

**Nairobi,
November 20 to 24**

seminar

Entrepreneurship and Financing in Cultural and Creative Industries (CCI)



Introduction

Senghor University, the French Development Agency and Trace Academia have launched the «KreAfrika» project to support and train professionals of Africa's cultural sector.

Kreafrika is an innovative project targeting both existing and future professionals of Africa's Cultural and Creative Industries (CCI). It aims to bring public, private and associative actors of the sector together to discuss their professional practices and experience. Through online training, networking and on-site seminars, the program's beneficiaries will be able to acquire new skills, build a professional network and develop their projects.

We are thrilled to announce the launch of our call for applications for an upcoming training program titled «Entrepreneurship and Financing in Cultural and Creative Industries», in collaboration with HEVA Fund. The training will take place in Nairobi, Kenya from November 20th to 24th.

This training seminar aims to provide participants with valuable insights and knowledge on various aspects related to entrepreneurship and financing in the cultural and creative industries (CCI).

The program will cover a range of topics, including:

- From ideation to successfully running a business
- Cultural entrepreneurship in the African context
- Developing the mindset of a creative entrepreneur
- Crafting an innovative business plan
- Understanding the available sources of investment for creative businesses

We invite interested individuals to submit their applications for this exciting opportunity to enhance their skills and expand their understanding of entrepreneurship and financing in the CCI sector.





PEDAGOGICAL APPROACH

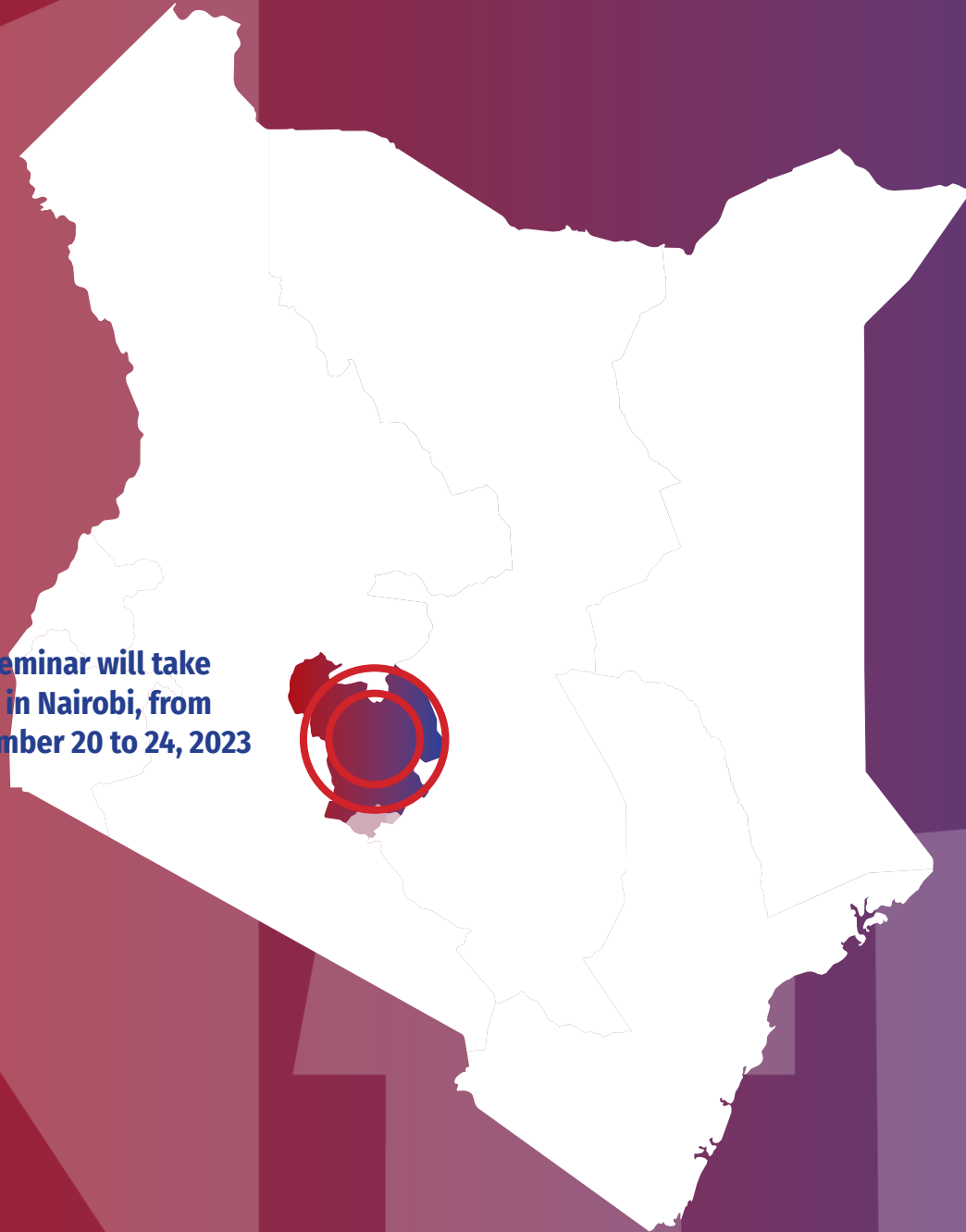
The training will be based on an interactive approach with a focus on participants' needs, the development of their professional projects, as well as a focus on activities that will enable the acquisition of the expected knowledge and skills.

