

Ethiopian Film Policy and Strategy

A film is an artistic product that uses motion pictures to present fictional stories, documentaries, artistic performances, research experiments, pictorial descriptions, etc., by means of electronic devices or recorded celluloid images and sound for public and individual viewing. It involves designing, production, distribution, screening, promotion and training.

The history of the film industry since its emergence on the world scene in the 1890s shows that motion pictures have now been shown for over a century. Films began to be screened in Ethiopia within a few years after they first appeared elsewhere. However, the film industry in Ethiopia has not registered as much growth as its age.

As of the early 1990s, individual initiatives to produce films in Ethiopia using video technology were reinforced thanks to the increase in public taste and demand for such video films. A significant number of citizens were participating in the film industry and benefitting directly or indirectly. The free market policy and the country's efforts to transition to an industrial society have created a conducive environment for the film industry.

Nevertheless, despite Ethiopia's endowment with cultural, historical and natural resources, the benefit it has derived from the film sector has been minimal. It is quite difficult to compare the benefit that Ethiopia has gained to date with those that other countries are getting from the sector in terms of income, job opportunities and image building. This gap is due to not only limitations in human capacity, essential infrastructure, shortage of equipment and capital, but also the lack of a national policy that facilitates utilization of national resources and guides the diverse activities of the sector.

Therefore, it is necessary to give policy guidance to the emerging film industry and fasten its growth. In this age of globalization, due to close interactions among people and the expansion of information technology, various means of effecting cultural invasion and eroding national cultural identity have been created. Since foreign films are among such means of cultural invasion, it is essential to systematically develop the local film

industry and satisfy the public's interest in artistic films while also protecting Ethiopian identity and promoting national pride.

There is no question that enabling our country's children and youth to watch films appropriate for their age and that are both entertaining and educational is a matter that needs serious attention. However, no worthwhile steps have yet been taken in this direction and the sector has not been able to serve all sections of society appropriately is an indication of this gap. Furthermore, the fact that no films that use sign language or other means to cater to the needs of the disabled, particularly those with visual and auditory impairments, have been produced is another indication that the developmental vision of the film industry is circumscribed. The participation of the nations, nationalities and peoples in the industry's output is limited and their role marginal. Consequently, in order to build a film industry that takes cognizance of these sections of the society and the new Ethiopia, and to foster strong social bonds and bring about a fair development, the sector needs to be led by an appropriate policy.

In countries that have developed a successful film industry, film products play a critical role by entertaining while educating and educating while entertaining. Ethiopia's film industry, too, needs to play a key role in attaining national consensus and renaissance, in building a democratic culture, in ensuring constitutionalism, in promoting peace and unity, in strengthening positive values, in engendering and enhancing a culture of tolerance and goodwill. To this end, it is necessary to make concerted and coordinated efforts to build a national film industry that is capable of playing meaningful social and political roles and that can ultimately emerge as a successful competitor on the international market.

The benefits of leading the film industry in the right direction are not limited to the above-mentioned potential social and political outcomes. It is also possible to envisage the enormous job opportunities and income generated by what the world has come to praise as the industry that creates inexhaustible wealth. Therefore, considering its multi-sectoral contributions to our country's development, it is necessary to strengthen the economic significance of the film industry that annually generates income worth several billions in other countries.

Our country's constitution guarantees freedom of expression and the right of every Ethiopian to engage in any sector of his/her choice to sustain his/her livelihood. It declares that the government has the responsibility of protecting basic human rights, building a democratic culture, and, to the extent that its capacity allows, supporting the development and expansion of the arts, and science and technology. Accordingly, in order to implement the strategies spelled out in the national cultural policy, and cognizant of the need to develop the economic, political and social roles of our cultural values, it is timely to use the existing conducive conditions for spurring the growth of the film industry.

The film policy of the Federal Democratic Republic of Ethiopia has been prepared by using inputs from the findings of the survey conducted for this purpose, and taking note of existing international and continental institutional and legal frameworks, international conventions ratified by Ethiopia, and the experiences of other countries. The policy is divided into three major parts and presented as follows.

