

CONTENTS

What is Afrique Créative?

PAGE 3

What is the impact of the programme?

PAGE 6

Who are the entrepreneurs of the second edition?

PAGE 7

EDITORIAL INFORMATION: **Copyright:** Afrique Créative - **Year of publication:** 2022 - **Contacts:** Africalia - Rue du Congrès 13 - 1000 - Bruxelles (Belgique) - afrique.creative@africalia.be - +32 (0)2 412 58 80 - www.afriquecreative.fr - **Graphic design:** Fanny Brelet

What is Afrique Créative?

Afrique Créative, in a few words

Afrique Créative is an acceleration 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 June 2021, a second Afrique Créative call for applications resulted in the selection of eight entrepreneurs from seven countries: Burkina Faso, Ghana, Senegal, Democratic Republic of Congo, Uganda, Morocco and Tunisia.

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, Ghana, Sénégal, République démocratique du Congo, Ouganda, Maroc, Tunisie.

When?

The acceleration programme ran from June 2021 to October 2022.

How to apply?

The second call for applications took place from April to May 2021.

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 (48,000 euros on average) 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

PARTICIPANTS

8 structures supported

from

5 different creative fields (music, film & audiovisuel, design & crafts, animation & video games, fashion)

in **7** countries

ACTIONS 2020

1 376 hours of mentoring

9 e-learning modules

02 bootcamps

384 788 euros granted to the entrepreneurs

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 :

82 total jobs of which **46% of women**
62 formal jobs created
380 people affected in employees' households
5 websites created or improved in 2022 including **1 streaming platform** and **2 e-shops**
472,036€ turnover for 2020
558,465€ turnover for 2021
606,907€ turnover from January 2022 to July 2022

... 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 :

85 new cultural or creative products or services
97 providers along the value chains in 2022
112 awareness raising/training actions in 2022

Who are the
entrepreneurs
of the second edition?

AKACIA PRODUCTIONS

Mohamed BEN SAÏD, Tunisia

Akacia Productions' mission is to develop the Tunisian, Arab and African alternative art scene and to promote its positioning on the international scene.

Akacia Productions is a social enterprise operating in the field of music, specialising in booking, organising shows and structuring festivals.

Akacia Productions is a key reference in capacity building in the cultural sector and aspires to assume essential functions in the development and promotion of Tunisia's tangible and intangible heritage by promoting its access and visibility to a wide audience as well as its employability.

In 2010, **Mohamed Ben Saïd** created AKACIA Productions and programmed renowned artists in various Tunisian state festivals. Two years later, Mohamed co-founded and organised the Rencontres Internationales de Musique Alternative de Carthage (Mousiqa Wassalem). In 2015, he co-founded the «TUNES» project and developed the activity of artist management and album production.

Mohamed is behind the comeback of GULTRAH SOUND SYSTEM and becomes their manager. In parallel, he joined the teams of the Dunes Electroniques and the Dougga International Festival as executive producer. He was also part of the international delegation attached to the Institut français for the festival «Les Transmusicales» in Rennes and participated in the «Pan-African Creative Exchange», one of the largest live arts trade fairs in South Africa.



Contacts

✉ akaciaprod@gmail.com
☎ +216 52 745 000
🌐 akaciaproductions.com
📱 @AkaciaProductions

AFRIQUE CRÉATIVE'S SUPPORT

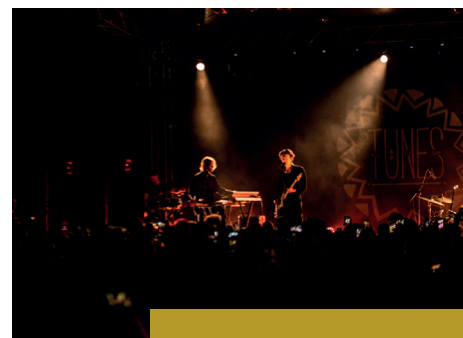
Objectives

- > **Strengthen** efforts to protect and preserve the world's cultural and natural heritage
- > **Map** Tunisian cultural actors, organise events
- > **Strengthen** the skills of cultural actors through training and ongoing support
- > **Create** synergies between cultural actors, public institutions, and civil stakeholders



