

SPECIAL EDITION

 nhimbe  
trust

# PULSE

OCT - NOV 2022



ALL ABOUT THE

  
**NYANGA**  
Arts Festival



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## Background

Nyanga is primarily a tourist town and is a popular tourist destination with its fishing, golf courses, mountain hikes and holiday resorts. Moreover, Nyanga hosts a vibrant community with a strong cultural and spiritual background, all of which need to be recognized as some of Zimbabwe's prized possessions. As such we as Nhimbe Trust want to introduce an arts festival in Nyanga town to further unlock the tourism potential - value-addition of beautiful sceneries and cultural heritage the town is well known for. The Nyanga Arts Festival strives to be the leading heritage tourism - based festival in 2022.

## About

The inaugural edition scheduled for 27-29 October, is projected to host 10,000 attendees, live and online, from all over the world. The festival will offer top-drawer live performances, exhibitions and heritage tours across the Nyanga resort town and its surroundings. The Festival is expected to reach over 30 countries via digital live streaming. The festival will also act as a platform to bring awareness to important social and environmental issues with an end goal to improve lives, preserve their natural resources and ultimately, benefit the Nyanga community.

## VISION

To promote Nyanga to become the leading eco-friendly heritage tourism destination in Zimbabwe

## MISSION

To enhance tourism in Nyanga by amplifying its eco friendliness through arts, culture and heritage

## EQUITY STATEMENT

Nyanga Arts Festival is committed to honouring the value and dignity of all individuals. Through our work, we pledge to foster an environment that respects diversity, inclusion and accessibility, so that all who travel here feel welcome.





*Championing Arts Development*

The hosting of the inaugural Nyanga Arts Festival is a much welcome development for the Cultural and Creative Sector (CCS) in Zimbabwe and provides proof that the sector has managed to pick itself up and recover from the ravages of the COVID-19 pandemic.

It's a unique opportunity to uplift Zimbabwean cultural and art practices while promoting and showcasing Nyanga as a tourist destination. This combination of the arts with tourism provides a platform for exhibiting Zimbabwe's diversity and creativity as well as the beautiful vistas of the Eastern Highlands.

I would like to congratulate the organisers for putting up this event for artists to showcase their craft, share experiences in the workshops accompanying the festival, and above all increase the platform for the consumption of local CCS products and services.

The Festival should also help to grow the regional and local economies, promote the specific destination (in this case Nyanga), contribute to the livelihood of the artists and the local community and display different forms of art and create specific images of the area in local and international media spaces.

As part of the National Cultural and Creative Industries (CCI) strategy, the NACZ has engaged in a drive to collect information on the socio-economic benefits of festivals to communities. In their five-year strategy NACZ hopes to collect, document and provide concrete information on the impact of festivals and other CCI products in communities. This is the first step in our endeavour to professionalise the CCS so that we can produce a correct measure of its contribution to the economic development of the country.

**- NACZ Director, Nicholas Moyo**





## PATRON - CHIEF SAUNYAMA

Ladies and gentlemen, the year 2022 is a historic one for the town of Nyanga. It is the year of the founding of the Nyanga Arts Festival.

The town continues to grow in leaps and bounds. The hosting of this festival increases the status of the town and the diversity of its cultural and tourism offering. Held under the theme, Heritage, Tourism and Climate Change, the Nyanga Arts Festival mission addresses a plethora of sustainable development goals (SDGs). By unveiling equal opportunities to both male and female creatives and professionals at the festival, it is already addressing the 5th SDG on gender equality. By purposefully curating a workshop on music decent work and administering professional contracts to everyone engaged in the festival, it is unfolding Goal #8 on decent work and economic growth. By founding the festival in Nyanga, it is in compliance with SDG 11 that speaks to the establishment of sustainable cities and communities. And there are more SDGs that are being pursued. Looking closer to home, I note that by hosting this festival, Nhimbe Trust is contributing to the fulfilment of key priority areas of the National Development Strategy 1. By establishing the festival in Nyanga, there is already a large emphasis on devolution – to allow citizens to participate in development planning – which is one of the 14 priorities of National Development Strategy 1. More than half of the 14 national priorities are addressed by this festival.

What a unique intervention! I implore the people of Nyanga to ensure by all means possible that this festival becomes a reflection and a productive manifestation of sustainability over the years. After a few years, the town will be counting the spin-offs of this intervention. Last but not least, the remarkable intentional focus on the environment and climate change is to be applauded. It is an open statement that the festival is here to enhance promotion and the need for protection of the beauty of the awesome Eastern Highlands. I am humbly honoured to be a part of this exceptional historic occasion.





## FESTIVAL EXECUTIVE PRODUCER - FOUNDER: JOSH NYAPIMBI

The Nyanga Rural District is a major highlight of the Zimbabwean geographical landscape. In its vicinity is the Nyanga National Park renowned for a variety of wildlife, Mount Nyangani, the highest mountain in Zimbabwe, the spectacular Nyamombe Falls, the breath-taking Mutarazi Falls, the scenic Pungwe Falls and the Ziwa Ruins and Museum - among many other tourist attractions. The natural resources surrounding the town are a sight to see. It was our point of view pertaining to such immense beauty that the missing cherry on the cake was a cultural attraction, hence the founding of the Nyanga Arts Festival.

