

**The speech by guest of honour, Ms. Jane Murago-Munene, Executive Director of the Pan African Federation of Filmmakers (FEPACI), on the occasion of the launch of Kenyatta University's School Of Creative Arts, Film and Media Studies on Thursday 30<sup>th</sup> April 2015**

**The protocols:**

The Chancellor, Kenyatta University

The Chairman of the Council

The Vice Chancellor

Kenyatta University Community

Invited Guests

Ladies and Gentlemen

**Role of Creative Industry in Reshaping Africa**

We at the Pan African Federation of Filmmakers are extremely pleased to be witnesses to the launching of Kenyatta University's new School of Creative Arts, Film and Media Studies. Let me take this opportunity on behalf of FEPACI and on my own behalf to congratulate Kenyatta University on this important milestone.

It is another demonstration of Kenyatta University's leadership position in provision of higher education in Africa. With a community of over 70,000 scholars, Kenyatta University is truly a leading, dynamic and innovative university. The school continues to build on existing success. For example, the film department already has 420 undergraduate, 37 masters level and 18 PhDs enrolled.

**Why is the Launch of the new School of Creative Arts, Film and Media Studies Important?**

As you know, there is increasing recognition in Africa and elsewhere of the role of the creative economy in human progress. United Nations Educational, Scientific and Cultural Organization (UNESCO)'s definition of the creative economy includes performing arts, festivals, visual arts, film, television, radio, video, photography and interactive media.

The global trade in creative goods and services is estimated at US\$624 billion. Exports from developing countries reached US\$221 by year 2011, and were growing at 12.1%.

Recent studies by the World Intellectual Property Organization (WIPO) estimate that the sector contributes 5.8% to Kenya's GDP, nearly 4% of total employment.

By launching the School of Creative Arts, Film and Media Studies, Kenyatta University is taking up her role in nurturing talent for this rapidly expanding sector.

### **Why Does Africa Need Reshaping?**

Africa's vision is to be an integrated, people-centered, prosperous continent at peace with itself. This vision has been reaffirmed at the highest levels of government by the African Union Heads of State and Government, in various fora and articulated in the *Agenda 2063*.

I want to focus on one of the aspects of the vision – the aspiration of an Africa with a strong cultural identity, common heritage, values and ethics. For us to achieve this, we need to change the way Africa views herself.

To change how we perceive ourselves and how others see us, we have to start by telling our own story. And there is plenty to tell. We are at the dawn of the new African renaissance. An Africa that is youthful, having freed herself from the debilitating yoke of colonialism and apartheid.

We are an Africa of big dreams, and big projects, walking with a powerful, purposeful stride. I must say that in the arena of education, Kenyatta University aptly captures this new Africa.

We are an Africa telling her story through her own eyes - African images and stories told by African peoples. That story is an Africa of hope and promise. An Africa of opportunity and prosperity.

### **Training**

This is where training comes in. Training is key, and critical to this endeavour. We must retool ourselves and re-orient and change our paradigm.

We want to tell this story with confidence, not cowed by the rest of the world. To quote President Uhuru, "Africa is rising period. There is no equivocation. There is no but. We

want African images and stories to be told without the need to justify. We want the broadcaster to screen African content without feeling a need to justify. The whole point is to get the African to feel comfortable in her skin. To tell her truth without feeling it is second rate. To truly believe that she is worthy.”

That is why this great step by Kenyatta University is a trailblazer.

## **Production**

The Pan African Federation of Filmmakers (FEPACI) is an Africa wide private sector organization bringing together filmmakers on the African continent, to grow the African film industry. FEPACI is a facilitator and catalyst, and works with governments, the Africa Union and the private sector in creating, designing and promoting programs to develop the film industry.

Film is a significant industry in Africa, generating an estimated US\$590 million in annual revenues in Nigeria, US\$300 million in South Africa, US\$70 million in Kenya, and US\$25 million in Egypt. Kenya’s film industry has a potential of KShs 90 billion annually.

This week, we launched the Ambika call for this year’s pitching and production forum. This forum will provide a unique opportunity for 20 filmmakers from across Africa to receive specialized training and financing to produce their films.

Africa has to produce cultural content capable of competing alongside other high quality, world class cultural products. We therefore have the obligation and responsibility as a cultural industry to make local content a primary focus and produce quality indigenous content that is competitive and unique.

## **Distribution Through Digital Platforms**

Distribution is key to the commercial success of film and video productions. This year, there will be 1 billion mobile phones in Africa. We know our audiovisual and cinema professionals have great talent. I encourage this school to put the two together.

It is now my great pleasure to declare Kenyatta University’s School of Creative Arts, Film and Media Studies officially open!!