



**FOR SUSTAINABLE  
CREATIVE ECONOMIES**

**LAUNCH EVENT  
8<sup>th</sup> March 2022**

**[WWW.CREATIVE-ECONOMIES-AFRICA.ORG](http://WWW.CREATIVE-ECONOMIES-AFRICA.ORG)**

# PANEL



**King's College London:** Dr Roberta Comunian  
and Dr Lauren England

**University Of Southampton:** Dr Brian Hracs

**University Of Nairobi:** Ogake Mosomi

**University Of Lagos:** Dr Cornelius Onyekaba  
and Prof. Duro Oni

**University Of Witwatersrand:** Mr Chatikobo  
Munyaradzi and Mrs Avril Joffe

# Launch Event



- **Introduction**
- **Building on previous work**
- **Aims and knowledge hub**
- **AHSCCE activities plan**
- **University of Lagos hub**
- **University of Nairobi hub**
- **University of Witwatersrand hub**

# PREVIOUS WORK



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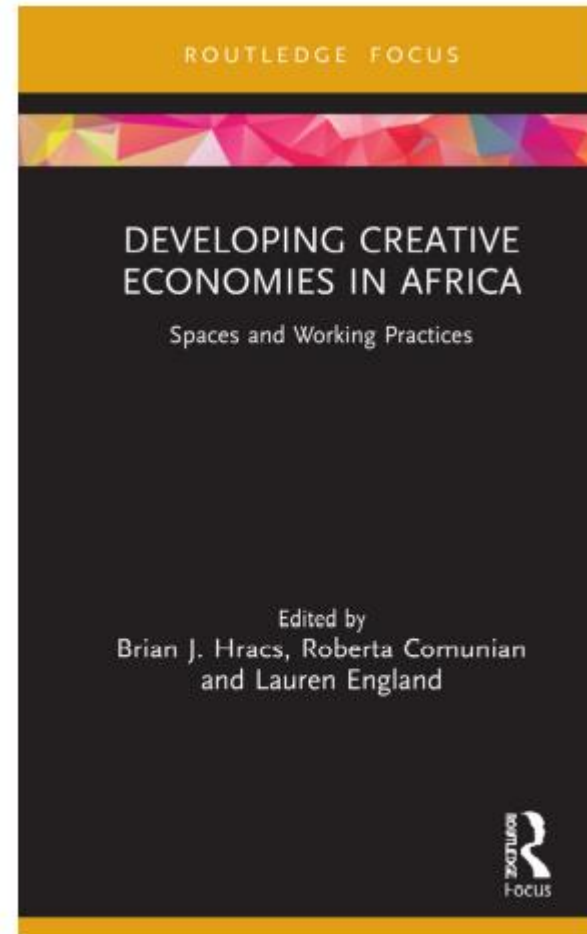
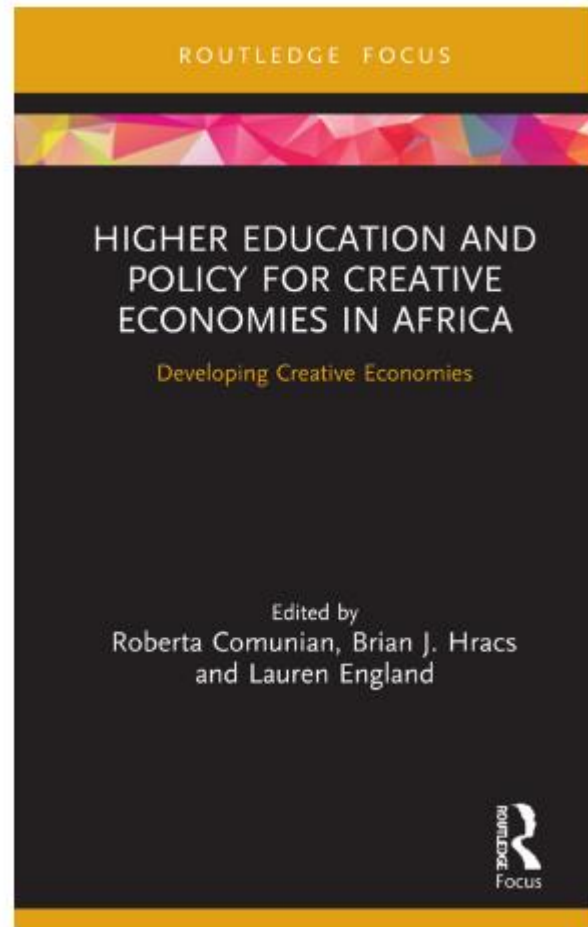
# BUILDING ON PREVIOUS RESEARCH

