

CONCEPT NOTE

JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL JUKANYE FESTIVAL - 2026



Organizing Institutions:

- **Jasiri Arts & Culture Institution (JACI)** – Registered under BASATA
- **CATZ Company Limited** – Registered under BRELA - 173701225
- **National Museum of Tanzania (NMT)**
Under the Ministry of Natural Resources and Tourism.

Patron: Hon. Anna Julius Nyerere



JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL (JUKANYE) 2026

Theme: Honouring Africa’s Liberation Legacy • Empowering Youth • Building Unity & Sustainable Development

Guiding Message: *Africa’s Economy Will Be Strengthened by Africans Through Unity*”

Dates: 1–13 September 2026

Venue: Arusha Region, United Republic of Tanzania

0. EXPECTED ATTENDANCE AND MEDIA REACH

JUKANYE 2026 is projected to attract a significant national, continental, and international audience through physical attendance and multi-platform media coverage.

Expected Physical Attendance

An estimated up to 300,000 cumulative participants over the 13-day Festival period, including Government officials, diplomatic missions, international delegates, cultural practitioners, youth groups, tourists, artists, the wider creative community, Government institutions, private sector actors, and the general public.

Media Coverage and Viewership

- **Live national television broadcast** of the Official Opening and Closing Ceremonies.
- Radio coverage through national and regional stations.
- Digital and social media streaming via official Festival platforms and media partners.
- Print and online media coverage at national, regional, and international levels.

Projected Media Reach

- **National TV & Radio audience:** A projected audience of several million viewers and listeners across Tanzania.
- **Digital & social media reach:** Regional and international audiences across Africa and the diaspora.
- **On-site media engagement:** Accredited local and international journalists.

This broad reach positions JUKANYE 2026 as a high-impact platform for cultural diplomacy, public engagement, institutional visibility, and strategic partnerships.

1A. WHY SUPPORT JUKANYE 2026

JUKANYE 2026 offers a unique Pan-African platform that transforms Africa's liberation legacy into practical action for unity, youth empowerment, and sustainable development. Anchored in the values of Mwalimu Julius Kambarage Nyerere, the Festival aligns historical leadership principles with contemporary development priorities.

Supporting JUKANYE strengthens Pan-African cultural diplomacy, promotes ethical and youth-centred leadership, and preserves Africa's liberation heritage through inclusive dialogue, education, and creative expression. The Festival directly contributes to national and global development agendas, including peacebuilding, cultural industries, tourism, environmental awareness, and social cohesion.

With wide national, continental, and international media reach, JUKANYE provides high institutional visibility and measurable social and economic impact, generating opportunities for youth, creative practitioners, host communities, and participating partners.

1. EXECUTIVE SUMMARY

The JUKANYE Festival is a Pan-African cultural, historical, and development platform dedicated to honouring Africa's liberation legacy while promoting unity, peace, youth patriotism, and sustainable development, inspired by the vision of Mwalimu Julius Kambarage Nyerere. Through culture, dialogue, and youth engagement, the Festival connects Africa's past with its future and strengthens continental and global partnerships.

The Festival directly benefits African youth, cultural practitioners, heritage institutions, host communities, and participating countries by strengthening identity, leadership capacity, social cohesion, and cultural-based economic opportunities. Support for JUKANYE is required to transform Africa's liberation legacy into an inclusive, action-oriented platform that delivers measurable social, cultural, and development impact across generations and borders.

2. BACKGROUND AND RATIONALE

Africa's liberation history represents a foundation for unity, resilience, and ethical leadership. However, this legacy remains underutilized in addressing contemporary challenges such as youth unemployment, social cohesion, and sustainable development. JUKANYE transforms liberation heritage into a living platform for dialogue, education, and development.

3. OBJECTIVES

Main Objective:

To honour African liberation leaders while promoting Pan-African unity, ethical leadership, and sustainable development among present and future generations.

Specific Objectives include:

- Promote African unity, development, and environmental protection
- Strengthen peace, solidarity, patriotism, and social justice
- Preserve liberation history and educate future generations
- Promote youth participation, creativity, and employment
- Promote Kiswahili and African cultural heritage

4. FESTIVAL COMPONENTS

1. - Exhibition highlighting Mwalimu Nyerere's contribution to independence, culture, and development.
2. Museum exhibitions showcasing African leaders and their respective contributions.
3. Performances of traditional and contemporary music from participating nations.
4. Dramatic productions depicting the history of liberation movements.
5. Exhibitions of national attire and cultural heritage of participating countries.
6. A series of conferences addressing Africa's development and solutions to challenges facing the youth.
7. Community health clinics.
8. Historical and cultural tours (Butiama, Tabora, Dar es Salaam, Zanzibar, and the Southern regions).
9. Promotion of the adoption and use of clean and safe cooking energy.
10. Launch of a special Documentary film dedicated to Mwalimu Nyerere.
11. Kiswahili language classes for international visitors.
12. **Presentation of various awards, in** recognizing liberation legacy and global solidarity