Part One

Rationale, Vision, Mission and Objectives of the Policy

1. Rationale of the Policy

- 1/ To provide a clear policy direction that gives due consideration to value chains, ensures international competitiveness, enhances a democratic culture of good governance, fastens social development, builds peace and unity of citizens, develops our values of tolerance and considerateness to one another, and through it to ensure that the sector's professionals, investors, intellectuals, the society and the nation directly and indirectly benefit from the industry;
- 2/ By giving visibility to all features of the country through film products, to strengthen image building, to create employment opportunities, to protect the vested interests of investors,

professionals and the society in the industry, and to withstand negative external cultural influences;

- 3/ To create a conducive environment that gives the film sector its due place as an artistic enterprise, to provide it with legal protection that enables it to develop its own national perspective and identity, and thus play a decisive role in the private sector and attain sustainable growth;
- 4/ By creating incentives and an enabling environment for existing professionals and newcomers to the film sector, to make Ethiopia a preferred destination and center for the film industry;
- 5/ By strengthening the sector with professional ethics and trained manpower to address deficiencies in perception, skills, and knowledge reflected in the course of producing, distributing, recording and screening of films, and by filling gaps in operational and legal frameworks, this film policy has been prepared in line with international practices to create an enabling environment that fosters the all-round development of the sector.

2. Vision

To see a national film industry built on the foundations of skilled manpower and solid infrastructure, that ensures economic, spiritual, and material development, and that is a capable and strong competitor at the continental and international level.

3. Principles

1/ Accepting and Respecting Diversity

By respecting cultural, linguistic, religious, gender and physical differences among nations, nationalities and peoples, reflecting, popularizing and passing on to the next generation the peoples' culture, languages and social values, and enriching the collective values of tolerance and dialogue, to consolidate unity in diversity through accessible film products;

2/ Ensuring Social Development and Economic Benefits Based on Our Cultural Values

Since films have the capacity to impact on mental growth and societal development, the film industry should be strengthened so as to enable it to inculcate patriotism and work culture in the youth, to make the sector a catalyst for national economic development in which citizens actively participate and derive due benefits from the sector;

3/ Building the Country's Image

Introducing Ethiopia's attractive cultural, natural and historical resources and peoples' life styles to local and foreign audiences and building the country's positive image;

4/ Strengthening Cultural Exchanges

In addition to cultural exchanges between Ethiopia's nations, nationalities and peoples, promoting similar cultural exchanges internationally, in particular, strengthening cultural exchanges by promoting the outlook of Pan-Africanism;

5/ Protecting Freedom of and the Right to Creativity

Providing full legal protection to intellectual property rights in films, and giving special government support, as deemed appropriate, until the film industry becomes self-sufficient;

6/ Ensuring the Active Participation of the Film Sector's Stakeholders

Ensuring the stakeholders' active participation in formulating laws, devising detailed plans, establishing appropriate institutions, and developing relevant and enabling operational procedures thereby facilitating the growth of the film sector;

4. Objectives

1/ General Objectives

The policy's overall objective is enabling films to play a key role in building a single political polity through strengthening unity in diversity among the country's nations, nationalities and peoples, and providing economic and social benefits to industry actors and citizens while protecting, developing and promoting Ethiopia's natural and historical endowments and cultural values.

2/ Specific Objectives

- a) By presenting to spectators film products that contain various folklores and cultural values in the languages of the country's nations, nationalities and peoples, to give them a major share in the social, economic and political development processes;
- b) Expediting the growth of the film industry by devising the modalities for providing incentives and recognition to professionals involved in the sector;
- c) Producing film products that build a positive image of the country by introducing and promoting, both locally and abroad, Ethiopian peoples' history, culture, natural scenery, thereby fighting undemocratic or biased perceptions and practices;
- d) Enhancing the sector's benefits by improving practices that negatively impact on the development of the film industry;
- e) Making the film industry benefit from the nation's economic development and enabling it to diversify the country's job options by creating job opportunities and income sources;
- f) Strengthening the system for providing legal protection to the industry's intellectual outputs and making artistic films accessible to the public;
- g) Strengthening and expanding the educational and training institutions to upgrade the skills of the relevant

professionals so as to enhance the quality and market competitiveness of the film industry;

- h) Putting in place appropriate legal frameworks and developing modern operational procedures so as to build the film industry on solid foundations;
- i) Creating a conducive environment that facilitates the coordination and cooperation of professional societies, local investors and stakeholders in order to secure a significant share in the African film market;
- j) Integrating the film industry's development strategies with the national development strategies and devising and implementing government support schemes, especially at the initial stage, to fill market gaps and lead the industry along a sustainable development path;
- k) Enhancing the role of the film sector in the creation of a scientific and technological society in Ethiopia;
- l) Creating strong and competitive enterprises that would enable the film industry to develop its own identity and produce quality films in large quantities;
- m) Creating the right conditions that allow Ethiopian citizens, members of the Ethiopian Diaspora and foreign investors to play a positive role in the development of the film industry;
- n) Building a strong and profitable film industry that is enlightening, uplifting, and entertaining, and that contributes to national unity, modernization and cultural transformation.

