also hosting different competitions in the areas to help them compete academically and showcase their talents.

These creatives then will help the students through mentorship and performances to look at talent as an alternative noble way of earning a living and also help the youth at the refugees camp use their creative expressions to redefine their freedom. We intend to use the industry professionals in the creative industry to give different assignments to the students through which they will be assessed at the end of the project and also renewable energy experts from SunnyMoney who provide after-sales and help the community members buy solar lights from their agents and dealers at affordable prices even on Pay as You Go plans.

Malawi does not have proper arts and infrastructure and role models in the arts and cultural spaces, which makes motivating students and parents to pursue the arts a big challenge. Hiba Foundation our partner from Morocco whose main mission consists in developing a mature cultural and artistic industry in Morocco runs physical (a cinema, a cultural coffee space, a cultural lab, a recording studio and previously a media library) and online spaces (resources center) that contribute to empower artists and all their ecosystem. So when the idea of this project came up, we thought it would be a great opportunity to share experiences between Moroccans and their Malawian counterparts, and also widen our perspectives of collaboration. The idea is to promote the adoption and use of renewable energy in Africa by linking it with rewards that the creatives from disadvantaged backgrounds who use solar power in nurturing their talents and acquiring an education can gain. We therefore will be able to use the Hiba Foundation knowledge and experience in making art and marketing it.

The collaboration also has a mission to support Malawian and Moroccan creatives by equipping them with the right collaboration, industry knowledge and investment to look at arts as a business while advocating for clean energy use and stimulating learning for disadvantaged students and refugees.

Kuwala Creatives is a collective of multidisciplinary creatives which has the vision to help creatives from disadvantaged backgrounds make it big by exploring different ways in which to stimulate creativity and arts for development.

The project will help Kuwala Creatives get insights into how Hiba Foundation started and sustains its programs and networks and use their existing expertise to run this project while Hiba Foundation will be learning how solar lights can help creatives do more.

It will also help us explore and learn about the 2 Arts and Culture landscapes. This will assist in creating synergy and collaboration between the creatives of the 2 countries in solving social challenges using the arts and also explore business linkages through utilizing the foundation's spaces and work with the owners : These include: Visa For Music, Resource center, Hiba\_REC while linking with other interesting players in Morocco arts and culture, such as co-working spaces and start-up incubators, cultural institutions like Théâtre Pour Tous, l'Uzine, L'Appartement 22.



## **WALA PROJECT TIMELINE: MAY - SEPTEMBER 2019**

### **Kuwala Creatives and Hiba Foundation Collabo**

#### **in partnership with SunnyMoney.**

#### **MAY, 2019: Activity 1: Project Awareness**

##### **Activity 1.1.**

- Recruitment of creatives and industry experts to be considered for the mentorship roles: 10 candidates and 3 selected mentors and we will also need 6 volunteers from our current creatives.

##### **Requirements:**

Graphic Design of project press kit –

Graphic designer fee, Airtime and Data, Social media sponsored adverts.

#### **JUNE, 2019: Activity 2: Procurement of Lights**

Assess need for increment of Lights in the Libraries.

- Procurement of solar lamps for setting up of solar libraries in 2 rural schools with the support of a solar lights supplier, SunnyMoney Malawi. Sunny Money Malawi is currently piloting light libraries in 2 schools and we intend to increase the capacity of the 2 current school libraries at Kapiri and Mtakatoka in Dedza District and set up a community library in a refugee camp at Dzaleka in Dowa District.

## **JUNE- JULY, 2019. Activity 3: Monitoring and Public Engagement.**

### **Activity 3.1 Monthly Monitoring and engagement visit to schools**

- Set up 3 creative clubs and monitoring the use of solar lamps,
- 300 people will be directly using the solar lamps every day from the 3 locations with about 1,350 people benefiting assuming that each household has 4.5 members on average.
- 90 club members with 30 members coming from 3 project locations.
- 3000 people involved in engagement activities. We target to reach 1000 people in each community with the messages of renewable energy and opportunities in the creative sector through public engagement activities. We will hold monthly monitoring visit to schools to measure impact and work with the creative clubs and engage the general public through talent showcase, quizzes and football matches.
- pre-project meetings with school structures
- 80 parents involved. These will be involved during the Parent Teacher Association meeting as we introduce the project.
- 30 refugee community members will be directly engaged. We will work with The Dzaleka Youth Congress and Fountain of Hope organizations both based in the refugee camp in running all activities in the camp.

