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What is Afrique Créative?

Afrique Créative, in a few words

Afrique Créative is an incubation programme that aims to structure the cultural and creative industries (CCI) sector in Africa. By supporting and strengthening the capacities of the selected entrepreneurs, Afrique Créative aims to support sustainable growth that brings change!

The cultural and creative industries bring social innovation and generate impact within their communities. Non-polluting and unlimited in its resources, this sector represents an opportunity to build a more sustainable and equitable world.

In September 2019, a first Afrique Créative call for applications resulted in the selection of nine entrepreneurs from four countries: Burkina Faso, Morocco, Uganda, and Senegal.

Afrique Créative in practice

What is it about?

An ambitious incubation and capacity building programme to accelerate the development of selected cultural and creative enterprises.

Where?

Burkina Faso, Morocco, Uganda, and Senegal

When?

The incubation programme ran from September 2019 to March 2021

How to apply?

The first call for applications took place from 8 June to 15 August 2019.

The objective of the programme:
To support the emergence of cultural and creative industries that create jobs, generate growth and bring about change

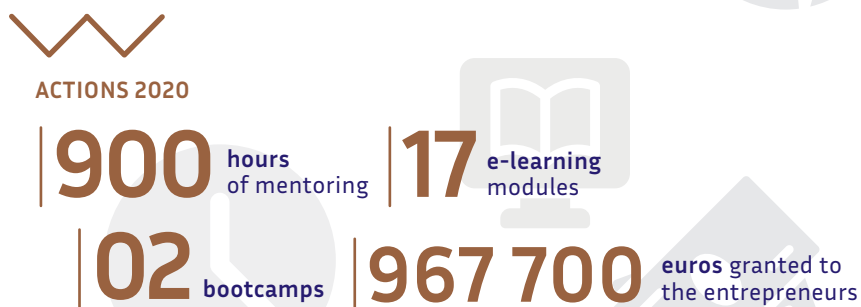
> Work planned:

Funding of selected projects and support for project leaders including:

Financial support (between 75,000 and 125,000 euros) to accelerate the company's development and consolidate its economic model

Technical support:

- > Common core - training: bootcamps (residential workshops) and e-learning (distance learning workshops)
- > Tailor-made individual coaching: business mentoring (business management and preparation for raising additional funds) and creative mentoring



Afrique Créative is financed by the Agence Française de Développement (AFD)..

The AFD group finances, supports, and accelerates transitions towards a fairer and more sustainable world. Climate, biodiversity, peace, education, culture, employment...: the teams are involved in over 4000 projects in Overseas France and 110 countries. By doing so, the AFD contributes to the commitment of France and the French people to the Sustainable Development Goals (SDGs).

...and implemented by an international consortium led by Africalia:

Africalia has been teaming up with artists and organisations working in a wide range of contemporary disciplines. Its mission is to support, collaborate with, structure, and build networks of artists in order to put culture and creativity at the centre of economical innovation and social transformation in Africa. Besides, Africalia also mobilises the Belgian cultural sector so as to draw the attention of its audiences to African creativity.

I&P Conseil is the advisory and training branch of the Investisseurs & Partenaires (I&P) group, an impact investment group entirely dedicated to small and medium-sized enterprises (SMEs) on the African continent. The I&P group brings together four pan-African and six national funds, representing €125 million, and has supported more than 150 SMEs based in 18 sub-Saharan African countries.

Zhu Culture, a cultural engineering consultancy based in Senegal, has more than 20 years of experience and knowledge of the CCI sector. Zhu Culture supports several artists and is regularly approached by creative organisations in French- and English-speaking countries in Africa.

Bayimba Foundation is a cultural production organisation based in Uganda. Bayimba has a very extensive network in the local creative sector and has hosted creative initiatives (including festivals, workshops, individual artists, and creative collectives) for over a decade.



What is the impact of the programme?

Entrepreneurs of change working to promote CCI

The entrepreneurs strengthen their skills ...

The entrepreneurs:

- › Revisit their business model
- › Develop their managerial and commercial skills
- › Strengthen and involve their team members
- › Are able to talk to financial partners

... to professionalise and develop their structures in a sustainable way ...

