

CREACT4MED Mapping: Best Practices

AFRIQUE CREATIVE

Application Number:

1. Basic info*	
Email Address	afrique.creative@africalia.be
Title of the Best Practice	Afrique Créative, boosting CCI entrepreneurship
Name of the Applicant	Marine Berginiat
Is the BP a registered legal entity?	Afrique Créative is a programme funded by the French Development Agency (AFD) and implemented by a consortium of organisations led by Africalia (a Belgian non-profit organisation).
Website	https://afriquecreative.fr/
Country	12 countries: Benin, Cameroon, Ivory Coast, Ghana, Republic of Guinea (Conakry), Kenya, Morocco, Uganda, Democratic Republic of Congo, Senegal, South Africa and Tunisia.
Subsector	<ul style="list-style-type: none"> a) Arts and culture (cultural heritage, visual arts, performing arts, , crafts) b) Media (publishing, TV & radio, digital media, film and video, music) c) Design fashion) <p>=>all CCIs subsectors including arts and culture, media, fashion, design.</p>
Category	Cultural and creative entrepreneurship
Year of establishment and duration	The programme was launched in 2019 and is now at its third edition (2023-2026). The first edition was 2019-2021. Second edition was 2021-2022.
Target group of the BP	Cultural and creative businesses and entrepreneurs in Africa.
1. Best Practice Characteristics	
Problem Statement	The cultural and creative sector occurs as an important economic and social lever. Cultural and creative industries (CCIs) are vectors of social innovation and generate impact within their communities. Despite their potential, CCIs often remain unknown to investors and insufficiently supported by public policy. Investing in CCIs represents a major opportunity for Africa, but this requires a thorough understanding of the challenges and opportunities specific to the sector, as well as sustained commitment from stakeholders at all levels.
Mission Statement & Value proposition	<p>Afrique Créative aims to promote the structuring of the cultural and creative ecosystem by boosting the development, the capacities and the networking of companies active in this sector in Africa. Afrique Créative addresses operators combining both creativity and entrepreneurship to maximize their potential in terms of job creation and sustainable economic growth.</p> <p>From 2023 to 2026, the third edition of Afrique Créative is supporting 15 entrepreneurs from 12 African countries to accelerate the development of their CCI businesses in a sustainable way.</p>

<p>Results and growth</p>	<p>Since the launch of the programme in 2019, Afrique Créative contributed to the following results:</p> <p>Strengthening the skills of the supported entrepreneurs who:</p> <ul style="list-style-type: none"> • Revisited their business model • Developed their managerial and commercial skills • Strengthened and involved their team members • Are able to talk to financial partners and raise funding <p>Developing the supported businesses which:</p> <ul style="list-style-type: none"> • Diversified their product/service offering • Expanded their customer base • Created decent and stable jobs and/or formalised existing jobs • Strengthened their social impact • Integrated digital technology into their practices <p>Boosting CCI ecosystem in</p> <ul style="list-style-type: none"> • Offering better and more widely accessible cultural or creative products/services • Creating indirect jobs, new markets and boosting their ecosystems • Bringing about cultural change, particularly with regard to the place of women in society <p>In terms of figures:</p> <ul style="list-style-type: none"> - 17 entrepreneurs and businesses supported (8 are women entrepreneurs) - 198 jobs created (45% of them are women) - 114 formal jobs created - 730 people positively affected in employees' households - 2.828.407 € in sales from 2020 to 2022 for the supported businesses - 99 new cultural or creative products or services developed by the supported businesses - 4 websites created or improved, including 2 streaming platforms and 4 e-shops
<p>Strategy to be financially sustainable</p>	<p>We're solely funded by the Agence Française de Développement, operating on public funds exclusively. This means we don't have any own contributions to make; our sustainability is ensured through the support provided by AFD.</p>

2. Impact (please complete at least 3 of the 6 sub-sections)

<p>Economic significance</p>	
<p>Replicability and upscaling</p>	
<p>Employment generation</p>	<p>Afrique Créative is supporting the emergence of culture and creative industries to maximize their potential in terms of job creation, sustainable growth, and social impact.</p> <p>Through their development, all our supported businesses are contributing to the SDGs regarding decent work, gender equality, social inclusion, quality education, and youth employment.</p> <p>In terms of numbers:</p>

	<ul style="list-style-type: none"> - 198 jobs created (45% of them are women) - 114 formal jobs created - 730 people positively affected in employees' households (children and women)
Inclusiveness	<p>Afrique Créative is supporting entrepreneurs who contribute to social inclusiveness through their activities. Many of them are targeting women autonomy and empowerment as well as promoting quality education for children.</p> <p>It is part of the curriculum to instill in entrepreneurs a profound understanding of their potential to contribute to societal inclusiveness. Through sessions like “CCIs and SDGs”, our program emphasizes the importance of leveraging CCIs "superpowers" to address societal challenges.</p>
Social impact	See “Inclusiveness”.
Innovation	<p>Afrique Créative is promoting the emerging of culture and creative industries which bring change and innovation in society. The programme provides guidance and trainings to the entrepreneurs to encourage innovation within their businesses.</p> <p>Some of our entrepreneurs are embracing digital innovation in taking advantage of new technologies to improve their services or develop new products. They are integrating digital tools such as VR and XR (virtual reality & augmented reality) to promote cultural heritage or alternative methods of education.</p>
Environmental sustainability	

3. Challenges and lessons learned

Challenges	<ul style="list-style-type: none"> • COVID-19 crisis in 2020-21 affected not only the implementation of the programme but also the development of the supported businesses. • Geographical scope of the intervention: The programme is covering 12 countries in Africa which all have different realities, challenges, opportunities, and also not the same regulations in terms of entrepreneurship and cultural and creative sectors. • Language barrier: Afrique Créative is a bilingual programme (English and French). However, the supported entrepreneurs are not all bilinguals. Therefore, the programme needs to make sure all participants feel equally involved in the diverse activities. • Internet connection issues: Internet access is very uneven across Africa, depending on the country and region. This sometimes makes it difficult for some entrepreneurs to take part in our activities (e.g. online training, group meetings, etc.).
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	<ul style="list-style-type: none"> Lack of recognition of the potential of CCIs as an economic sector & lack of investments in the sector.
Lessons learned	<ul style="list-style-type: none"> Adaptation and resilience from our entrepreneurs during the COVID-19 crisis. Afrique Créative works with incubators in each of the 12 intervention countries. The programme relies on these structures and their expertise to provide the best possible support for entrepreneurs on the ground, as close as possible to local realities. The incubators provide close individual support to the entrepreneurs and brings their network and expertise to them. Afrique Créative is also active in advocating investment in CCI, in particular by encouraging public and private players to intervene and finance the sector. In the past, Afrique Créative organised a conference on “Investment in African CCIs” and published a booklet explaining how investment in CCIs generates far-reaching economic, social and cultural impacts.
4. Demographic Information	
Is the organization led by a woman?	Yes, Africalia (lead implementing partner) is led by a woman Dorine Rurashitse, our director.
What age is the lead of the organization?	Between 40 and 45
6. Reference contact information	