



## Initiative Africa NEWSLETTER

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### A Successful Festival

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### Supporting the livelihood of Ethi pians through the digital Labor Market Information Systems [LMIS]

Initiative Africa is proud to announce that it has successfully coordinated and facilitated .....

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### International day for the elimination of Violence Against Women and Girls (VAW/G)

Debre Berhan University with support of Initiative Africa and other organizations has celebrated International day for the elimination of.....

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# A Successful Festival

At Hyatt Regency Hotel

The 14<sup>th</sup> Addis International Film Festival (AIFF) was successfully concluded on 20<sup>th</sup> December 2020 at Hyatt Regency Hotel. The closing day of the 14<sup>th</sup> AIFF, a 2020 American docudrama film called The Social Dilemma, directed by Jeff Orlowski and written by Orlowski, Davis Coombe, and Vickie Curtis was screened.

The film features interviews with many former employees, executives, and other professionals from top tech companies and social media platforms such as Facebook, Google, and Apple. These interviewees provide their first-hand experiences of working in and around the tech industry. They state that social media platforms and big tech companies have been instrumental in providing positive change for society; they also note that such platforms have also caused problematic social, political, and cultural consequences.

One major point that the film wants the audience to beware of is a "disinformation-for-profit business model" and that companies make more money by allowing "unregulated messages to reach anyone for the best price". The film discusses the dangerous nature of the flow of fake news regarding COVID-19 and propaganda that can be used to influence political campaigns.

Every year during the easter season (April – May) friends and families of the AIFF use to gather to harness and discuss the major human right issues. Unlike to the previous AIFFs, the 14<sup>th</sup> AIFF was held not as usual during those common AIFF months, but in



Top; Opining Speech by Yehualashet Gebremichael Acting  
Excutive Director of initiative africa at Vamdaz Entertament.



Top; Workshop by Michiel Robberecht Documentary producer at  
Hyatt Regency Hotel.





*Top; Screening at Hyatt Regency Hotel*



*Screening at Hager fiker Theater*

December due to the COVID pandemic. The pandemic has also pushed the organizers to limit the number of audiences to 50 – 60 per venue, reduce the number of Venues to three and the number of films to 14. The 14<sup>th</sup> AIFF had its opening on 16<sup>th</sup> December 2020 at Vamdas Entertainment screening with the films “Different” and “Ambessa”.

Sponsors, media affiliates, films school associates have attended the event. As usual, in addition to the screening of the documentary films, a half-day workshop on Hybrid Documentaries was also organized at Hyatt Regency Hotel which was led by a known documentary producer: Michiel Robberecht. 30 young film makers and journalists attended this capacity building workshop.

The AIFF is an Initiative Africa flagship program that is dedicated to advocating human right issues through arts and documentary films. Since its establishment in 2007, the AIFF has screened more than 800 documentary and short films and inspired millions of audiences. The AIFF is supported by many individuals, business companies, Embassies and civil society organizations who share the main cause of its existence – advocacy to human rights.





*Top; consultative meeting at Helton Hotel*

## **Consultative meeting on the new Chamber Proclamation**

Initiative Africa was pleased to be one of the invited stakeholders to participate in the Consultative meeting hosted by the Ministry of Trade and Industry in Collaboration with the Addis Ababa Chamber of Commerce and Sectoral Association on December 25<sup>th</sup>, 2020. The Consultative meeting was aimed at gathering inputs for the new draft Chamber proclamation amending the earlier 341/2003 proclamation which is the guide for the establishment of Chambers of Commerce and Sectorial Associations.

## **Innovative Grant Fund [IGF] in Progress**

Following the selection of the first round IGF grantees, IA has been continually delivering targeted Technical Assistance and Capacity Building activities for the selected Business Associations. IA has been giving one on one trainings on monitoring, evaluation, and data collection. During its due diligence assessment, IA had observed that many IGF grantees have minimal experience with monitoring and evaluation or best practices for grant management. Hence, these trainings focus on helping grantees understand the expectations for grant reporting and financial management while highlighting the importance of continuous M&E throughout project implementation. Following the training, IA has been working closely with the grantees as they develop and submit monitoring and evaluation reports.