### **KEY ACTIVITY DATES!**

<b>Date.</b>	<b>Activity and Requirements.</b>
<b>26th May, 2019</b>	Visit to Dzaleka for a meeting with Dzaleka Youth Congress and African Union Youth Club.
<b>28th May, 2019</b>	Visit to Mtakatataka & Kapiri to meet with the teachers and communicate of our next activities to all the stakeholders and initiative formation of quiz teams.
<b>14th - 15th June, 2019</b>	<b>Quiz, Talent Showcase and Football Match in Kapiri</b>

	<p>Requirements: Radio adverts, Fuel, Perdiems, daily Subsistence Allowance for experts.</p> <p><b>Prizes to be given to the winning team will be provided by different local partners.</b></p>
22nd June, 2019	<p><b>The Infusion Y2Y Dialogue.</b></p> <p><b>Refugees Day Event with African Union Youths Club and DYC.</b></p>
28th, 29 June. 2019.	<p><b>Quiz, Talent Showcase and Football match at Mtakataka</b></p> <p>Requirements: Fuel, Radio ads, Perdiems, subsistence Allowance for experts</p>
12th -13th July, 2019	<p><b>Final Talent Showcase and Quiz Contest.</b></p> <p>Mtakataka Showcase, Fuel , Bus Hire, PA system, Perdiems, Refreshments, Media Coverage, Subsistence Allowance for Industry experts.</p> <p><b>Prizes will be solicited locally to give to the winners in different categories.</b></p> <ul style="list-style-type: none"> <li>• Books, School Uniforms, Stationery, Any Education Materials.</li> <li>• Winners in the creative themes will be given an opportunity to perform at different festivals in Malawi, such as Sand Music Festival, Tomain Festival, Lake of Stars Festival, etc.</li> </ul>
July, August, 2019	Activity 3.2.

	<ul style="list-style-type: none"> <li>• <b>Selection of 2 top talent to represent the creatives and travel to Morocco with the Kuwala Team.</b></li> <li>• 10 talents will be shortlisted from the activities and 2 talents will be selected to travel to Morocco joining 2 members from Kuwala Creatives.</li> </ul> <p><b>Requirements:</b> Refreshments and snacks, Lunch for staff, Stationery, Daily Subsistence Allowance for Judges</p>
<p><b>September, 2019.</b></p>	<p><b>Activity 5:</b></p> <p><b>Exchange learning visit to Hiba Foundation, Rabat in Morocco.</b></p> <ul style="list-style-type: none"> <li>• Learning trip/ residency by Kuwala Creatives members in Morocco at the Hiba Foundation. This will include masterclasses on the business of arts and culture, visiting Hiba Foundation projects and partners, collaborations on creative works and setting up a creatives online matchmaking platform to connect creatives from the 2 countries and give them an opportunity to collaborate on projects and create a market for their works in the 2</li> <li>• 12 people will attend master classes. 4 from Malawi and 8 from Morocco.</li> </ul> <p>(We plan to stream the Masterclass to other Malawian and Moroccan Creatives (60 Creatives to attend online)</p> <p><b>Requirements:</b> Air Tickets for participants from Malawi</p> <p>Accommodation for participants from Malawi</p> <p>Accommodation for participants from Morocco</p>

	Perdiems for participants from Malawi Perdiems for participants from Morocco Local travel for participants from Malawi Local travel for participants from Morocco Master Class facilitation fee
<b>October, 2019:</b>	<b>Activity 6: Project Report and evaluation.</b>

To successfully implement this project, we will need the following ,

Expertise

- Knowledge in renewable energy issues, - SunnyMoney Malawi Team
- Education experts, - (The ministry of Education through the Education Divisions)
- Arts, culture and creative sector experts, - (Selected creatives and industry experts)
- Creative business development expert- (Experts from Morocco to be appointed by Hiba Foundation)