Achievements

- > **TUNES CONCERTS** - A year-long concert tour exploring different musical genres
- > **TUNES LAB** - A training and capacity-building programme for the arts and entertainment sector and for cultural organisations active in regions outside the capital.
- > **Production of the Dougga International Festival**
- > **Production of Mousiqa Wassalem Festival**



Impact



+1200
concerts
organised



40 %
of women in
the team



1000
young people reinforced in
cultural entrepreneurship

BIIBOP

Rosine Arzoumpoko KIEMA,
Burkina Faso


BiiBop is committed to the future of our children. That every child can play, learn and grow in favourable conditions.

BiiBop is a limited company created in 2019. BiiBop imagines and manufactures educational games and toys for children from 0 to 6 years old. The products are manufactured in the workshop in Ouagadougou, and are designed to be robust, durable and adapted to the child's development. BiiBop is committed to offering products at the right price and accessible to the greatest number of people. BiiBop wishes to place learning through play at the heart of pre-schools to contribute to the challenge of quality pre-school education.

Rosine Arzoumpoko KIEMA holds a master's degree in communication and business management which she obtained at IRIMAG in Niamey. She worked for more than 10 years as an executive secretary, then obtained various positions in international NGOs in the administrative and financial department. She has worked in Niger and Burkina Faso, her two heartland countries. Being very versatile and entrepreneurial, she started the BiiBop adventure in 2018 with Colombe Cretin.



Contacts

 biihopburkina@gmail.com
 + 226 58 66 31 01
 jouer-biihop.com
 @jouerbiihop

AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > **Building** creative capacity to diversify production
- > **Standardise** production
- > **Open** new distribution channels in Burkina Faso and in the sub-region
- > **Ensure** quality visibility online to prospect for new clients



Achievements

- > **Setting up** a research and development team made up of early childhood professionals to develop the BiiBop collection
- > **Recruitment** of a salesperson and an administrative and logistical assistant to support the company's long-term development
- > **Fitting out** the showroom to optimise the reception, storage and working areas.
- > **Development** of the production workshop and acquisition of production equipment
- > **Creation** of a new website for BiiBop



Impact



15 000

Children using
BiiBop educational
materials



50

products in the
collection



13

employees

DEED DEVELOPMENT

Awa DIOP GIRARD, Senegal

To structure the African music industry by developing sustainable business models through the provision of essential tools for its development.

DEED Development is developing around four main activities:

- > DEEDO: Pan-African music streaming platform;
- > DEEDO DAKAR STUDIO: A recording studio in Dakar;
- > DEEDO DISTRIBUTION: Digital distribution service for music projects, allowing artists to upload their works on all streaming platforms.
- > DEEDO RECORDS: Production and management label for artists

Awa DIOP GIRARD is founder and CEO of DEED Development. She is in charge of business development, product enhancement, marketing and technology. She is responsible for the evolution of the company and has a powerful, unique and simple vision of enhancing the value of African cultural diversity. Around her is a team of talented and skilled people who are committed to achieving the common goals on a daily basis.



Contacts

hello@deedo.io
+221 77 676 62 29
deedo.io
@DeedoMusic
@deedoofficial

AFRIQUE CRÉATIVE'S SUPPORT

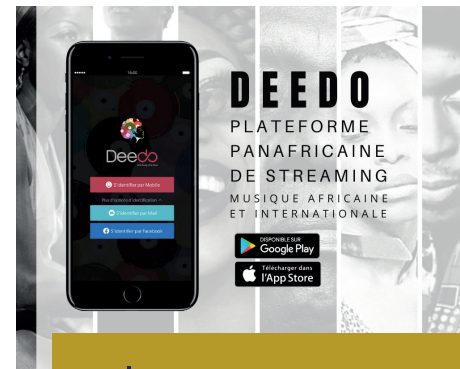
Objectives

- > **Structuring** the business model and diversifying revenue sources
- > **Increase** brand awareness: DEEDO
- > **Customise** the distribution offer by integrating local African languages
- > **Produce** and develop promising artists.
- > **Prepare** and raise funds to ensure the sustainability of the Deedo application
- > **Stabilise** and strengthen the teams



