



MUSIC IN AFRICA PARTNERSHIP

2021

Music in Africa Live Grant

In 2021, **Ntha Foundation** was awarded a grant of **€10,000** from **Music in Africa Foundation** to implement the "Music in Africa Live" Project. The "Music In Africa Live" project provided music creators with digital skills to adapt to changes in the music sector and develop digital strategies. The project was initiated by the Music In Africa Foundation and funded by the German Federal Foreign Office, the Goethe-Institut and the Siemens Stiftung.

MUSIC MALAWI

This project saw the launch of the **Music4Malawi** initiative through the **Kwathu Upgrade: Music4Malawi Edition**. **Music4Malawi (M4M)** is a music and creative resource sharing platform for Malawian artists and creatives in Malawi. It is an initiative under the Kwathu Kollektive, aiming at building the capacity of young artists and creatives in Malawi.



2023

ACP-EU Culture Programme – Southern Africa SOUND CONNECTS FUND

After implementing the Music in Africa Live Project successfully, in **May 2023**, the **Ntha Foundation** was awarded the **€68,000** to operationalise and scale the **second edition of the Music4Malawi (M4M)** project. **Ntha Foundation** was further capacitated to set up a live music production studio.

ACHIEVEMENTS OF THE MUSIC MALAWI INITIATIVE

Human Resource



Total of 16 staff engaged through the project

Participants Onboarded

Category	Male	Female	Total
Music in Africa Live	7	3	10
Sound Connects Fund	32	16	48
Total			58

Trainings and Workshops

MIAL

1 Week Kwathu Upgrade Workshop (5 Short Courses Taught)

- Branding and Marketing
- Intellectual Property Management
- Alternative Revenue Models of Artists
- Audience Development & Cultural Management
- Talent Management

Events

MIAL: Exploring Gender Dynamics in the Malawian Music Industry

SFC: Taking The Malawian Sound Global Malawi's Echoes of Resilience

SCF

- 1 Month Digi Savvy Africa (Digital Skills Training)
- 1 Month Kwathu Upgrade (Creative Skills Training)
- 1 Month Nyenyenzi Fellowship (Business Development Training)
- Expert Mentorship (with 5 Key Industry Players)

Live Showcase



MIAL: Music4Malawi Live Showcase SCF: NMN Africa - Battle of the Bands

- Participants were split into 5 groups (bands)
- Participants worked together to reimagine classic Malawian songs

Maso Awards Partnership



- M4M sponsored the Maso Awards
- Maso awards platform was used to showcase some of the M4M talent
- The EU joined this event as they are committed to promoting Malawian creativity, culture and entrepreneurial spirit



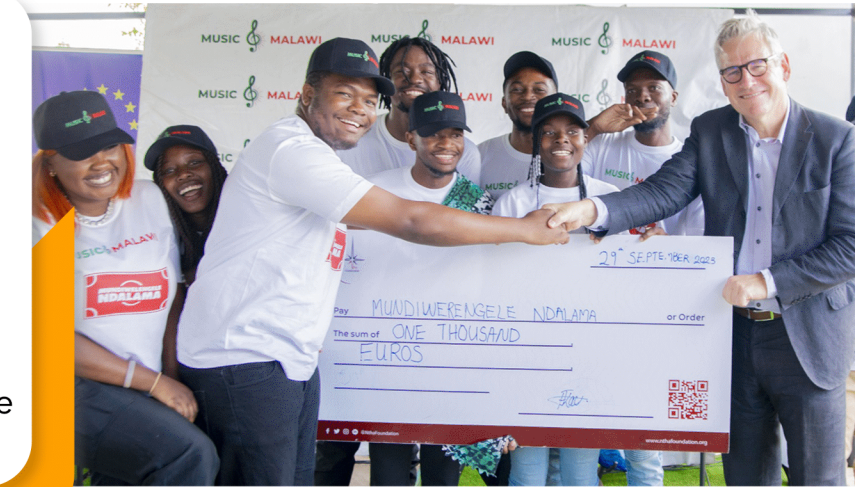
Creative Works Funding Support



- MIAL:** All participants were awarded **€250** each towards their creative initiatives
- SFC:** **5 bands** competed, and **3** of the winners were awarded **€1,000**, **€800**, and **€600**



- Kwathu Konversations**
A podcast created to take Malawi's Creative industry global
- 10 episodes featuring some of the Malawi's finest creative minds were produced
- All episodes can be found on YouTube



MUSIC MALAWI

A KWATHU KOLLEKTIVE INITIATIVE

IMPLEMENTED BY:



IN PARTNERSHIP WITH:



ACP-EU Culture Programme – Southern Africa



IMPLEMENTED BY:



FUNDED BY:



CO-FUNDED BY:



WORK WITH US

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