The sessions will include presentations by experts, workshops for co-construction and collective reflection, experience-sharing panels with players in the field, and visits to sites related to the training theme. This approach is designed to stimulate cultural entrepreneurial awareness, knowledge sharing, cooperation, creative imagination and the search for innovative solutions.

All participants will be required to review available online resources and take part in webinars prior to the seminar.



**The seminar will take
place in Nairobi, from
November 20 to 24, 2023**



Geographic map of Kenya



TRAINING PROGRAM

The training structure features the:

- presentations by expert facilitators on fundamental concepts related to each course theme, delivered both online (webinar and documentation on the platform) and on-site;
- co-development sessions between participants, on topics of common interest related to the seminar subject;
- presentations of results from the co-development sessions;
- discussions with experts on new perspectives and professional approaches, as well as case studies based on real-life situations;
- practical exercises/simulations/case studies based on real-life situations and on situations suggested by participants during their application process;
- visits to local businesses and institutions related to the topics covered.

ELIGIBILITY CRITERIA & PARTICIPANTS PROFILE

To be eligible for this seminar, applicants must:

- be a citizen and resident of an African country;
- run or have launched a creative business (at least 3 years);
- be active in the creative sector for at least 3 years.

As the language of the seminar is English, a sufficient level of expression/ comprehension (advanced) is required.

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Certification

A certificate will be issued by Senghor University after successful participation in the training.

Terms of coverage

The following charges will be covered for each participant:

- The cost of training;
- accommodation in a hotel close to the seminar location;
- breakfasts and lunches and dinners.

Participants are responsible for covering their own travel costs to Nairobi, and any visa fees.

Application form

Interested candidates must submit an **online application** by September 17, 2023, including:

- a curriculum vitae;
- a detailed presentation of your cultural enterprise or yourself (if self entrepreneur) and the role you play in it;
- a portfolio including your past achievements and the cultural product/service justifying your application to the seminar as creative entrepreneur (.doc or .pdf format accepted, links must be provided within);
- a statement presenting your expectations for this seminar.

Only complete applications will be considered. Successful applicants will be notified by e-mail using the address provided when submitting their application. For further information, please write to **this address**.



ABOUT THE ORGANIZERS

HEVA Fund

HEVA Fund is an East African fund, located in Nairobi, Kenya, that focuses on investing in the transformative social and economic potential of the creative economy sector.

Since 2013, HEVA has generated ideas, deployed investments and innovated financial models specifically for the growth of the creative economy in East Africa. The fund has invested in over 100 creative businesses and projects, and directly supported more than 8,000 creative practitioners in the fashion, digital content and TV, live music and gaming value chains.



Senghor University

Senghor University is an international organization, a direct operator of the Francophonie. Its headquarters are in Alexandria, Egypt, and its mission is to train creative executives capable of meeting the challenges of sustainable development in Africa and Haiti.

With a network of about 350 professors and experts from all over the Francophonie as well as collaborations with major national and international institutions, the University delivers training programs of excellence adapted to the African context, in Alexandria, as well as in its 12 campus in Africa and Europe. For over 30 years, Senghor University offers master's programs in four main fields of action: Culture, Environment, Management, and Health.

Senghor University's short courses welcome about 800 students per year. In 2022, the University has a network of more than 3,300 alumni.



Agence Française de Développement & Campus AFD

The Agence Française de Développement (AFD) finances, supports and accelerates the transition to a fairer, more sustainable world. Its mission is to contribute to the economic, social and environmental progress of low- and middle-income countries.

In practical terms, this mission takes the form of loans, grants, expertise or technical assistance to states, local authorities, companies, foundations and NGOs, and allow communities to carry out projects in a vast variety of fields, including climate, biodiversity, energy, education and urban planning, health, digital technology, sport, and training.

Within AFD, the AFD Campus is a training centre and a laboratory for learning innovations that designs and develops training courses with its partners that are tailored to the skills requirements of sustainable development projects and policy stakeholders (executives from the administration, public and private companies, elected officials and local civil servants, start-up companies, civil society representatives, etc.) in the countries where AFD works.

Thanks to a combination of teaching expertise inspired by cognitive science and expertise in development projects and issues, and with the support of experts from the AFD Group and its partners, AFD Campus develops innovative training programs, in-person and/or online, to help learners understand the complexity of transitions and take conscious steps towards transformation.