Achievements

- > **Integration** of the Wolof language as a language choice for the Deedo Distribution service
- > **Integration** of YouTube Content ID functionality for the Deedo Distribution service
- > **Provision** of content as part of the «Personal Ring Back Tone» service of telephone operators



Impact



64 000
users of
the Deedo
application



1 652
projects distributed
via the distribution
platform



5
artists signed
to Deedo
Records



8
capacity building
trainings
(190 participants)

DIGITAL LABEL MULTIMÉDIA

David Douglas MASAMUNA NTIMASIEMI
Democratic Republic of Congo

KHub Creation, incubator and experimentation laboratory for CCI's to boost the quality of services provided by players in the audiovisual, digital arts and cultural product creation sectors.

The company **DL multimédia** has set up the Khub Création incubator. This incubator will help to support and boost the implementation of professional and original CCI projects, through capacity building and coaching for artists or professionals using image, sound and multimedia and digital technologies. By supporting projects until they reach professional maturity, it helps to bring together supply and demand in the CCI market in the province of Haut-Katanga.

David Douglas MASAMUNA NTIMASIEMI

was born in Lubumbashi, DRC, where he lives and works. He holds a degree in economics and has also followed targeted training courses in the field of image, sound, multimedia and cinema. In particular, he benefited from a training course at the Royal Summer Academy in image and sound techniques in Belgium, a training course in documentary film at the Fémis in France, a training course in scriptwriting organised by the Cifap in Kinshasa as well as an audiovisual training course in the Franco-Haitian structure Collectif 2004 Images in France. To date, he has directed or co-directed numerous films, as well as providing various services in the organisation of training courses and production supervision.



Contacts

✉ contact@dlmultimedia.org
☎ +243 844 511 743
🌐 dlmultimedia.org
📱 [@dlmultimedia](https://www.facebook.com/dlmultimedia)

AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > **To create** an incubator and laboratory for experimentation
- > **Train** young people in audiovisual, digital arts and cultural product creation.
- > **Contribute** to the development of CCI projects in Haut Katanga
- > **To make** young people discover the cultural sector and boost their creativity with the organisation of cultural and creative events



Achievements

- > **Khubcréation** created and equipped with audiovisual and multimedia material
- > **35 hours** of training for internal teams
- > **Supervision** of the European Film Festival in Lubumbashi 2022 edition (from 24 to 04 June 2022)
- > **Contacts** with local and international institutions working in the sector of training and audiovisual and multimedia production in Lubumbashi (Institut Français de Lubumbashi, Bureau Wallonie Bruxelles de Lubumbashi, la Fédération des entreprises du Katanga, ...)

Impact



50 %
women in
the team



2 240
hours of training
per year



110
square meters of equipped space,
dedicated to audiovisual, multimedia
and film creation

MORBIKET

Awatef MOSBEH, Tunisia

To give children a new learning experience that mixes paper and digital content through innovative and attractive solutions using augmented reality technology.

Morbiket's products address the need for balanced learning for a new connected generation by providing hybrid solutions that mix digital content with paper. The company addresses the problem of children's over-exposure to screens, reducing the time spent on manual learning activities that are necessary for their development. Morbiket is a digital educational and cultural content creation studio targeting children on a variety of media, books, animated videos and mobile games using augmented reality technology.

Awatef Mosbeh is a graduate of ENAU, the National School of Architecture and Urbanism in Tunis, and is passionate about digital illustration for children. Together with Chaker, Awatef founded Morbiket, a company producing cartoons, books and mobile games. Their backgrounds and skills are complementary. Chaker and Awatef gained the trust of several clients: governments, international organisations, publishing houses and educational institutions.

Awarded several prizes for their commitment, the Morbiket team designs educational mobile applications associated with school, civic and cultural storybooks using augmented reality technology.