The businesses :

- › Diversify their product/service offering
- › Expand their customer base
- › Create decent and stable jobs and/or formalise existing jobs
- › Strengthen their social impact
- › Integrate digital technology into their practices

The impacts :

116 total jobs of which 44% of women
52 formal jobs created
350 people affected in employees' households
9 websites created or improved in 2020
including 1 streaming platform and 2 e-shops
967,557€ turnover for 2020
223,442€ turnover from January 2021
to March 2021

... and boost the CCI ecosystem

The businesses :

- › Offer better and more widely accessible cultural or creative products/services
- › Create indirect jobs, new markets and boost their ecosystems
- › Bring about cultural change, particularly with regard to the place of women in society

The impacts :

14 new cultural or creative products or services
457 providers along the value chains in 2020
166 awareness raising/training actions in 2020

**Who are the
entrepreneurs
of the first edition?**



AFRIART GALLERY

Daudi Karungi - Uganda

Afriart Gallery creates an environment where artists can grow in their work and careers

Founded in 2002, **Afriart Gallery** has since become a leading contemporary art gallery in East Africa with a presence in two locations in Kampala. The gallery focuses on original forms of expression and dialogue with the public. It provides an environment where collectors can find powerful contemporary **artistic ideas and discussions**. The team is continuously implementing projects that foster mentorship, visibility and information archiving such as workshops, exhibitions, internships and residencies. Afriart participates in **major events** such as 1:54 art fair NY/London, Cape Town Art Fair, Joburg Art, ArtX Lagos, AKAA Paris and ARCO Lisbon.

Afriart Gallery was founded by **Daudi Karungi** a trained artist who understands the difficulties young artists on the African continent face. He is committed to creating a fair playing field for African artists and has taken East African art to **major platforms** like international art fairs, museums and important exhibitions. In addition, in 2007 Daudi co-founded startjournal.org a journal documenting arts and culture. In 2014, he co-founded the **Kampala Art Biennale** a biannual rendezvous for contemporary art in Kampala. These activities have enabled him to develop skills in management, business development and communication.



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AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > CREATING an incubation space to support artists
- > DEVELOPING a communication and marketing strategy
- > RAISING funds



Achievements

- > RECRUITING a communication and business developer manager
- > RENOVATING and fitting out an existing studio to accommodate artists
- > LAUNCHING four call for applications for the artist-in-residency project SP-AIR (Silhouette Project - Artist in Residency) and selecting two artists

Impact



60%

of women
in the team



10

exhibitions
per year



1000

works of art
sold since 2018



30

artists in three
residency programs
until now

ANYA

Brahim El Mazned - Morocco

To enable African and Middle Eastern artists and cultural operators to make a living from the music industry and to participate in the preservation of Morocco's immaterial musical heritage

Anya is a company operating in the music industry through the organization of events, consulting and artistic management services as well as publishing activities. Since 2014, Anya organizes each year the fair-festival **Visa For Music** which brings together music professionals and artists from Africa and the Middle East but also from elsewhere. The company is also in charge of cultural programming, including music for **various cultural events**. Finally, Anya produces **anthologies** on several Moroccan musical genres in order to highlight those who participate in the preservation of the country's immaterial heritage.

Brahim El Mazned is the founder and director of Anya, which hosts the fair-festival Visa For Music. He is also the artistic director of the **Timitar Festival** which focuses on world music. As an important figure in the organization of major Moroccan artistic events, Brahim has been selected by the Moroccan newspaper «Tel Quel» as **one of the hundred personalities** who make Morocco move. He was finally nominated as a member of the EU/UNESCO Bank of Expertise 2019-2022, which aims to promote the diversity of cultural expressions.



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AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > **STRUCTURING** the company's business model
- > **IMPROVING** business management tools
- > **BOOSTING** the company's social impact



Achievements

- > **LAUNCHING** the creation of an Rwayes anthology
- > **CALL** for applications for the 2020 edition of Visa For Music
- > **2020 EDITION** of Visa For Music fully digitized
- > **CONSULTING** with several public and private institutions: Expo Dubai 2020, City of Tangier, Rabat African Capital of Culture



Impact



8 400

professionals
attended in Visa For
Music from 2014 to 2019



1 846

artists participated
in Visa For Music from
2014 to 2019



70

tracks recorded by the
best artists for the Aïta
Anthology

CROSSROADS DIGITAL MULTIMEDIA

David Masanso - Uganda

Crossroads Digital Multimedia tells African stories through animated films

The award-winning animation studio **Crossroads Digital Multimedia** produces animated short films, educational and awareness content, documentaries and television commercials. Crossroads focuses on humor, creative design and is rooted in the culture of **African storytelling**, with under-exploited potential. Its mission is to form an artistic team capable of developing funny African stories in 3D. Capacity building and **inclusion** are part of Crossroads' DNA. It organises numerous training courses and internships in animation, particularly targeting youth and women.