Complementing the current efforts to enhance tourism in the Eastern Highlands, the conception of the festival was to establish a more engaging and socially cohesive intervention, and the Nyanga Festival was highly befitting.

This inaugural edition is a seed which is envisaged to grow into a full-fledged festival for the benefit of not only the Nyanga town but the Eastern Highlands and the country as a whole. I am happy to see keen appreciation of the festival by the corporate tourism community. They have certainly embraced the logic and fact of the essence of festivals in generating income for the locals, employment creation, improvement of infrastructure and facilities as well as enhancement of visibility amongst many other factors.

This annual experience will not only bring quality artistry to Nyanga, but it will definitely identify untapped talent and bring it to the limelight. It will also bring to the forefront and in a way safeguard the Nyanga jekunje traditional dance and revive the threatened Nyanga kind of mbira well known as the nyonga nyonga, malimba heritage which intricately connects to Nyanga's robust cultural and spiritual background.

As Nhimbe Trust, our vision for this festival is bigger than has been imagined before. This year alone we aim to reach 10 000 people altogether in live and online audiences, and to be viewed digitally in more than 50 countries.

It is not all just fun and merriment at the Nyanga Arts Festival, but it is also about awareness, training, education, actively preserving cultural heritage and biodiversity and a lot more! Nhimbe is an indigenous collaborative work system where community members work towards a common goal.

True to the ethos of Nhimbe, the inaugural edition of Nyanga Arts Festival would therefore not have been possible without the tremendous support of the Montclair Hotel, Sound Connects Fund, Music in Africa Foundation, ACP-UE, the Goethe Institut, Siemens | Stiftung, the Zimbabwe Tourism Authority, National Trust of Zimbabwe, Rhodes Nyanga Museum, Music Crossroads Zimbabwe, NANGO, Nyangani FM/Community Radio Trust, Diamond FM, ZiFM, ZIMPA-PERS and earGROUND.

# CORE Values

As an organisation, we value:



## Diversity

As a tourism destination, the Nyanga Arts Festival offers a diverse array of destinations, activities and events. As a workplace, we value the wide array of backgrounds, opinions and work styles our employees and volunteers bring to the table.



## Teamwork

All employees, volunteers and our peers in the Nyanga tourism industry work together, collaborate and help each other towards the same goal of promoting Nyanga as a great place to visit.



## Integrity

Whether it's a promise to travelers, our industry peers or each other, we accomplish what we set out to do and strive to exceed expectations with each annual edition of the Nyanga Arts Festival, while remaining environmentally and economically sustainable and hunhu/ubuntu.



## Creativity

Creativity is essential for finding new solutions to environmental challenges. Artists and creators have an enormous role to play in inspiring climate action.



## Exceptional customer service

Our customer service is second to none and always delivered with a smile.



## PROGRAMME >>

**Thur 27 Oct**

### MUSIC BUSINESS MASTER CLASS

COUNTRY CLUB HALL  
9AM - 1PM

**Fri 28 Oct**

### AN ACT OF MAN

MAEREKA  
PRY SCHOOL  
9AM - 1PM

Featuring Zenzo Nyathi,  
directed by Memory  
Kumbota

**Sat 29 Oct**

### CONCERT

MONTCLAIR HOTEL  
7PM - LATE

Abisha Palmer, Feli Nandi  
Jah Prayzah

**Thu 27 – Fri 28 Oct**

### NGO DIRECTOR'S SUMMER RETREAT

MONTCLAIR HOTEL  
FULLDAY

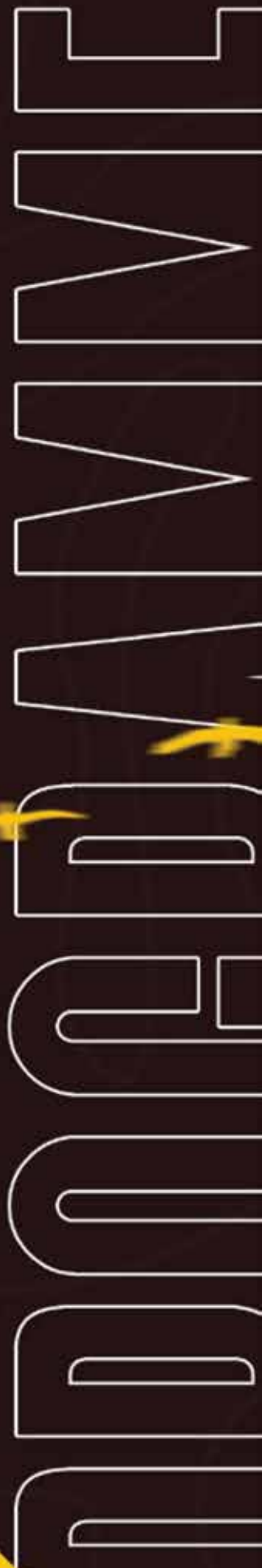
A multi-stakeholder dialogue  
platform to engage and  
develop reform matrixes  
for the civil society sector