Part Two

Major Policy Issues and Strategies

5. Human Resource Development

Policy

The film industry in Ethiopia is evolving and hence has to be strengthened with trained workforce that has professional knowhow in the

field. To produce films that are up to standard and successfully competitive in the market, those citizens already involved in the sector and others who have the inclination and interest in the field have to be equipped with the necessary professional knowledge and skills. Consequently, human resources development within the sector will be given due attention.

Implementation Strategies

- 1/ The fields for professional training will be identified, training levels will be determined, curriculum at higher and medium level educational institutions developed, and education and training offered to those who seek to pursue a career in the sector.
- 2/ Institutions that are already involved in providing training in the field will be capacitated to raise their standards by providing them with inputs, human resources, finance and modern training equipment.
- 3/ Short and long-term training will be given to participants in areas that show knowledge and skills deficiencies.
- 4/ Linkage with reputable international training institutions and individual professionals will be forged and experience sharing platforms created to facilitate technological and knowledge transfers.
- 5/ Various local exhibitions and festivals will be organized and participation in international events facilitated so as to enable industry actors to draw lessons and widen their experiences.
- 6/ Support will be provided for the organization of film clubs, training offered to their members, and platforms organized for them to share experiences.
- 7/ Researches will be conducted to facilitate human resource capacity building.
- 8/ The industry will be given due attention in the government's human resource development program.
- 9/ Forums for critical reviews will be expanded to help improve the professional capacity of participants in the sector.

- 10/ Sustainable educational and media programs will be created and strengthened so that children and the youth will acquire knowledge about the art of film making.

6. Infrastructure Development

Policy

In order to enable the film industry to flourish, the infrastructure of the sector will be developed and the scope of distribution of its outputs expanded.

Implementation Strategies

- 1/ Regional States and City Administrations will provide proportionate support to fill gaps in the film industry's infrastructure and to enhance distribution of its film products.
- 2/ Studio villages for film production will be built by the private sector or the market gaps filled with government participation.
- 3/ Various equipment that will enable the production of internationally competitive films will easily be made available in sufficient quantities within the country.
- 4/ A national film institute will be formed.
- 5/ A well-organized database of films will be established.
- 6/ Educational institutions training film professionals at medium and higher levels will be established and existing ones enabled to raise their standards.
- 7/ City master plans will be devised by taking into account film infrastructures.
- 8/ A film library and museum will be established.
- 9/ Infrastructures that enable the digital distribution of Ethiopian films in the market will be developed.
- 10/ An institution will be established to give awards recognizing the contributions of those professionals and other bodies that have left their imprint on film products.

7. Establishing and Strengthening Operational Procedures

Policy

Although the film industry has a tangible contribution to social and economic development, there may be some challenges in the areas of production, issuance of licenses, screening and distribution of films, which have become bottlenecks for its development. Therefore, enabling operational procedures will be put in place to address these challenges.

Implementation Strategies

- 1/ Appropriate directives will be issued to enable film producers, distributors, professionals, owners of cinema halls, recorders and publishers, and, in general, all those stakeholders directly or indirectly involved, to work in accordance with the established work chains.
- 2/ Films that could harm national security, corrupt the morality and ethical values of the society and the youth, and pose cultural invasion shall not be allowed to circulate.
- 3/ Mechanisms will be created to provide support to films that protect national security, strengthen the morality and ethical values of the society and the youth, and that do not expose viewers to cultural invasion.
- 4/ Laws that support creation of a conducive environment for the film industry will be issued at various levels and existing ones will be reviewed and revised as necessary.
- 5/ Mechanisms will be established for handling importation of foreign language films.
- 6/ A department will be set up to address grievances related to issuance of licenses and work-related disagreements, and to undertake other related activities.
- 7/ The government will establish a national arts council drawn from various sectors to encourage film production, recognize merit, and create a healthy competition.
- 8/ A code of ethics will be established for the film profession.