David Masanso is Crossroads founder. With a degree in 3D animation from the UK and over 15 years experience, David has led animation projects for NGOs, the Ugandan government and companies. He has produced and directed five animated short-films that have won **8 awards**. As a pioneer in the industry in Uganda, David has launched learning projects that have trained over 250 students in animation. He also co-founded the **Kids Animation Club**, which organizes art training for children, and the **Women in Animation Uganda** collective.



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AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > **PRODUCING and broadcasting Mukago**, a new animated adventure of local African games where fierce competition of four best friends leads to trouble the children overcome
- > **PROMOTING the inclusion** of marginalized groups in the animation team
- > **DEVELOPING an innovative communication** and marketing strategy to reach an audience of 5 million subscribers; and to interest various partners and advertisers



Achievements

- > **OFFICE RELOCATION**: more spacious, this space offers new opportunities
- > **ADVANCED COMPUTER Art Bootcamp**: including workshops on animation and artificial intelligence led by Andrew Maximov, Crossroads creative mentor.
- > **PRODUCING** the children's **animated series, Mukago**

Impact



163

people trained
since 2018



8

episodes of
Mukago in 2020



50%

of women in
the team



5%

of deaf people
in the team

FEZAH

Elijah Kitaka - Uganda

Fezah digitally connects musicians to live stages and audiences through data

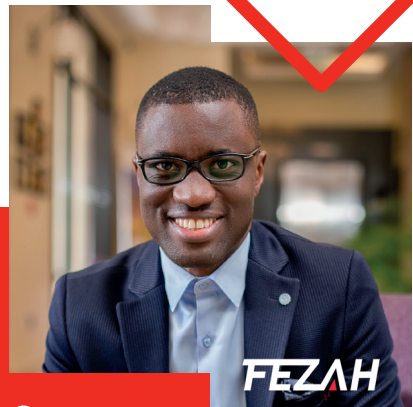
Fezah is a technology and entertainment company operating in East Africa that runs the following 3 products, all of which have musicians as their primary customer.

Airplay App - Allows musicians to automatically **monitor their radio** airplay and give them access to analytics to use in making recording and releasing decisions.

Booking App - Provides a gig package that enables musicians to **price right** (get price recommendations through our machine learning model), look good (have professional stage and lighting for every gig), sound good (have professional backline, PA, and sound team for every gig), and reach more (stream online for every gig) all through a **revenue-split model** as opposed to the expensive upfront payments they would have been required to pay.

Live shows - Ticketed live performance platforms both online and offline - <https://live.fezah.com/>

Elijah Kitaka is FEZAH's Cofounder and CEO. He began his career by launching the software development and services company, **True African**, which was named one of Top 100 KPMG Mid-sized businesses by its 7th year. He is also the creator and presenter of Uganda's **longest-running Jazz show** which airs weekly on Radio One FM 90. Elijah previously held **senior technology positions** at Barclays Bank, Global Trust Bank, and Uganda's National Social Security Fund. He also spent 5 years at **Google** doing Strategic Partnerships and Startup Programs in several Sub-Saharan African countries.