**Fri 28 Oct**

### BIRA

CHIEF SAUNYAMA  
HOMESTEAD  
2PM - 5PM

Mystery, Music According to  
Percussion, Sarungano & the  
Story Tellers





# MUSIC BUSINESS MASTER CLASS



**Melody Zambuko**

- Introduction to Music business - unpacking basic tenets of music business



**Sam Mataure**

- Band and Tour Management
- Music education
- Tips for sustainability in music industry



**Lisa Sidambe**

- Introduction to ILO decent work elements and indicators
- Positioning decent work in contract negotiations

The day will kick off with an introduction to music business facilitated by the director of the Music Crossroads Zimbabwe Trust, Melody Zambuko, and the first session facilitated by the renowned drummer, and extensively toured former manager for the late Dr Oliver Mtukudzi and the Black Spirits band, Sam Mataure. A seasoned artist in every respect, who has also had stints with the late great Miriam "Mama Africa" Makeba (South Africa) and Zimbabwe's Thomas "Mukanya" Mapfumo, Sam will lay bare issues on band and tour management, music education and tips for sustainability in the music industry.

The second session will be facilitated by policy practitioner Lisa Sidambe from Nhimbe Trust who will facilitate the workshop on Music Decent Work (MUDEWO). Music Crossroads Zimbabwe Trust along with Nhimbe Trust have collaborated on a global monitoring programme on all aspects of decent work by reporting developments, inspiring related sector dialogue and informing national policymaking on decent work. Through their complementary mandates and expertise, Nhimbe Trust and MCZT support the development of creatives while protecting their rights and supporting the countries and communities hosting them. At the scheduled master class, Lisa will unpack the various elements of decent work in the music industry, explore compliance and labour violation incidences and together with participating artists, reflect on ways of upholding professional conduct in the music industry.

## 'AN ACT OF MAN'

Featuring **Zenzo Nyathi** - actor, community theatre trainer/consultant, climate & smart agriculture champion; Director of Ingxoxo Arts

Directed by **Memory Kumbota** - actor, director, trainer, consultant; Founder of Global Collaborative Creations

A rain diviner is forced to look not only to past traditions but also to the future, to try to come to terms with his own personal misfortunes and the natural disasters of droughts and floods. Told through a zestful mix of storytelling, mime, dance and song, the one-hander play adventurously interrogates the role that traditional knowledge systems and science play in a fast-changing world and in climate change intervention.

Thu 27 - Fri 28 – NANGO NGO Director's  
Summer Retreat | Full Day | Montclair Hotel



# NGO DIRECTOR'S SUMMER RETREAT

An important high calibre event running alongside the festival is the NANGO NGO Director's Summer Retreat, under the theme: 'Reclaiming an Enabling CSO Operating Environment for Inclusive Sustainable Development in Zimbabwe'. It is the 12th anniversary of the event, now back after the Covid-19 induced lockdown.

The Retreat is a multi-stakeholder dialogue platform for directors, development partners, government agencies, the private sector and interested partners to engage and develop reform matrixes for the civil society sector; an opportunity for NGOs to identify gaps and opportunities in enabling joint advocacy actions amongst CSOs and areas of possible collaboration with other stakeholders. <https://www.nangozimbabwe.org/all-events/>

# MYSTERY

MYSTERY (Nigel Musa) is a singer and songwriter from Mutare, in the afro-fusion genre. Award-winner of the 2021 Manicaland Creative Awards and 2nd runner-up of the Starbrite Zimbabwe 2020 competition, Mystery continues to work tirelessly to cement his place in the Zimbabwean music industry.

Mystery is about to drop his 1st Single Collection titled Manzwiro this year, starting with the latest single titled Dai Zvaibvira which is now available on all digital platforms. Dai Zvaibvira follows the previously released Zvinoita and Superwoman, among others.

# SARUNGANO & THE STORY TELLERS BAND

Sarungano, (Innocent Kufakunesu) is a Zimbabwean musician (guitar, mbira) who leads the band The Story Tellers. He is a product of Pakare Paye Arts Centre in Norton, nurtured and groomed by the late Dr Oliver Mtukudzi, and has a singles collection of 16 tracks, available on all digital platforms.

Sarungano said, "We are very excited to be part of the Nyanga Arts Festival, performing at the homestead of Chief Saunyama where we will be celebrating the jekunje dance and nyonganyonga malimba. For our band - having been nurtured by Dr Mtukudzi, who was an advocate of maintaining our traditional way of doing things, our tradition values - it comes as very special to us in that we also believe in our culture as Zimbabweans and Africans, that it must be maintained, preserved, we must not lose it. We have special instruments and dances that identify us as Zimbabweans, we believe in the origin of our culture, in the religion that our forefathers subscribed to. So this festival really goes well with our own beliefs and we are looking forward to this special performance. We are coming with our full band, selecting very strategic songs that go hand in hand with preserving our culture."