- AHRC International Research Network **Understanding and Supporting Creative Economies in Africa: Education, Networks and Policy (2017-2020)**
- **Fieldwork and events in 3 cities: Lagos, Nairobi and Cape Town**

Location and date	Common Focus	Specific Focus
<b>Lagos</b> (April 2019)	Intermediaries	Higher Education
<b>Cape Town</b> (June 2019)	Intermediaries	Creative Mobilities
<b>Nairobi</b> (September 2019)	Intermediaries	Fashion Design



# ACADEMIC OUTPUTS



# POLICY REPORT

**UNDERSTANDING AND SUPPORTING CREATIVE  
ECONOMIES IN AFRICA:**

**EDUCATION, NETWORKS AND POLICY**

A POLICY REPORT



**Roberta Comunian, Brian J. Hrac and Lauren England**

# KEY FINDING

Importance of creative intermediaries for Africa creative economies



Figure 3: The centrality of creative intermediaries



# KEY FINDING

Important role that HE plays as intermediaries in local creative economies



# **AIMS, STAKEHOLDERS AND KNOWLEDGE HUB**



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# AIMS

- To support the development of sustainable creative economies in Africa.
- To have a positive and sustainable impact on the individuals, communities and sectors involved by reinforcing the capacity of HEIs to interact with key stakeholders and entrepreneurs

# THREE OBJECTIVES

- (1) To support and **strengthen connections between African HEIs and creative entrepreneurs** through collaborative knowledge sharing and innovation activities.
- (2) To **contribute to sustainable entrepreneurship** by collecting and sharing career development stories and practical knowledge with creative entrepreneurs across Africa.
- (3) To **strengthen the profile of research on creative economies and entrepreneurship as a key development area for Africa**, by scoping opportunities for a Centre of Excellence (CoEs) in Sustainable Creative Economies within the African Research Universities Alliance (ARUA).

# STAKEHOLDERS

- **Emerging creative workers and entrepreneurs**
- **Established creative entrepreneurs**
- **HEIs, academic leaders and policymakers**

# KNOWLEDGE HUB

- A point of reference to support creative entrepreneurship in Africa
- Raise the profile of African academic work and collaborations engaging with sustainable creative economies development in Africa.
- Open to other African HEIs, researchers and creative entrepreneurs interested in sharing their knowledge.
- The hub will be structured under three main headings:
  - creative careers
  - creative entrepreneurship knowledge
  - collaborative imagination

# AHSCE ACTIVITIES



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# PROJECT DEVELOPMENT

- Phase One: Dissemination of existing knowledge from previous work via Knowledge Hub
- Phase Two: Knowledge creation. Led by **Creative Partnerships Coordinator** (CPC) based in each University
- Phase 3: Project evaluation and legacy (potential for new Centre of Excellence (CoE) in Sustainable Creative Economies within ARUA).



# PHASE TWO: IMAGINATION WEEKS

**3 virtual Collaborative Imagination Weeks** around key themes with creative entrepreneurs in the designated area of work, project partners and also academic researchers or community groups

- University of Nairobi: 1) Fashion, Sustainability and Circular Economies; 2) Fashion, diasporas and international networks; 3) Fashion, cultural heritage and identity.
- University of Witwatersrand: 1) Film & Digital Media and Storytelling; 2) Film & Digital Media and Youth Engagement 3) Empowering Women through Film & Digital Media.
- University of Lagos: 1) Performing Arts between national and local heritage; 2) Performing Arts and Community Engagement; 3) Performing Arts online and offline

# PHASE TWO: COLLABORATION VOUCHER SCHEME

- There will be a call distributed to the participants in the Collaborative Imagination Lab to submit proposals for £500- £1000 to kick-start collaborations between attendees or between attendees and academic researchers.
- Total of 10 x £1000 awards in each University Hub. The funding could be used to pilot an idea, pay for time to develop the idea, hire venues or source skills and equipment to take it forward.

# PHASE TWO: COLLABORATION MAPPING

- Once the 10 projects and collaborations are selected the CPC is tasked with following the collaborations for 6 months to capture and share knowledge and learning from the projects.
- The materials collected will be gathered in 10 individual reports tracing each collaborative journey to share how the collaborations have supported or developed the creative entrepreneurs' career.
- These will be shared via the hub to inspire others and develop further collaborations in the future

# PARTNERS



**University Of Nairobi:** Ogake Mosomi

**University Of Lagos:** Dr Cornelius Onyekaba  
and Prof. Duro Oni

**University Of Witwatersrand:** MrChatikobo  
Munyaradzi and Mrs Avril Joffe

# CREATIVE PARTNERSHIP COORDINATORS



**University Of Nairobi Hub:**

Ms. Waithira Kibuchi

**University Of Lagos Hub:**

Dr Folakemi Ogungbe

# Contacts



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