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AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > INCREASE **average** earnings for FEZAH musicians
- > ACHIEVE **product-market** fit and breakeven by end of the AC program



Achievements

- > REDUCING the musician's cost per gig by 13% (from 20% at the start of the program to 33% currently)
- > INCREASING FEZAH's revenue share per gig by 15% (from 10% at the start of the program to 25% currently)
- > INCREASING the musician portfolio across both the Airplay and Booking apps



Impact



104

people trained
since 2019



135

bookings
since 2019



3 937

clients
in 2019



+de 10 000

likes on
Facebook

KARONINKA

Angèle Diabang - Senegal

Its moto: To promote women's leadership through the arts and culture professions

Karoninka is a film **production and directing** company which, during its fourteen years of existence, has proven itself with a large number of documentary and fiction films, institutional films, video clips, etc. From Congo, un médecin pour sauver les femmes (first film about Doctor Denis Mukwege, Nobel Peace Prize 2018) to Waliden, enfant d'autrui, through Sénégalaise et Islam, Karoninka's filmography is very committed. Its experience, which goes **further the Senegalese borders**, both in Africa and in Europe, has enabled it to acquire a network allowing to meet the requirements of the profession. Karoninka's commitment, **spirit of innovation and discipline** allow it to be recognized in executive production and production management for international films when they are shot in Senegal.

Angèle Diabang was trained at the Forum Média Centre in Dakar (2003), at FEMIS in Paris and at the Filmakademie in Germany. In 2005, she directed her first film, *Mon beau sourire*, which was acclaimed by international critics; followed by four other **documentaries**, including *Congo, un médecin pour sauver les femmes*, the first film about Doctor Denis Mukwege, winner of the 2018 Nobel Peace Prize. Angèle then moves on to **fiction** with her short films *Ma coépouse bien-aimée* (Clermont-Ferrand 2019 selection, best screenplay award at the Émergence festival in Togo) and *Un air de kora* (Bronze Foal at FESPACO 2019 and Best short Film at WADA 2019, Nigeria; best short film in Kigali, Bujumbura, Cotonou, Dakar). She also won the ECOWAS **Best Director Award** at FESPACO 2019. From 2014 to 2016, Angèle was President of the Board of Directors of SODAV, a collective management society of copyright in Senegal.



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AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- **STRUCTURING its business model** and diversify its sources of revenue
- **DEVELOPING and strengthen the production** potential in order to diversify its activities.
- **STABILIZING and strengthen the team**, which mainly includes women.
- **DEVELOPING projects** for fictional and documentary television series.
- **SETTING UP the Institut Mousso** in order to train young girls from Casamance in the film industry



Achievements

- **PARTNERSHIP opportunities** for the financing of productions
- **ACQUISITION of high-performance** filming equipment.
- **RECRUITMENT of a team** and the formalization of contracts
- **WORK IN PROGRESS on fiction screenplays** (feature films and series)
- **ESTABLISHMENT of an action plan** for the setting up of the Institut Mousso



Impact



16

films
produced



+ de 100

prices
worldwide



70

young people trained
in documentary writing
and film production



50%

women
in the team

LANGAGES DU SUD

Patricia Defever - Morocco

Reveal and promote the living cultural heritage of the African continent, working for the education of youth, and contributing to the development of cultural and creative industries through the production of various multimedia contents

Langages du Sud editions create content for all types of media: books, digital, films and videos, events, cultural spaces such as museums, etc. They are particularly focused on **four areas of expertise**: culture, economy and sociology, sustainable development, and youth. The company has created **14 collections**, including several aimed at promoting young African talents, as well as a contest to identify and reward young artists, and a digital platform to promote African brands and industrial flagships of the continent - **Brand Your Morocco**.

Graduated from business school, author and publisher for 20 years,

Patricia Defever created Langages du Sud, a publishing and production company based on the African continent, after a long experience at **Cherche Midi éditeur**. Her achievements include consulting and the development of **new information technologies** for companies, the creation of films, as well as a wide range of content (books, scripts, screenplays).



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AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > **DIVERSIFYING its supply** by adapting the children's books «Lina and Adam» into an animated series for children.
- > **CREATING and animate a community** around its youth products.
- > **RAISING funds** for a successful move to scale



Achievements

- > **THE RECRUITMENT of a team** to produce the animated series and the creation of a communication officer position.
- > **OFFICE REFURBISHMENT and purchase** of new equipment
- > **TRAINING employees** and building their skills
- > **PRODUCTION of the first episodes** of the Lina and Adam series
- > **PROSPECTING for new partners** for fundraising purposes

Impact



+ 400 000

children's books
released since 2016



50%

of women in
the team



+ de 1000

subscriber to the
Facebook page



205

customers
since 2018

SÉBASTIEN BAZEMO

Sébastien Bazemo - Burkina Faso

Sébastien Bazemo highlights the Burkinabe know-how through a retro-afropolitain style fashion!

