



Mr. Mbumba Erastus Haitengela
Executive Director
Ministry of Education, Innovation,
Youth, Sports, Arts & Culture
Private Bag 13186
Windhoek
Namibia

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Letter of request and information sharing

As a follow-up to the fruitful discussion with Ms Sarah Negumbo and Mr Manfred Gaeb, representing Namibia at the Mondiacult conference that took place 29 September – 1 October 2025 in Barcelona, I am happy to confirm Estonia's interest in cooperation with Namibia in the field of culture, specifically related to the sector of creative industries, film, and music.

In 2023, Estonia and Namibia started cooperation in the field of creative industries connecting the themes of living heritage, education, innovation, digital transformation, and youth. Two projects have formed the core of the cooperation:

- Developing heritage-based digital skills and entrepreneurship in Namibia (September-December 2023)
- Developing heritage-based digital skills and entrepreneurship in Namibia through curriculum enhancement (June 2024-March 2025)

The projects brought together various stakeholders, the main partners in Namibia being Namibia National Commission for UNESCO, University of Namibia, and UNESCO Windhoek Office. From the side of Estonia, the projects have been led by NGO Creative Estonia in collaboration with Estonian National Commissions for UNESCO, and University of Tartu Viljandi Culture Academy. Private sector experts of creative industries and digitalization contributed to the project planning and events (high-level conferences, youth hackathons) with their insight and expertise. The projects were funded in large part by the Estonian Centre for International Development – ESTDEV.

In March 2025, Estonian Ministry of Culture organized together with Namibia Investment Promotion and Development Board (NIPDB) creative industries themed roundtable in Windhoek. The roundtable gathered national and residing international stakeholders to discuss the topics related to cultural and creative industries' (CCI) development, such as digital innovation, film industries, and linking creative and entrepreneurial skills. We noted that the participants were profoundly interested in the Estonian experiences related to CCI sector development and film cash rebate system.

Based upon this cooperation and feedback received, I would propose some concrete follow-up activities. First, Estonian partners, who have been cooperating with Namibian colleagues, would like to contribute to

the Creative Industries Programme of the EU–Namibia Business Forum that will take place in March 2026. We see the Forum as a valuable opportunity to present our joint efforts, envision next steps, support youth in showcasing and promoting their products and ideas that have been developed during the creative industry hackathons organized as part of the above-mentioned projects. We have been in dialogue with the EU Delegation in Windhoek as well and are looking forward to possible cooperation on the forum.

In addition, we have been in contact with Namibia Film Commission and EU Delegation in Windhoek regarding a possible **study visit from Namibia to Estonia**, supported by the European Commission through a TAIEX instrument, **on the strategic cross-sectoral development of the cultural and creative industries with a focus on film industry**. The Tallinn Black Nights Film Festival (PÖFF) takes place in Estonia annually in November. PÖFF is an international A-list festival and one of just 15 globally with an internationally accredited competition program. PÖFF is interested in hosting a festival with a special focus on Sub-Saharan Africa. I believe that this study visit would be another important step for Estonia-Namibia creative industry's cooperation and possible engagement related to the film festival's focus on African films. The study visit's application still needs some work, the visit is envisioned to take place in **November 2026**.

Another possible cooperation area is music. Estonia's UNESCO Creative city Viljandi holds one of the largest folk music events in our part of the world – **Viljandi Folk Music Festival** – that draws nearly 25,000 music lovers each year. Our folk music scenes are linked through JMI (*Jeunesses Musicales International*) membership, which facilitates youth exchanges and supports musician exchange initiatives, but there is interest from Viljandi Folk Music Festival to **establish direct partnerships and mutual collaboration**, including participation of seasoned Namibian musicians at the festival and participation at folk music ETNO Camp that takes place prior to the festival.

I strongly believe that these joint activities will further strengthen the cooperation and ties between our countries, Ministries, UNESCO National Commissions, and other participating organizations.

Yours sincerely,



Kristiina Alliksaar
Secretary General

Additional recipients:

Department of Lifelong, Learning, Arts & Culture of the Ministry of Education, Innovation, Youth, Sports, Arts & Culture