# MAP



Music According to Percussion (MAP) is a music ensemble from Zimbabwe which sets Percussion as the sole driver of its music. MAP is led by Othnell 'Mangoma' Moyo, Zimbabwe master hand-drummer, playing a number of percussion instruments, accompanied by women singers and percussionists, and bass, lead guitar and keyboards.

The root of MAP's rhythms is the Ngoma drum, the oldest type of African drum, and rhythms used for centuries in Southern and Central Africa to send messages, to summon people for rain-making or other ancient rituals, for celebrations and other festivities. These Ngoma rhythms are accompanied by powerful clapping and hosho-playing. The melodies are adopted from the Mbira, Ngororombe, Marimba, Chipendane, Chifende, and an array of Zimbabwean traditional melodic instruments.

After dominating traditional music for centuries, in more recent years the Ngoma has been used only as an accompanying instrument in modern music setups. Some Mbira have nearly reached extinction, and MAP restores these instruments to the forefront of the ensemble, as the lead instruments, in their traditional role.

Overlaying these pulses, MAP branches out to embrace other percussion instruments and styles from around Zimbabwe and her neighbours, playing instruments including Marimba, Mbira, Xigubhu, Gandira/Ndandanda, and custom-made tunable Ngoma and limbales. They shift from technical artistry to a more trance-like style that requires certain levels of concentration and 'takes one to places one has never been before'. Along with traditional southern African styles are flavours of reggae and salsa, funk and Asian styles.

The vocals incorporate Ndebele-style harmonies of southern Africa, Shona yodelling, Shangana and Griot styles, a colourful array of folklore and contemporary singing. They sing of thankfulness, creativity, encouragement, change. In true African oral tradition they sing of warnings and advice, the ills of poverty and a rebuke to xenophobia.

In much demand at home, Mangoma has also represented Zimbabwe in many countries in international festivals and venues, and taken part in a number of international musical collaborations with artists from South Africa, Mozambique, Burkina Faso, Norway, Austria, Sweden, France, Indonesia, India and the USA. Mangoma and MAP have two albums to their credit, which can be found on YouTube and Soundcloud.

[www.mapmusiczw.com](http://www.mapmusiczw.com)



# MC ABISHA PALMER

MC Abisha Palmer (Tendai Abisha Zenda) is a versatile entertainer who started out five years ago with the Judgement Yard stable before diverting to his solo musical journey, and has since won two awards as Best Zim Dancehall MC. He has shared the stage with international dancehall musicians from Jamaica, the likes of Busy Signal, Charley Black, Capleton, I Octain, Chris Martin and Kalado and also headlined big Zim dancehall events as the host MC, and entertained huge crowds at big events such as the OK grand challenge, corporate anniversary events, and launches. He treasured the opportunity to perform at two shows with Dr Oliver Mtukudzi at the Montclair Hotel in Nyanga, before he passed on.

For the past 4 years Abisha has been a radio presenter on ZiFM stereo, hosting the show "Zim\_Dancehall\_Empire" which plays commercial dancehall and reggae music every Saturday afternoon, and also old school rnb as well as hip hop and the trending amapiano music, and not forgetting our Zimbabwean heritage songs from way back in time.



# FELI NANDI

The popular afro fusion artist Feli Nandi (Felistus Chipendo) started singing professionally in 2017 as a backing vocalist, and moved up to a solo career in 2020. She released her first collection of 14 singles under 'I am Nandi', and later the album 'Izwi' in 2022.

Along the way she has collaborated on music projects with several artists including Trevor Dongo, Solution GC, Progress Chiplumo, Batsirai Shasha, and Holy Ten.

Feli Nandi toured to South Africa early this year, and to the UK in August for the 'Zimfest' Festival 2022 where she was warmly received.

Feli was described in an article by Nehanda Radio in August, as "a unique artist with powerful voice and ... honest lyrics ...". Feli has also spoken out against violence against women, an issue close to her heart.



# JAH PRAYZAH

Jah Prayzah, (Mukudzeyi Mukombe) is a leading Zimbabwean contemporary musician and lead member of the band Third Generation. He is popularly referred to by fans and media as "Musoja", the Shona word for "soldier", a name he earned mostly because of his signature band uniform of military regalia. The name "Jah Prayzah" comes from his name, "Mukudzeyi", which means "Praise Him".

Starting out in his music career in 2005, he grew swiftly, released his first album in 2006, and went on to release 10 more as well as a number of single releases over the years.

Between 2013 and 2018 alone he won 11 awards from the National Arts Merit Awards (NAMA) along with Zimbabwe Peace Ambassador award (2013) and Zim Dream Online award (2014). He became the first Zimbabwean to win an MTV African Music Award in the Listeners Choice category in October 2016. In 2019 he was nominated for the Best Male Artist in Southern Africa in the All Africa Music Awards.

Performing widely with his band and in music collaborations with various other artists, Jah Prayzah continues to thrill audiences around Zimbabwe and beyond, his popularity unabated.

## WRAP OVER

For yourself or a loved one!  
Lends a unique statement to your attire.  
Tailored in premium quality fabric that  
feels soft against the skin for utmost comfort.



