



Overview: Multi-Annual Cultural Plan Ghana 2025-2028

Beginning January 2025, Ghana has been selected as a Focus Country for the implementation of the Netherlands' International Cultural Policy. This policy aims to bridge culture and diplomacy, using cultural exchange to foster mutual understanding.

Several factors contributed to Ghana's selection. The country's rapidly growing cultural scene has attracted significant interest from the Dutch cultural sector, partly due to the large Ghanaian diaspora in the Netherlands. As a Foreign Trade and Development (BHOS) -combination country, Ghana's cultural policies complement broader BHOS objectives, such as sustainability and civil society development. Additionally, the strong historical ties between the Netherlands and Ghana further enhance the potential for meaningful cultural exchange.

• Our objectives

With Ghana having been added to the list of focus countries in the International Cultural Policy the Embassy of the Netherlands in Accra (EKN) aims to achieve the following policy goals:

Fostering Cultural Connections

Ghana benefits from a dynamic and active diaspora, alongside a strong interest from Dutch organizations in cultural exchange. Many Dutch creatives are eager to bring their work or launch projects in Ghana. This trend is rooted in the deep and complex historical ties between the Netherlands and Ghana and fosters the opportunity to explore shared stories and overlooked histories.

Building Bridges Through Heritage and Exchange

Cultural heritage and the slavery history are an apparent shared history. In exploring these themes we intend to improve mutual understanding by shedding a light on untold stories and perspectives. Our focus also lies on engaging a broader local audience, promoting a positive relationship between Ghana and the Netherlands by creating shared cultural experiences at a grassroots level. The EKN aims to facilitate cooperation between Ghana and the Netherlands regarding collections from a colonial context and the restitution of artifacts.

Additionally, support of exchanges, residencies and local infrastructure in the visual arts and creative industries will support this goal in two ways. First, the physical exchanges and visits of creatives from both countries will ensure a strengthened network as well as deepened understanding of the disparate creative sectors among creatives, which may inspire mutual projects. Second, it will result in larger visibility of the art and products created both in Ghana as well as in the Netherlands, facilitating opportunities of market entry.

Promoting Sustainable Development (with the Sustainable Development Goals (SDG's) as a guiding framework) Through the Power of the Cultural and Creative Sector

We intend to stimulate innovative solutions to societal problems that Ghana faces such as human rights, inequality and youth employment.

By working on the aforementioned goals, we aim to operate with a strong commitment to the principles of reciprocity, diversity, equity and inclusion (DEI), societal impact and sustainability.



• Key Themes

In order to achieve our cultural goals, The Embassy of the Kingdom of the Netherlands has defined three focus themes to gear our activities toward. The three focus areas are:

Cultural Heritage

Preserving historical sites, addressing restitution, uncovering untold stories and celebrating intangible heritage shared between Ghana and the Netherlands (including Suriname and the Dutch Caribbean islands).

Creative Industries

Supporting innovation in literature, architecture, digital culture and design disciplines.

Visual Arts

Strengthening collaboration within Ghana's emerging art scene through residencies, exhibitions and using art to engage with challenging topics.

• Partnerships

We are always looking to expand our network and welcome opportunities to connect. By strengthening ties with partners in the cultural field in Ghana, we aim to build meaningful links between Dutch and Ghanaian institutions, artists and creative professionals. Whether you're interested in exploring collaboration or simply sharing ideas, we invite you to reach out to drop by the embassy or welcome us for a conversation.

• Connect

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• Proposals

Are you working on a project that connects to at least one of our key themes and are looking for our support? Feel free to send us a proposal describing the project and included partners. Proposals should ideally be submitted for assessment three to six months in advance. When submitting a proposal make sure to include the following elements:

Project Summary:

A brief overview of the project, describing its expected outcomes. This section should provide a clear understanding of what the project aims to achieve.

Project Goal, including a clear indication of the problem/challenge the project addresses:

Clearly outline the project's main objective, emphasizing the specific problem or challenge it seeks to tackle. Highlight any innovative aspects or added value that differentiate this project from existing solutions.

Added Value for the Embassy:

Explain how the project aligns with the embassy's goals and how it contributes to its mission. Demonstrate how this project supports the broader cultural objectives of the embassy.

Expected Results:

Describe the tangible and intangible outcomes expected from the project. This section should outline the key results and how they will be measured or assessed.

Project Partners:

Briefly describe the implementing organization and identify the key partners involved in the project. This could include other organizations, institutions, or stakeholders that will contribute to the project's success.

Budget (Including contributions from partners, if applicable):

Provide a detailed budget that includes all anticipated costs, as well as any contributions or financial support from project partners. Ensure transparency in how the funds will be allocated.

Timeline with Clear Milestones:

Present a clear project timeline with specific milestones and deadlines for each phase of the project. This should outline the schedule for activities and ensure that the project stays on track for completion.