Sébastien Bazemo is known for its unique creations combining joy, elegance and handmade. At the origin of the **Koko Dunda** loincloth comeback, Sébastien Bazemo aims to promote local materials in an innovative process that involves village women weavers and dyers. The **retro Afro-politan** style and blending are the signature of the brand: mixing materials and combining African sunny elegance with the finesse of Western cuts. Men and women in the business world, eager to stand out and assert their style, see Sébastien Bazemo's exclusive pieces as must-haves in their wardrobe.

Passionate about fashion since he was a child, **Sébastien Bazemo** quickly distinguished himself. Today, he has become a **reference stylist** in Africa. Born entrepreneur, demanding and creative, his ambition is to professionalize his company so that his brand is renowned internationally. His main motivation is to promote «**made in Faso**» and to create through his activities stable jobs for a vulnerable population through the production chain.



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AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > **DEVELOPING** a **distribution** and communication strategy aimed at expanding internationally
- > **OPTIMIZING** **shop floor** production for greater efficiency
- > **ORGANIZING** and **strengthening** the team of the company
- > **IMPROVING** **management** tools



Achievements

- > **WORK** on the **brand identity** and communication strategy with the creative mentor
- > **WORK** on the **business model** and business plan with the business mentor
- > **DEVELOPMENT** of an **e-shop** to sell products internationally
- > **ACQUISITION** of **new equipment**, relocation and reorganization of the workshop
- > **DRAWING UP** **stable contracts** and involving the team in strategic thinking
- > **IMPLEMENTATION** of **sales monitoring** software and management tools

Impact



24

employees
particularly youth and women. The goal is to increase to 34 by 2020



200

women
weavers and dyers whose standard of living is rising



10

editions of the
« Folies de mode »
Festival organized by Sébastien Bazemo

KAALA

Marie and Soumaïla KANLA - Burkina Faso

Kaala protects and promotes the natural heritage of Burkina Faso by giving a second life to dead wood

The **Kaala** team travels through the bush looking for **naturally dried** wood to collect it and sublimate it into **unique creations**. The designer, Soumaïla Kanla, does not consider dry wood to be just a material to be shaped, but he exposes its beauty and reveals its eternal spirit! From the imperfections, the veining, and the exceptional tonalities of the precious species collected, the designer brings out real **masterpieces**.

In addition to not cutting down any green trees, Kaala has set up a **nursery** to reforest the area. The company's profits are reinvested in a greener and more sustainable future!

Soumaïla Kanla (co-founder):

passionate about trees and art in all its forms, Soumaïla is responsible for design and production. He is a **designer**, he was trained as a cabinetmaker in France, before returning to settle in the area of Fada N'Gourma to create Kaala.

Marie Kanla (co-founder):

involved alongside her husband in the fight against deforestation, Marie is **responsible for marketing and sales** at Kaala.



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AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- **IMPROVING the production line** in order to increase its performance
- **STRENGTHENING the team:** recruitment, employee training and contract sustainability
- **ACCELERATING the increase** in sales by creating an online shop and an exhibition gallery
- **MAXIMIZING its social and environmental impact,** in particular through obtaining a label



Achievements

- **INCREASE in production capacity** through the acquisition of new machines and means of transport, the refurbishment of the workshop and training in new techniques.
- **STRENGTHENING of the team,** motivated to commit itself to the preservation of the environment of Fada.
- **DEPLOYMENT of the distribution channel** diversification strategy
- **OBTAINING the Ecocert «For Life»** label, thus **guaranteeing its sustainable practices.**



Impact



800 000kg

of green wood
preserved every
year



30

species
referenced
22 identified



9

people in
training



600

plants given
or sold
per year



10

people in
average
sensitized
per day

OPTIMISTE PRODUKTIONS

Fatoumata and Safouane PINDRA - Senegal

Optimiste Productions, a hope of professionalization for young artists and technicians from urban cultures

For 20 years, **Optimiste Productions** has been producing phonographic and audiovisual productions and organising events to promote urban cultures in Senegal. These include the **international urban music festival YAKAAR** (formerly known as the Hip-Hop Awards) and three editions of the Yakaar Jeunes talents Rufisque contest. Optimiste initiated the **pôle YAKAAR** (Hope in Wolof), a creative space with a recording and rehearsal studio, workshops for making and silk-screen printing, a documentation area, and a multipurpose room. These activities are complemented by training to strengthen the capacities of young artists and technicians. Optimiste has contributed to setting up Perceptive, the first performance hall in Rufisque.