Contacts

✉ awatefmorbiket@icloud.com
☎ +216 55 51 59 40
🌐 morbiket.com
📱 @morbicrea

AFRIQUE CRÉATIVE'S SUPPORT

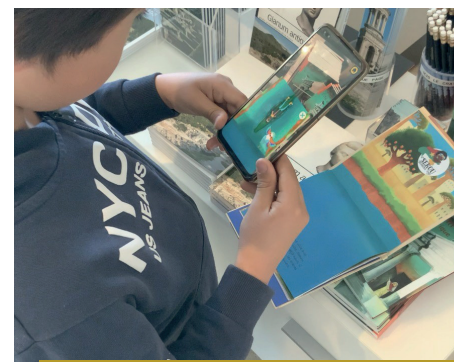
Objectives

- Expanding EdTech & Cultural activities into new mature markets
- Improving the skills of young people in illustration and animation
- Structuring the business model and diversifying revenue sources
- Development of new products and structuring of the production chain



Achievements

- **Two new products:** Toufoubox for teaching children foreign languages and Toufoutrip, a heritage exploration application.
- **Prospecting** for new markets (France and Emirates)
- **Tests** with user families on the Glanum archaeological site in the south of France in collaboration with the CMN (Centre des Monuments Nationaux) Heritage Incubator
- **Partnership agreement** with the Swedish organisation IGITEGO for a collaboration on learning methods in kindergartens through intercultural games



Impact

📖
+800
titles of
children's books

🎬
+60
animated
films

▶
4
immersive technological
products dedicated
to children

👥
5
young creatives
recruited in 2021

PALM GROVE SOFTWARE

Khalil ARAFAN, Morocco

Palm Grove Software is helping to bring innovative game designs to the contemporary video game landscape, with more human themes and game mechanics in an industry that is still too focused on combat and competition.

Palm Grove Software, based in Casablanca, Morocco, is an independent video game development studio, which has mainly operated in the Mobile space since its foundation in late 2011. Palm Grove Software also offers software engineering and game design consulting services to local and international clients. The free mobile applications developed by Palm Grove Software total over 300k downloads to date.

Trained as an engineer (DUT (Paris XII) then Bachelor in Computer Science (Paris VII), **Khalil Arafan** has many experiences within big names of the AAA industry (Quantic Dream in 2001, Gameplay Scripting, Fahrenheit project, and Ubisoft Casablanca, 2008-10, C++ Programmer, Prince of Persia : forgotten sands project on Nintendo DS). The new wave of independents revived in 2008 thanks to mass digital distribution, was a major inspiration for Khalil to decide to venture out on his own and explore the vast territory of possible and imaginable designs.

Birdspotting : video game for all audiences, birdwatching simulation in first person view, whose goal is to explore a green Norwegian valley and discover its secrets using binoculars and a journal among other interactive objects.



Contacts

✉ hello@palmgrove.software
🌐 palmgrove.software
🌐 birdspotting.game
f [@PalmGroveSoftwareCompany](https://www.facebook.com/PalmGroveSoftwareCompany)
t [@KhalilArafan](https://twitter.com/KhalilArafan)

AFRIQUE CRÉATIVE'S SUPPORT



Objectives

- > **Develop and produce** the company's first desktop/console product: Birdspotting (partnership with Polynoise, The Netherlands)
- > **Prototype two** other original projects, including one focused on representing local heritage through Artificial Intelligence
- > **Helping** to clear the way for independent African developers interested in the console market to compete with industry giants
- > **Innovate** in Game Design/ Technology with non-violent and more human themes

Achievements

- > **Acquisition** of production equipment/ tools (PC, development kits, software, desk, domain name)
- > **Green light from Nintendo** (Germany): contracts, admin, tax, digital e-shop page store, development kits to Morocco and the Netherlands
- > **Green light from Microsoft** (USA): contracts, admin, tax, Microsoft digital store page, development kit to Morocco
- > **Green light from Sony** (UK): contracts, Playstation store page,
- > **Green light from Valve** (USA): contracts, Steam digital store page for PC/Mac
- > **Current version of the game** runs on: Windows PC, Nintendo Switch, Microsoft Xbox One



Impact



+300K

cumulative downloads
on Android
/iOS since 2012



6

original educational
and/or playful single/
multiplayer apps



+10K

views of the trailer
of the current
project: Birdspotting



8

client projects
completed

QUAD-A RECORDS

Andrew AHUURRA, Uganda

Quad-A records rebrands Africa through sound by delivering high quality audio productions, educating the next generation of audio engineers and develop new audio technology for global distribution.