- 9/ Film professionals will be given designations appropriate to their professional standard.
- 10/ Film products will be deposited at the national archives to serve as historical data sources and for research.
- 11/ Prior to being released for market distribution, films will be reviewed by a body certifying their standards.
- 12/ Mechanisms will be put in place for the distribution of foreign language films produced abroad and television productions and broadcasts in a manner that does not harm local products; likewise, local producers and professionals will be given protection.
- 13/ Ways of working in conjunction with the media industry will be created to enhance the all-round development of the film sector.
- 14/ A system will be put in place to integrate the economic contributions of the film industry into the national plan.
- 15/ A scheme will be devised to raise individuals' creative interests and capacity to a higher artistic and production level.
- 16/ A mechanism will be devised to provide support to commercially non-viable community films, low budget films, experimental films, documentary films and other new approach films produced outside the regular film production channels.
- 17/ A sustainable and coordinated working relationship will be created between governmental and non-governmental organizations that have major stakes in the sector.

8. Creative, Copy and Related Rights

Policy

One of the major challenges facing artistic creation in our country is the violation of creative, copy and related rights. Since the film industry is also vulnerable to this violation, efforts will be made to address the problem of such infringements.

Implementation Strategies

- 1/ Creative, copy and related rights will be given legal protection.
- 2/ Appropriate measures will be taken against those that illegally reproduce copyrighted creative materials and those that engage in similar activities to gain undeserved benefits.
- 3/ Relevant technologies that serve to protect creative, copy and related rights will be imported into the country.
- 4/ Coordinated preventive measures will be taken by governmental and non-governmental stakeholders to protect creative, copy and related rights.
- 5/ Forums and trainings will be organized at various levels to enhance public awareness on protection and violation of creative, copy and related rights.
- 6/ Mechanisms will be put in place to closely work with the international community to protect creative, copy and related rights.
- 7/ Appropriate control measures will be taken against rights violations that constantly change their forms.

9. Development of Film Production

Policy

In order to sustainably and effectively develop the film industry and enable the production of films that are up to standard, steps will be taken for those involved in the sector to get insurance coverage, support them with various income sources, make available essential and suitable modern studios as well as sufficient supply of equipment on rent, and clearly identify and publicize types of investment within the sector that require licensing.

Implementation Strategies

- 1/ Film producers will be made to provide health and work-related accident insurance to film workers.

- 2/ Appropriate support will be provided to investors who build studios that can produce up to standard films.
- 3/ Mechanisms will be put in place to protect the rights and commensurate economic benefits of Ethiopian professionals working for foreign film companies producing films in Ethiopia.
- 4/ Joint film production within the country and at the international level will be regulated in a manner that would contribute to the growth of the local industry.
- 5/ Procedures will be put in place to facilitate the shooting of films by licensed operators without violating legal bans on restricted places and having secured the permission of affected institutions or organizations.
- 6/ The supply of ample equipment essential for film production on the basis of rent will be facilitated.
- 7/ Means of encouraging production of films by local professionals and amateurs will be put in place.
- 8/ The medium of training used by institutions and other actors in the film industry will be professionalized to a high level.
- 9/ Efforts will be exerted to enable the film industry to exploit the values and aspirations of our collective identity and Pan-Africanism.
- 10/ Mechanisms will be designed to encourage and strengthen the participation of small film producers and other sections of the society that hitherto have a negligible role in the film market.
- 11/ Schemes will be put in place to involve disabled members of the society to participate in the film industry.
- 12/ Incentive schemes will be devised to encourage films that promote a positive image of Ethiopia.
- 13/ Ways of providing government and other partners' support to films and film projects that have commercial viability will be explored.
- 14/ Means of supporting community films that have little share in the film market, low budget films, experimental films, documentaries, and innovative films will be explored.

- 15/ Mechanisms will be devised to enable children and the youth to view films that are suitable for their age and level of mental maturity.
- 16/ Media organizations and training centers that disseminate to the public film production knowledge and related information, and present programs of film criticism and analysis through the mass media will be encouraged.
- 17/ Appropriate support will be provided to foreign film producers that work in partnership with local producers.

10. Film Distribution and Market Development

Policy

Schemes will be developed to address the problem of the limited distribution, within and outside Ethiopia, of locally produced films.

Implementation Strategies

- 1/ Regional States and City Administrations will issue licenses to film entrepreneurs as per licensing categories devised by taking note of the special nature of the industry.
- 2/ Wider distribution of foreign films with Ethiopian contents and those based on Ethiopian nations, nationalities and peoples will be encouraged.
- 3/ Locally produced films will be given air time on a quota basis for public screening on Ethiopian television stations.
- 4/ Film status charts will be issued regularly to the public.
- 5/ Monitoring and control mechanisms will be put in place to ensure that video houses operate under license and in accordance with the law.
- 6/ Films produced in our country will be distributed through modern technologies to widen the scope of their dissemination and facilitate their use for research.

