The potential of culture to address future challenges in Africa. Myth or Miracle?

*Malaika Toyo
Arterial Network, Nigeria

With the 2015 deadline for the MDGs fast approaching there is an argument for more human-centered approaches that address entrenched concerns such as social exclusion, marginalization and inequality. With this comes the increasing recognition of culture as a major tool in contextualizing development –particularly the contributions and potential of cultural and creative industries to promote local community development. However, in spite the global debate on creative economy, the Common African Position on a post-2015 sustainable development agenda still makes no mention of the role of culture in ensuring localized ownership of future development agendas.

The aim of this session is to consider the relevance of culture to Africa’s Post-2015 development agenda and develop a critical analysis of the strategic usefulness of cultural policy in guiding local and regional understanding of the ways cultural policies can work to support social and economic development (Paying particular attention to cultural policy in Nigeria).

Using Nigeria as a case study, relying on some literature review, the paper seeks to identify major trends in the sector, engage in in-depth qualitative interview with selected experts in Nigeria while analyzing the current and increasingly attractive status of the cultural sector in the framework of national development. The aim of this study is to come up with a more evidence-based picture of what culture and cultural policy and the resultant framework can do within a developing country context.

Keywords: cultural and creative industries, Nigeria, Post-2015 Development Agenda

*Presenting author