5. EXPECTED OUTCOMES AND IMPACT

- Strengthened Pan-African identity, unity, and promotion of Kiswahili as a unifying African language
- Enhanced youth participation, patriotism, leadership development, and cultural awareness
- Growth in cultural diplomacy, international cooperation, and intercultural exchange
- Increased cultural and heritage tourism
- Job creation and local economic benefits
- Documented knowledge products, archives, and cultural resources

6. STAKEHOLDERS AND BENEFICIARIES

- Government institutions and public agencies
- Development partners and international organizations
- Diplomatic missions and regional bodies
- Private sector and corporate partners
- Arts, Cultural, and heritage institutions
- Youth organizations and local communities

7. GOVERNANCE AND IMPLEMENTATION ARRANGEMENTS

The Julius Kambarage Nyerere International Festival (JUKANYE) is organized by **Jasiri Arts & Culture Institution (JACI)** and **CATZ Company Limited**, in collaboration with the **National Museum of Tanzania (NMT)** under the **Ministry of Natural Resources and Tourism**.

Implementation will be guided by a multi-stakeholder governance structure comprising the following organs:

- **Festival Steering Committee** – Responsible for overall policy guidance, strategic oversight, approval of key plans and budgets, and ensuring alignment with national priorities and applicable regulations.
- **Technical and Programme Committee** – Responsible for development, coordination, and quality assurance of the Festival programme, including cultural activities, exhibitions, and forums.
- **Finance and Partnerships Committee** – Responsible for financial planning, resource mobilisation, sponsorships and partnerships, and ensuring financial accountability and compliance.
- **Logistics and Protocol Committee** – Responsible for coordination of logistics, venues, travel, accommodation, protocol, security, and official ceremonies.
- **Festival Secretariat** – Responsible for day-to-day coordination, implementation of approved plans, inter-committee liaison, documentation, and progress reporting.

8. MONITORING, EVALUATION, AND LEARNING (MEL)

A Monitoring, Evaluation, and Learning framework will be applied to track progress against objectives, outputs, and outcomes. Key indicators will include participation levels, youth engagement, media reach, partnerships formed, and economic benefits. Findings will inform reporting to stakeholders and guide future editions of the Festival.

9. RISK MANAGEMENT AND SUSTAINABILITY

Key risks include logistical complexity, funding gaps, and external disruptions. These will be mitigated through early planning, diversified partnerships, phased resource mobilisation, and strong inter-agency coordination.

Sustainability will be ensured through institutional partnerships, documentation of knowledge products, integration with national cultural and tourism strategies, and positioning JUKANYE as a biennial Pan-African platform.

ANNEX I: DONOR FRAMEWORK AND BUDGET

A. Donor Results Framework

Goal: Strengthened Pan-African unity, youth leadership, and cultural diplomacy contributing to sustainable development.

Key Results:

- Impact: Enhanced continental unity and cultural cooperation
- Outcomes: Increased youth engagement and cultural awareness
- Outputs: Conferences, exhibitions, outreach initiatives

B. Donor Budget Summary (TZS)

- Programmatic Activities: 1,150,000,000
 - Community Outreach: 450,000,000
 - Cultural Performances & Creative Industries: 550,000,000
 - Operations & Logistics: 650,000,000
 - Monitoring, Documentation & Knowledge Products: 200,000,000
 - Administration & Governance: 200,000,000
 - Contingency: 150,000,000
- Total Estimated Budget: TZS 3,350,000,000

ANNEX II: MINISTERIAL BRIEFING NOTE

Purpose: To seek high-level policy endorsement, inter-ministerial coordination, and institutional participation for the successful implementation of JUKANYE 2026.

Strategic Importance:

- Positions Tanzania as a hub for Pan-African cultural diplomacy
- Reinforces national heritage and values of Mwalimu Julius K. Nyerere
- Supports tourism, youth development, and international cooperation

Requested Ministerial Support:

- Policy endorsement
- Facilitation of inter-agency coordination
- Participation in key Festival activities

Official Invitation for Partnership

We hereby extend a formal invitation for partnership and collaboration to **government institutions, participating and beneficiary countries, local and international organizations, companies, development stakeholders, international organizations,** and the **private sector** to join us in the successful implementation of this landmark festival.



**ARUSHA
TANZANIA
01 - 13 SEPT. 2026**

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YOU