- 7/ Efforts will be made to enhance new market opportunities by entering into market linkage and cooperation agreements with countries at an advanced stage in the sector.
- 8/ Films will be subjected to undergo a rating process prior to their release for distribution.
- 9/ Measures will be taken to support Ethiopian films with modern technology so as enhance the quality and diversity of their production and wider distribution within and outside the country.
- 10/ Ethiopian Embassies and consular offices will be made to operate in such a manner as to create opportunities for participation in diverse festivals that promote the film industry to a higher scale and secure more markets.
- 11/ Government supported promotional activities will be undertaken to identify new market outlets and enable the film industry to operate on a trans-national scale.

11. Support and Incentives

Policy

The film industry mobilizes enormous resources at the international level. In view of its social relevance, contribution to mental development and role in entertainment it deserves serious attention. Therefore, appropriate measures and support as well as incentive schemes will be put in place to facilitate the development and growth of the sector.

Implementation Strategies

- 1/ Professionals and entrepreneurs in the sector will be entitled to benefit from the investment incentives.
- 2/ Investors applying for licenses to invest in the expansion of the sector's infrastructure will be entitled to get investment incentives.
- 3/ Access to credit services will be facilitated for existing and new cinema hall owners, film distributors, recorders, producers, and film training institutions to enable them to build their capacity.

- 4/ Educational institutions that import materials that would be used for enhancing the quality of their training will benefit from incentives on import duties.
- 5/ Film recorders, distributors, and cinema hall owners will be given the necessary support to form strong unions that can provide them with leadership and help them access the international market.
- 6/ Existing and new actors in the sector will be enabled to get credit services either individually or through their unions.
- 7/ Individuals, institutions, professionals and others players that make outstanding contributions to the sector will be accorded appropriate recognition and incentives.
- 8/ Those who produce films that build a positive image of the country, enrich human development, promote diversity, tolerance and peaceful co-existence, and that highlight the good values of the society will be given recognition at various exhibitions, festivals and trade fairs.
- 9/ A film development fund will be established and used to reinforce the growth of the sector.
- 10/ Appropriate support will be provided to showcase locally produced films at foreign film festivals and trade fairs.
- 11/ Support will be given to promoters that organize film competitions.
- 12/ Tax regimes that retard the growth of the film industry by way of double or similar over-taxation will be studied and reformed.
- 13/ Those who produce films that have national relevance will be provided with revolving fund support.
- 14/ Mechanisms will be put in place to allow the joint production of films by television stations.
- 15/ Cooperation agreements will be entered into with international film industry players to create alternative markets and distribution channels and to facilitate knowledge and technology transfers.

- 16/ A mechanism will be created to enable Ethiopia to send the best representative film to the annual international Film Academy Awards such as the Oscars.

12. Benefits to Society

Policy

Appropriate measures will be taken to enable professionals within the sector and the whole society to derive due benefits from the industry and to raise such benefits to a higher scale.

Implementation Strategies

- 1/ An appropriate legal system that enables professionals within the sector to get payments commensurate with their services will be instituted.
- 2/ A system will be devised to enable communities whose life styles, customs, landscape, and social values are incorporated into films to get their due share from the benefits generated.
- 3/ The necessary legal frameworks and operational procedures will be laid down to enable the sector to contribute to national development and to the creation of employment opportunities.
- 4/ The promotion of the folklores, life styles and social values of the country's nations, nationalities and peoples through locally produced films will be encouraged.
- 5/ Mechanisms will be created to enable the disabled to enjoy films.
- 6/ Ethiopian diaspora entrepreneurs will be encouraged to invest in and benefit from the local film industry.
- 7/ Film products will be made to contribute to the building of a unified politico-economic society.
- 8/ The contributions of local films to the youth's cultural enrichment, patriotism, self-pride, and respect for diversity will be enhanced.
- 9/ By establishing film fan clubs, support will be given to create a community with a well-cultivated culture of appreciating high quality films endowed with artistic merit and social relevance.

13. Image Building Activities

Policy

Films can rapidly transmit their contents through scripts, sound and images and this facilitates their capacity to project the country's image to the rest of the world by exploiting available opportunities. Consequently, the industry will be given support to capture all aspects of changes in our country and promote to the world the images of its peoples' history, diversity and natural attractions.