# Nyanga National Park



**World's View** - Bring a picnic and gaze down from one of the highest points in Zimbabwe (2000m), looking across the central plateau almost a kilometre below. Set high on the escarpment, World's View affords stunning views of the surrounding landscape, and your eyes are overwhelmed by beauty at every turn.



**Rhodes Nyanga Museum** - Experience a rare collection of stone and wooden carvings and sculptures by the late Jonathan Matimba (1940-2013), one of the renowned early Shona Sculptors from Nyatate in Nyanga North. Matimba had a passion for protecting animals and the environment, and was one of the few sculptors who wrote a story about each work of art. He is one of the most famous and influential Shona stone and wood carvers of the 1950s and '60s. The collection is housed in a building known as Rhodes Stables, built in 1897. The museum also contains a curated display of ancient manuscripts, photographs and other exhibits of interest relating to Nyanga and persons and events connected with its history and development. You can view memorabilia depicting the life and times of early Zimbabwe, from the Stone Age to modern times together with the art, culture and traditions of this beautiful area. Take refreshments and visit the shop for local crafts. Located at the Museum situated next to the historic Rhodes Nyanga Hotel, in the Nyanga National Park.



Check out the new Bird Hide nestled into the hill, explore the unique Toposcope and relax in the "Protea and Wild Flower Conservancy" established through a relationship with Kirstenbosch, the world famous botanical gardens in South Africa who generously donated the original seeds. After wandering through the conservancy you can buy flowers and saplings to take home with you from the plant sales area. Located at the golf course just before the 13 km peg Troutbeck Hotel turn left for 4km towards the Tsanga Lodge and take the circular drive 11km towards World's View.

# Heritage Tourism & Climate Change

## WHY SUSTAINABILITY IN THE HOSPITALITY INDUSTRY MUST BE OUR TOP PRIORITY

### **1. The hospitality industry depends on a healthy global ecosystem and is uniquely vulnerable to environmental damage.**

Our natural environment is the beautiful destination we offer guests; it's where the food in our hotels and restaurants comes from; it's the air that our customers breathe and the water they drink. Climate change and biodiversity loss are two major interconnected environmental issues that have a broad impact on the hospitality industry.

### **2. Customers want sustainable business.**

A 2020 study by consulting firm Kearney shows that the COVID pandemic has made consumers even more concerned about the environment when making choices than before. Going green leads to better loyalty and word-of-mouth marketing, and higher customer satisfaction.

### **3. The hospitality industry already has a major impact on the global ecosystem.**

Right now, the hotel sector accounts for around 1% of global carbon emissions, and this is set to increase as the industry grows. Research by the Sustainable Hospitality Alliance has found that the hotel industry needs to reduce its carbon emissions by 66% per room by 2030, and by 90% per room by 2050, to ensure that the growth forecast for the industry does not lead to a corresponding increase in carbon emissions.

Hotels can also have a direct negative impact on biodiversity, due to excessive use of resources, purchasing unsustainably farmed produce, waste, irresponsible tourism, and unsustainable design. Restaurants have a huge role to play in countering biodiversity loss. Food production is the economic sector with the largest impact on biodiversity, contributing 60–70% to date of total biodiversity loss in terrestrial ecosystems, and about 50% of biodiversity loss in freshwater systems.

The hospitality industry is in a position to achieve huge amounts of positive change through the introduction of sustainable design and practices, and without the need to wait for government targets.





# Making a Case for Heritage Tourism & Climate Change

But, we can go further than that. We can use our influence to become sustainability champions and 'third wave' corporations, driving new ways of thinking and doing business.

In the case of the hotel industry most companies can be described as 'second wave corporations', according to a model developed by the authors of "Organisational Change for Corporate Sustainability." First wave corporations are those that reject the notion of sustainability, or choose not to take any action. Second wave corporations, although they accept and adopt a sustainability agenda of some form, do it to service their self-interests and third-wave corporations go beyond self-interests and see creating a sustainable world as their mission. They use their products and services to help create a sustainable society, and they build networks and collaborate with stakeholders to achieve that goal. To have a meaningful impact on global ecology, we need to adopt a new business paradigm, where hotels would become active advocates of sustainability values and influence their suppliers, partners, customers, communities and governments.

## Hotels need to go beyond the Second Wave

Leaping from the second to the third wave requires change-leadership and management. Hotels that are leading the third wave transition have leaders who are devoted to sustainability and have the leadership skills to influence and transform current ethos and practices.

