KENYA CREATIVE & CULTURAL INDUSTRIES

A Chronology of Activities & Experiences to Inform a Policy Framework

OVERVIEW OF CREATIVE ECONOMY ACTIVITIES

2005

UNESCO 2005 convention

2006

- EA Arts Summit 2006
- Mngt,Admin &Prod ofContemp'ryDance EA

2007

- NyarikiReport onCEeconomiccontribution
- Music Policy Draft

2008

- EA ArtsMngtResearch(GoDown)
- UNESCO 2008 Creative Econ Rpt

2009

- Value Chain Research (GoDown)
- CreativeEconConference

(GoDown)

African
 Creative
 Econ Conf-

Arterial

- Netwk
 Kippra
- Research (Dpt of

Culture)

OVERVIEW OF CREATIVE ECONOMY ACTIVITIES

2010	
•	Kenya
	Constitutio
	n: Culture
	as
	foundation
	of the
	nation
•	Arterial Par

Arteriai Pan **African Creative** Eco conf, **Nairobi UNESCO** 2010

Econ Rpt

ways of **Organizing** in Kenya Contemp'ry **Dance British Cncl Business** Skills Intensive GoDown, **Natverkstan** (SE), Goldsmith's college, Creative

Creative

2011

Alternative

2012

- IBM Creative **Indfustries** Kenya Rpt,
- **ACRI** Rpt on Cultural

Industries,

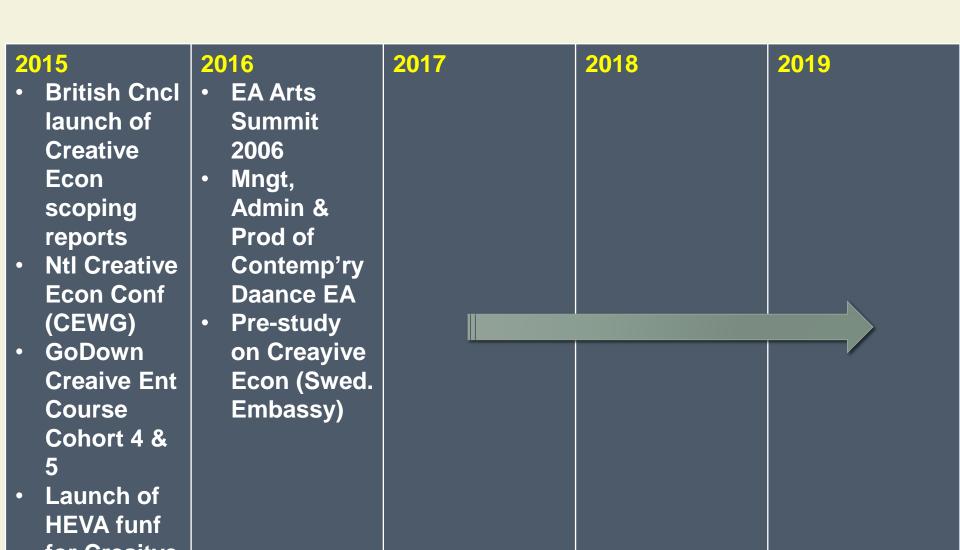
- GoDown Creative
 - **Entrpnshp** 10-wk
 - course, cohort 1
- GoDown& **Technical U** discussions

2013

- GoDown Creative **Entrpnshp** 10-wk course, cohort 2 & 3
- **Draft** Languages
 - Policy (Twaweza)
- Creative **Econ** Working
 - **Grp (CEWG)** formed
- **CEWG**

- 2014
- Aligned Kenya Cultural **Policy**
- **Draft Cultre** Bill
- **CEWG** Naivasha Rpt (CE framework
 - and planning for Ntl Ce Conf)
- **HIVOS** commission ed research

OVERVIEW OF CREATIVE ECONOMY ACTIVITIES



Key Documents

- 2005 Unesco Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- 2007 Nyariki D, report Economic Impact of Kenya Copyright-based Industries (WIPO)
- 2008 UNESCO Creative Economy Report
- 2010 Structure & Value Chains in Kenya's Creative Economy (The GoDown)
- 2010 UNESCO Creative Economy Report
- 2012 Roadmap to position Kenya Creative Industries as Catalyst for a Kenyan Knowledge Society (Min of ICT)
- 2012 Unearthing the Gems of Culture Mapping Kenya's Creative Industries (ACRI)
- 2013 Creative Economy Report Special Report
- 2015 National Creative Economy Report (CEWG)
- 2015 Scoping Report for East Africa Creative Economy (British Council)
- HIVOS report (2013) on the East African Creative Industries
- Pan-African Arterial Network conference reports on the Creative Economy
- Jahazi Journal, epsecially the 2016 issue on Kenya Creative Economy
- All government policy documents culture, (film, music, languages, etc)

Common Themes/Issues

- Policies
- Foundational training for creative industries (the education curriculum)
- Business skills for creative entrepreneurs
- Copyright awareness, protection and enforcement
- Leveraging digital technology for the creative industries
- Recognition of and investment in the creative industries
- Documentation and mapping of the creative industries
- Value chain strengthening
- Infrastructure development for the creative industries
- Promotion of local content development

Lessons from the GoDown's Creative Entrepreneurship Course

- A community of practitioners with a common language and common understanding is emerging.
- The course methods and models are transferable.
- The course is a resource for the East Africa Region: Regional artists joined GoDown program combined with a residency in 2014
- The relationship between context and course content is vital
- Diversity of learning experience is vital
- The practitioner lifecycle brings a balanced perspective to growing the sector
- The capacity for the development of a local critique is emerging from the course
- Opportunities for synergy with tertiary institutions

What Do We Take Away?

- There is plenty of experience and documentation that can be built upon
- There is clearly a need for an integrated approach in the development of policy framework – how can we be strategic and efficient in this regard?
- Some incremental gains have been made 40% local as we continue with policy development, ratification and implementation – which other 'quick wins' can the sector make?
- At a regional level, a Creative Industries Bill has also been passed – how does this relate to national strategies?
- And many more questions....

THANK YOU