Implementation Strategies

- 1/ Conducive conditions will be created for film producers, companies and professionals to make widely accessible works that build national images.
- 2/ Local films that promote a culture of patriotism, tolerance, democracy, national unity, and strong work ethics will be enabled to participate in national and international film exhibitions and festivals.
- 3/ Films that facilitate cultural exchanges and understanding among neighboring and all other African peoples will be encouraged.
- 4/ Steps will be taken to facilitate the proliferation of films that enable the youth to know about their country's history, culture and profiles.
- 5/ Cultural and historical sites, public squares, monuments, and buildings will be recorded in images and sound and preserved for use in film production.
- 6/ Promotional activities will be undertaken to make Ethiopia a major film-shooting destination for international film producers and film screen tourists.
- 7/ Annual international film festivals will be instituted to transform Ethiopia into the film capital of Africa.

Part Three

Policy Implementation and Role of Stakeholders

14. Role of Stakeholders

1/ Role of the Ministry of Culture and Tourism of the Federal Democratic Republic of Ethiopia

- a) The Ministry will be the main implementer of the policy.
- b) It will formulate the laws, directives, programs, strategies, etc., necessary for implementing the policy at the federal level.
- c) It will provide capacity building support to capacitate the film industry and to make it competitive.
- d) In cooperation with concerned bodies, it will devise various schemes and lead, coordinate and monitor the healthy growth of the film industry.
- e) It will provide capacity building support to players involved in film production.

2/ Role of Non-Governmental Stakeholders

a) Civil Society

- (1) Civil society will participate actively in the film industry and shoulder the responsibility of collectively responding to the challenges of the industry, and forward to the government demands emanating from the sector.
- (2) Professional societies and development associations will act in coordination towards the inclusion of the film industry in the country's development planning.
- (3) They will devise ways of rectifying unethical conduct and resolving through dialogue conflicts among industry actors

while also channeling to the concerned government agencies outstanding challenges beyond their capacity.

- (4) They can enter into capacity building agreements and sign contracts with similar local and foreign organizations to facilitate the smooth growth of the sector.
- (5) To facilitate the flourishing and expansion of the film industry, they, in conjunction with concerned agencies, will provide training, and material and financial support to the youth who are organized in small enterprises to produce low budget films.

b) Role of the Private Sector

- (1) They will implement the policy in their respective sectors.
- (2) When challenges are encountered in the implementation of the policy, they will address them together with the government.
- (3) They will provide their comments on documents issued to implement the policy.
- (4) They will provide support to capacity building activities undertaken at various levels.
- (5) They will contribute their share in the efforts to make the media industry operate accountably and transparently, and to combat corrupt and irresponsible practices.

c) Role of Educational and Research Institutions

- (1) They will engage in research and dissemination activities to facilitate the implementation of the policy.
- (2) They will collaborate with the government to develop the industry and make it competitive.

- (3) Educational and training institutions involved in the sector will provide appropriate support in producing diverse and ample number of skilled workforce for the industry.

d) Role of the Society

- (1) Parents and guardians have a critical role in protecting the moral and psychological wellbeing of children and the youth by monitoring and evaluating the films produced. Parents will also have a role in the review of imported films.
- (2) They will cooperate in the production of films and provide support to the growth of the industry.

15. Implementation of the Film Policy

Various approaches, short-, medium- and long-term plans, and operational directives will be devised to facilitate the implementation of the policy. The following points in particular will be given due attention.

1/ Human Resource

The necessary human resource capacity will be built for the implementation of this policy.

2/ Awareness Creation

At different levels and through various approaches, awareness creation as well as promotional and dissemination activities will be undertaken to publicize the contents, objectives and implementation of the policy.

3/ Source of Finance

The necessary finance for implementing the policy will come from the following sources.

- a) Government budgetary allocation,

- b) Loans and donations,
- c) Film Trust Fund to be established in the future,
- d) The public and various other sources.

4/ Monitoring and Evaluation

- a) A mechanism for monitoring and evaluation of the implementation of the film policy will be put in place.
- b) Policy implementation reports will be prepared in accordance with clearly spelt out criteria and success indicators.

5/ Policy Implementing Structures

- a) To implement the policy at the country level, an Arts Council composed of representatives of key stakeholders will be established.
- b) Institutions engaged in research on films and related sectors will be expanded.

6/ Legal Frameworks for the Implementation of the Policy

Proclamations, regulations, directives and manuals will be issued to facilitate the implementation of the policy.

Ministry of Culture and Tourism

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