Here are two examples of third-wave hotels:-

### Inkaterra

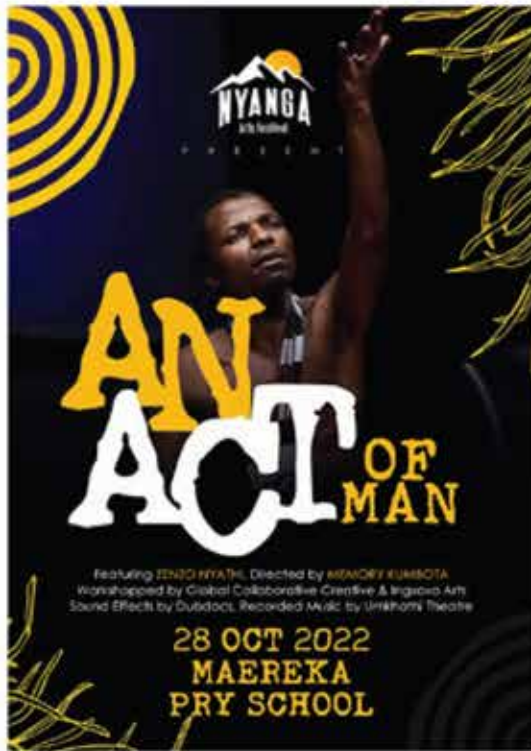
Since its inception, the Inkaterra Asociación has inventoried over 1400 animal species in hotel grounds, created the Inkaterra Canopy Walkway and the Spectacled Bear Rescue Center at Inkaterra Machu Picchu Pueblo Hotel, recorded the world's largest native orchid collection (372 species) found in its natural habitat, established an international bird-watching competition, and created a nature reserve by purchasing over 1000 hectares of Amazon rainforest. They educate guests and raise public awareness of biodiversity.

### Tierra Hotels

Tierra Hotels is a small company with three hotels in Chile, all designed to use local materials and minimise energy for heating or cooling. The hotels have their own solar farms and grey water systems, and have begun reforestation projects on their own grounds, reintroducing native species, in addition to planting traditional crops and kitchen gardens for food. In cooperation with the Chilean Tourist Board and Forestry Association, Tierra Patagonia also actively supports a reforestation project which aims to plant one million trees across Chilean Patagonia's national parks. They offer ecotourism training opportunities for hotel professionals and workshops for guests.

These two examples of Tierra and Inkaterra demonstrate how sustainability can be embedded within the ethos of a company as a driving force of its activities, with the guidance of committed leadership. Many different types of hotels are implementing sustainability plans in response to changing customer demand. Inhabitat lists the world's 20 greenest hotels every year, and Forbes Magazine has their own list of favourite sustainable hotels. Hotels around the world are recognised for the work they've done to reduce their footprint, through awards such as: the Better World Sustainability Award, the World Travel Green Hotel awards, the Positive Luxury Butterfly Mark and the Eco Hotel of the Year award. Hotel management schools around the world also have a critical role to play.





## How is Climate Change Impacting Culture?

Climate change is one of the greatest threats facing culture today. In every part of the globe, World Heritage properties are suffering from the effects of climate change – from increasing fires to floods, droughts, desertification and ocean acidification.

The uprooting of communities due to climate change threatens entire ways of life, including the practice and transmission of living heritage. Oral traditions, performing arts, social practices, festive events and traditional knowledge, including crucial knowledge about the environment, are all vulnerable in the face of climate change.

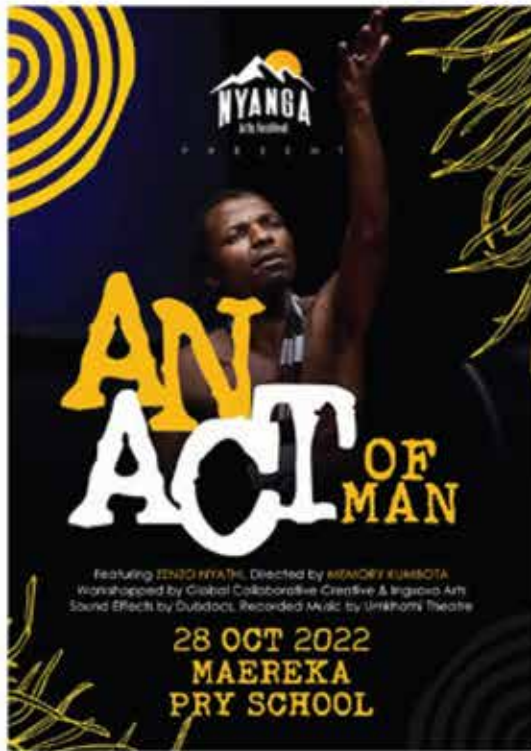
Climate change is also contributing to lost economic opportunities in the cultural and creative industries and cultural tourism. In sum, climate change is disrupting the lives of communities across the globe, dramatically limiting their ability to access and benefit from their culture.

## Why is Culture Important For Addressing Climate Change?

Culture is a powerful resource for addressing climate change impacts. Natural heritage sites serve as vital “sinks” for greenhouse gas emissions, and are key for the protection of biodiversity. Intangible cultural heritage practices have proven to be highly effective tools for helping communities prepare for, respond to and recover from climate change-related impacts and emergencies. This can include the transmission of traditional food security strategies and knowledge

about changing weather patterns, as well as the use of traditional architecture that can withstand natural disasters. Cultural heritage sites can also serve as a refuge, both physical and psychological, for surrounding communities during and after emergencies. Creativity is essential for finding new solutions to environmental challenges. Artists and creators have an enormous role to play in inspiring climate action.