Quad-A[®] is an Audio Production and Post facility known for premium and industry-standard audio solutions for various industries. Quad A Serves various markets but is particularly focused on providing audio solutions to the African Entertainment industry to see it competitive and contribute significantly to the global entertainment stage.

Andrew Ahuurra is an audio engineer, creative professional, composer, mixer, arranger and producer with extensive Audio project experience from concept to development with over 15 years of experience in the audio service industry. He holds certification; Dolby[®] Technologies, Film Skills, Berklee college of music and has been nominated for various awards. These include: AMVCA, UFF, PAF, TIFF and ZIFF among others.



Contacts

✉ records@quad-a.com
☎ +256 39 20 02 051
🌐 quad-a.com
📱 @quadarecords

AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > To set up a sound engineer training facility and offer employment to audio engineers that were trained and certified (Quad-A Academy)
- > To structure the company business model
- > To expand the company's network and creating new partnerships with content creators, distributors and other audio academic institutions.
- > Raise funds for successful scaling up and accommodate the growing demand for high-quality audio productions



Achievements

- > A first cohort of students in the Quad-A Academy
- > An expanding project pipeline, particularly in Nigeria
- > Completion of the first phase out of the 3 phases of the studio set up for the facility
- > Pitch to potential investors



Impact


120+
film/TV titles


155+
artists


300+
clients


100+
trainees

SAFI LABEL

Dizfa ANAGBLAH, Ghana

Safi Label promotes economic inclusivity of skilled artisans in Africa by promoting their craftsmanship and leveraging technology to connect them to international markets.

Safi Label is a social impact driven company utilizing mobile innovation to connect skilled African artisans whose products have a social or environmental impact to the global marketplace. Safi Label is a cross-cultural collaboration between craftsmen and weavers across Africa, combining fine materials and workmanship with ethical and sustainable practices. There are many skilled African artisans with the capability to make products with international appeal however, reaching those markets is mostly impossible for them. Safi Label bridges the gap by connecting skilled artisans with the global marketplace by leveraging the use of mobile technology while paying decent wages.

Dzifa Anagblah is a strategic, self-motivated leader and team player, passionate about improving the lives of others through design and innovation. She is passionate about craftsmanship, social impact, and technology. Growing up in a community of weavers and raised by artisan grandparents, she was always thinking of ways to build the capacity of craftspeople in Africa. The intricate process involved in their product development inspired her to create an inclusive channel that connects them to the global marketplace. Working on tech projects for corporations further inspired her to utilize technology to promote the work of African artisans and that's how the journey of SAFI began.



Contacts

✉ safibrands@gmail.com
☎ +233 54 423 0552
🌐 safilabel.com
f @safilabel
📷 @thesailabel
in @safi-label

AFRIQUE CRÉATIVE'S SUPPORT

Objectives

- > **Providing** an innovative marketplace that promotes the work of African artisans, indigenous African artisans' communities and preserves cultural traditions.
- > **Sharing** the stories of African culture, artisan craftsmanship and artisan communities.
- > **Setting up** an experience center for people to experience the design and manufacture of artisan-made products and learn about craftsmanship and sustainability.
- > **Strengthening** the team by recruiting more employees.



Achievements

- > **Completed** the set-up and launch of the experience Centre.
- > **Joined** the Green butterfly and She community in Ghana.
- > **Double** the revenue by participating in pop up events and carrying workshops at the experience centre.



Impact



49

females engaged in the production process



3.5

times minimum wage paid to artisans.



2,000+

yards of wax print, batik and leather bought from women led micro enterprises.



180

artisan beneficiaries of revenue generated from sales

AC