

# Supporting Sustainable Growth and Employment In Rwanda's Audio-Visual Value Chain



## Why we invest in the audio-visual value chain

Globally, the audio-visual sector is one of the fastest-growing sectors with an increasing demand for content from Africa. In Rwanda, the sector is still young and small but promising: the number of locally produced content distributed online, via cinemas or television stations, is constantly growing. Film-induced tourism is becoming increasingly important. Since audio-visual productions transport cultural values and traditions, films are a medium to attract potential tourists and increase foreign revenue.

Rwanda does not yet have the recognition as a destination for international film productions. Moreover, the local film market requires profitable production and distribution systems to provide sufficient income opportunities for Rwandan filmmakers. Therefore, the Promotion of Economy and Employment project (Eco-Emploi) supports Rwanda in developing a thriving audio-visual sector by promoting institutional frameworks, skills training, entrepreneurship development, regional and international networking – and thus contributes to positioning Rwanda as an international film destination.

## A few of our interventions

The establishment of the Rwanda Film Office by the Rwanda Development Board was a significant step towards creating a conducive environment and infrastructure for audio-visual productions in Rwanda. The Film Office serves as a one-stop shop for the global and domestic film industry, promoting local and

The Promotion of Economy and Employment (Eco-Emploi) project is a joint Rwandan-German Development Cooperation Project implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). It aims at creating jobs and strengthen micro, small and medium-sized enterprises (MSMEs) and cooperatives in the film, tourism and wood value chains through technical and vocational education and training (TVET), private sector development and improvement of labour market interventions.

international film productions in the country. Eco-Emploi supports the Film Office in providing information on film locations and pooling local experts through setting up digital services and respective database systems. Furthermore, with the aim to promote Rwandan filmmakers and regional as well as international co-productions, Eco-Emploi supports the Film Office in setting up a Rwandan Film Fund. This Fund would be the first in East Africa and further boost the competitiveness of Rwanda as a film destination. At the same time, Eco-Emploi supports international marketing activities of the Rwanda Film Office to connect it with clients and investors worldwide, for example, on film festivals.

The COVID-19 pandemic is a catalyst for increased demand for digital learning. In Africa, only a few companies have so far specialised in producing digital learning content. Therefore, Eco-Emploi supports professionals in the audio-visual sector to transform Rwanda into a



*L to R: Training for filmmakers on video production with IYUGI in Kigali.*



*L to R: Training of filmmakers on video editing;  
Handover of training certificate*

production hub for digital learning content. Specifically, the project provides market information and skills development to Rwandan production houses, for instance, through specific entrepreneurship training. In those trainings, production companies are informed about current market trends, learn new skills such as instructional design, and receive support in building a community of practice on the production of digital learning content.

## What we expect

The development and improvement of services and platforms in the audio-visual value chain, combined with skills training and international marketing, are expected to improve the quality of existing jobs and contribute to creating new jobs in the audio-visual sector from the development phase over production and post-production to marketing and distribution. With the two latest international film productions serviced by the Film Office, already more than 100 Rwandan film makers found employment. In addition, with the increasing global demand for digital learning content, it is expected that a new market for specialist Rwandan production companies will be pioneered.

Specifically, developing strong and sustainable partnerships with international film festivals, such as the Berlinale and the African Ouaga Film Lab, contributes to positioning Rwanda as a well-known audio-visual production site. It is expected that international productions in Rwanda will lead to more tourist visits and a higher appreciation of products made in Rwanda, thereby contributing to sustainable economic growth in the country. To better measure the spill-over effects from film productions on the economy, such as accommodation, transportation, catering and construction, Eco-Emploi is currently supporting the development of a new monitoring system.

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Promotion of Economy and Employment Project  
P.O. Box 59, Kigali, Rwanda  
T: +250 788 187 800  
F: +250 252 572 439  
E: giz-ruanda@giz.de  
www.giz.de/rwanda

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