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## How is Nyanga Arts Festival addressing Climate Change in the field of Heritage?



### **SAFEGUARDING CULTURAL HERITAGE AND BIODIVERSITY**

Nyanga Arts Festival designated sites, including Nyanga National Park Biosphere Reserves protect 472 square kilometres of cultural heritage and biodiversity.



### **MONITORING THE IMPACT OF CLIMATE CHANGE ON HERITAGE TOURISM IN NYANGA**

Nyanga Arts Festival is in the process of developing monitoring mechanisms that track the impact of climate change on local heritage properties.



### **RESPONDING TO CLIMATE EMERGENCIES IN NYANGA**

Following the destruction of cultural heritage in Chimanimani in the wake of Cyclone Idai, Nyanga Arts Festival will setup a Nyanga Heritage Tourism Emergency Fund.



### **BUILDING CAPACITY TO MITIGATE THE IMPACT OF CLIMATE CHANGE ON HERITAGE TOURISM AND COMMUNITIES**

Nyanga Festival will organise capacity-building workshops on climate-related disaster risk management for festival site managers.



### **SPEARHEADING HERITAGE TOURISM AND CLIMATE CHANGE RESEARCH**

Culminating in a National Heritage Tourism and Climate Change Reflection Forum at the 2nd Edition of Nyanga Arts Festival in 2023.



### **SOUNDING THE ALARM ON THE INTERNATIONAL STAGE**

To highlight potential or actual threats on heritage tourism to UNESCO.



# Reducing the Carbon Footprint Nyanga Arts Festival

Nyanga Arts Festival is the only local festival with a mandate that encompasses heritage tourism and climate change mitigation and resilience premised on UNESCO conventions, monitoring mechanisms and capacity building programmes that aim to address the impact of climate change on people and culture.

Climate change is, without question, the defining challenge of our time. No sector is immune from its effects, and this includes heritage tourism. Manicaland province of which Nyanga is a district, is increasingly impacted by climate change-related disasters. Cyclone Idai threatened entire ways of life, including the practice of intangible cultural heritage in Chimanimani and Chipinge - affecting all aspects of culture, from cultural heritage, to natural heritage, to livelihoods linked to heritage tourism.

Nyanga Arts Festival is an unparalleled resource for climate change mitigation and adaptation. Mitigation because cultural heritage, natural heritage and creativity can all contribute to addressing the root causes of climate change. Nyanga Arts Festival is key to reducing the carbon footprint of tourism establishments in Nyanga. Integrating a concern for the environment into cultural policies can also reduce the carbon footprint of the creative economy of which arts festivals are a core constituency.

Nyanga Arts Festival is also a resource for climate adaptation because cultural heritage, natural heritage and traditional knowledge all support the resilience of communities to respond to climate change impacts, including extreme weather, natural disasters and conflicts. Intangible cultural heritage practices are highly effective tools for helping communities adapt to a changing climate. Cultural and natural heritage sites can serve as a refuge, both physical and psychological, for communities during and after climate-related emergencies. Creativity is essential for finding new solutions to environmental challenges.

Despite the fundamental relationship between culture and climate change mitigation and adaptation, culture is largely absent from our discussions on climate change today. Culture is not systematically integrated into the United Nations Framework Convention on Climate Change, the Paris Agreement, or the Assessment Reports of the IPCC.

UNESCO calls on countries to fully integrate culture into their climate change policies and strategies, and is working to support the inclusion of culture in global climate action.



# Reducing the Carbon Footprint **Nyanga** Arts Festival

A Guide for Nyanga Hospitality Ecosystem



## Plant Trees

Help build awareness regarding the need to protect our forests by organizing or sponsoring tree-planting activities in the community where your business is located.



## Use Green Transportation

Encourage your staff to walk, cycle or take public transport instead of constantly using the company car or taxis.



## Save Energy

Make sure that you turn off all lights and appliances when not needed and make it easy for guests to do the same.



## Use Less Airconditioning

Set systems to an energy efficient level (e.g. 26C) or instead make use of fresh air by introducing natural ventilation within your building structure.



## Save Water

It takes a lot of energy to treat, distribute and heat water, so the less we use, the smaller our carbon footprint. Low flow showerheads and taps, dual flush toilets, and rain-water harvesting can all help to reduce use of treated water and lower your carbon footprint. Offer choices to encourage guests to use towels and sheets for a few days rather than changing them every day.



## Minimize Packaging and Waste

Avoid unnecessary packaging, as much as possible, reduce, reuse, and recycle your waste instead of throwing things away. Packaging takes a lot of energy to produce, transport and dispose of and the less you use the fewer emissions you will produce. For example, use local bulk eco-friendly cleaning supplies to cut down on plastic waste.



# A Guide for Nyanga Hospitality Ecosystem



## Eat local foods

The carbon footprint of imported foods is huge, especially meat products like beef and lamb. Locally grown produce and livestock have a much smaller footprint, as does locally caught fish. Plant-based diets are growing in popularity and have a lower footprint.