Fatoumata Pindra (founding member):

Graduated with a Master 2 in Audit / Management Control, Fatoumata has extensive professional experience in the field of **organization management and partner relations**. She has been involved for several years in various development programs, as well as the **production of events and cultural products** on the Senegalese scene.

Safouane Pindra (founding member):

Graduated in production management at Inirep (France), he has completed his career with several training courses in **show, artist and venue management**. With more than **25 years of experience** in the musical field, Safouane directed major events in Senegal and West Africa. He has also been the manager of about twenty African artists and groups.



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AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > **STRUCTURING its business** model and diversify its sources of income
- > **DEVELOPING a strategy** and communication materials to boost sales
- > **CREATING sustainable jobs** and work on team organization
- > **IMPROVING the its management tools**



Achivements

- > **COMPLETION of the Yakaar pole** extension works.
- > **Screen printing and sound equipment INSTALLED**
- > **FINALIZATION of the website**
- > **TAX regularization** and the elaboration of the team's employment contractse



Impact



19

editions of the YAKAAR International Festival of Urban Music (+ 500 artists and groups)



3

editions of the « Yakaar Jeunes Talents Rufisque » contest



+ 260

musical and audiovisual works produced from 2002 to present



+ 500

young Senegalese and African people trained in cost internships in live music and entertainment professions

How did the entrepreneurs react to the health crisis?

Within the cohort, three types of reactions were observed during a time of crisis (COVID-19):

Reorganise and move on

8

Episodes
of a pilot
series being
scripted

KARONINKA

GETTING READY:

Afrique Créative's technical and financial support has enabled the Senegalese entrepreneurs to invest in equipment and to prepare their operational strategy for the post-crisis period:

› Active on the music scene, **Optimiste Productions** has acquired high-performance sound and light equipment and worked on its action plan to make it profitable

› Director Angèle Diabang focused on scriptwriting: *«I was able to surround myself with people and this is surely what helped renew my inspiration, which unlocked my desire to write, my creativity.»*

A. Diabang, Karoninka

RESTRUCTURING:

Entrepreneurs have found the crisis an opportunity to restructure their business and work on their marketing strategy to reach the international market:

› *«With Covid, we focused on other objectives: training, increasing the competence of our team and increasing our production»* **Soumaïla Kanla, Kaala**

› *«The crisis has allowed us to take time to reflect on our business, so that if a situation like this were to arise again, we now know how to react. So, it allowed us to get out of our comfort zone and find solutions.»* **Daudi Karungi, Afriart Gallery**

3

Residencies
and

30

artists
supported

AFRIART
GALLERY

Innovating through digital

VFM :
17 concerts,
100 artists,
10 regions
+15.000
spectators

REINVENTING ONESELF:

> **FEZAH** now offers a live and replay concert platform: LiveFezah.com. Covid and creativity have given birth to a unique product, 100% digitalized and commercialized.

> **Anya** has adopted a strategy of diversification through innovation. This includes a new mobile stage and the introduction of the first fully digital Visa For Music (VFM).

«We have found, despite this crisis, a lot of energy to develop our projects, to totally review them and develop them to go even further.»
Brahim El Mazned, ANYA

ADAPTING:

> **Langages du Sud** has set up «Lina and Adam» audio capsules for Moroccan youth, continuing its civic mission of offering and making accessible edutainment content.

35
audio capsules
produced and
broadcast

**LANGAGES
DU SUD**

Getting involved in one's community

30 000
masks
produced,
including a
donation of
3 500
**SÉBASTIEN
BAZEMO**

SERVING THE COMMUNITY:

> **Crossroads** used its animated characters to deliver awareness messages to the Ugandan population.

> **Optimiste Productions** and **Sébastien Bazemo** have redirected their production force to make masks «We managed to get back on our feet by helping the state and companies with the production of masks». **Sébastien Bazemo**

AC