## Eliminate Food Waste

Food waste produces methane, a powerful greenhouse gas, when it decomposes at the landfill. Take measures to minimize food waste by avoiding buffets, donating left-overs to farmers or food share programs, and investing in a composting system.



## Adopt Green Energy Technology

Green technology is an effective way to maximise our natural resources to protect our environment. Adapting to green technologies like solar energy and electric cars will go a long way in sustaining our resources and our environment against devastating effects like climate change.



## Collaborate with the Community

The festival will work as a tool to bring awareness to important environmental issues. Bringing awareness to issues like climate change will have great impact in getting the community involved in protecting their environment.





Montclair Hotel is the official sponsor for the 2022 inaugural Nyanga Arts Festival and General Manager Brian Nyakutombwa has provided ongoing support to the festival Secretariat in the difficult times of event organisation through COVID, in planning meetings, and a great supporter and advocate for what the festival brings to the Nyanga resort town and surrounding community.

"We are very excited at the opportunity to be hosting the inaugural Nyanga Arts Festival over the weekend 28-29 October. It will be the first time the people of Nyanga will be witnessing such an event, and playing host to a lot of visitors from other parts of the country. So we are excited about the preparations that are going on, and the responses we are receiving from the market. Everyone is excited that we are going to have the opportunity to be entertained by some of the top trending artists of Zimbabwe, in the form of Jah Prayzah, Feli Nandi, MC Abisha and his crew, as well as the Music According to Percussion ensemble, and other artists. We look forward to some music fireworks and Nyanga is going to be a hive of activity. This augurs well for our efforts to promote travel by local Zimbabweans as well as foreigners from other countries in Africa and beyond. So we look forward to receiving quite a big, mixed crowd, and people are going to have a lot of fun. It's good for the industry, and for the people of Nyanga who will also benefit from all that traffic – those who have their wares, something to sell, a good opportunity to put up their market stalls and be ready to receive visitors.

"We want to thank Nhimbe Trust for coming up with the idea and pulling us all together; it's a fantastic job they are doing to coordinate everything and I think we are on course to deliver a very exciting, fascinating and memorable event in the form of Nyanga Arts Festival. It's the first for so many things, the first for the festival to be held in Nyanga, a first for Montclair to host it, and a first for JP coming to Montclair, so people must come prepared to have a lot of fun, appreciate Nyanga, and just relax! Post Covid-19 we need fresh air, to reconnect and build those networks again. We look forward to hosting you all!"

- Brian Nyakutombwa, General Manager





The Zimbabwe Tourism Authority is also a valuable partner.

"As the ZTA we are absolutely excited, elated and quite delighted that the Nyanga Arts Festival has come alive and that our partners Nhimbe Trust, who are leading the production element of this one, have left no stone unturned in terms of making sure that we cover all the bases as we prepare for this event. It's something that will assist us in showcasing our domestic tourism, especially the Eastern Highlands. Recently Nyanga played host to the President of Botswana, HE Dr Mkgweetsi Masisi and his family who were quite delighted with the activities and things they saw; they really loved them, so we are seeing Nyanga as a giant which is awakening as far as tourism is concerned.

"There is quite a lot of attention on the destination and we are encouraging Zimbabweans from all walks of life to converge in Nyanga on 28 and 29 October to witness the best that Nyanga has to offer. We are grateful for the partnership we have with Nhimbe Trust as it furnishes and affirms that Zimbabwe is indeed a multipronged destination that has arts and culinary activities to offer, as well as culture, the environment and adventure tourism. This is the place for it.

"This festival is in line with National Strategy #1 which speaks to domestic tourism, and plays a big role in our ongoing ZimBho campaign ['ZimBho' is motivated by the street lingo 'Bho', a slang word casually used in everyday language, meaning 'good' or showing common understanding], where we connect with our motherland in a special way and take pride in it, saying, "I am Zimbabwean – I am Zimbo – I am ZimBho!"

"It also connects with 'MICE' Meetings Incentives Conferences Exhibitions & Events, as we celebrate Zim prowess in hosting events of a high calibre. We are looking forward to growing this one together with Nhimbe Trust."

- **Godfrey Koli, Head of Corporate Affairs**

# ACKNOWLEDGEMENTS



DIAMOND FM is the only commercial radio station broadcasting out of Manicaland, on 103.1, 103.8 & 107.5 from the historic Manica Post Building in Mutare. The station prides itself on being curators of "Manica centric" content by promoting local dialect, cultural diversity and aspirations of the peoples of the Eastern Highlands



Nyangani Community Radio Station (NYANGANI FM), embraces diversity, shares differing opinions with respect, and encourages economic and social justice in the community. It seeks to revitalize suppressed dialects, promote harmony and contribute to an inclusive, cohesive and culturally diverse community.



**KAREN  
MUKWEDEYA**

KAREN MUKWEDEYA brings her background and networks in media to assist in building and sustaining the Nyanga Arts Festival brand.



**TAFADZWA  
ZIMOYO**

TAFADZWA ZIMOYO is an award-winning journalist, brand strategist and ambassador, and board member of several organisations.





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**Nyanga Craft Cider**

*Official*



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Arts Festival

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