

**CDEA’S CREATIVE ECONOMY INCUBATOR CONCEPT NOTE**

**Organisation Summary:**

Culture and Development East Africa (CDEA) is a creative think tank that provides cultural and Pan-African thought leadership for creative, social and scientist innovators to create and innovate through structured workplace learning, incubation, research & advocacy and capacity building for social change. We also innovate on how space can be used to enhance sustainable workplace productivity and green community lifestyles.

Our mission: We exist to facilitate multi-stakeholders to use culture as a resource to stimulate innovation and find solutions for sustainable production and lifestyles

Our Values:

* Respect for the diversity of cultural expressions
* Social cohesion, Pan-Africanism and African Cultural Renaissance
* Professional excellence, Innovation, sustainability
* Integrity, credibility, transparency and accountability
* Empowerment, justice, equality and democracy
* Promote sustainable consumption and production lifestyles in harmony with nature

Our Goal: To advocate for a cultural dimension in all public policies and development programmes

CDEA has three key programmes namely:

Culture and Governance, Documentary and Future and Organizational Development, with two key projects that aim at improving the culture and creative Industries in East Africa. These projects are:

Creative Economy Research & Advocacy in East Africa

Creative Economy Incubator and Accelerator Initiative. We measure success through stories of change from our creative economy incubatees and organization practice

**Creative Economy Incubator Summary**

CDEA will provide skills training, collaborative design facilitation and mentorship for emerging fashion & accessories designers and interior &exterior designers from the East African region through a five year-year incubator and accelerator initiative. CDEA will work in partnerships with Design Hub Kampala and Heva Fund, in Kampala, Uganda and Nairobi, Kenya respectively to provide technical and entrepreneurial skills training, as well as using the design thinking approach to encourage collaborative work environment involving different creative people. The incubator will work with ethical design principles that allow designers and design teams to create products, services, and systems that do no harm the environment but improve human situations.

The incubator will work with two design teams namely: Fashion & accessories design and Interior design. The two teams will compromise of creatives to develop a product for the market. The skills training programme is designed not benefit one individual but all the people involved in the creative value chain. The call for incubatees will encourage creatives to form a team of 5 in order to respond to the call. For instance, the Fashion & accessories design Team could compromise the following: An amateur fashion designer/ illustrator, weaver/knitter/finisher, tailor/sewer, model, photographer/videographer. The interior design Team could compromise of the following: An amateur interior designer/ illustrator, handcrafters/ carpenter, painter/sewer, model, photographer/videographer, and graphic designer.

The incubator will use materials such as (i) organic cotton, bark cloth or woven fabric (ii) bamboo (iii) leather (iV) and up-cycled materials that will be assigned ecol labels. The design teams will chose one of these materials to develop a prototype. Each year, the incubator will produced 5 prototypes.

CDEA will then accelerate the incubatees’ prototypes products and services with seed funds support to be able to produce for the market through SanaaBiz, [www.sanaabiz.co.tz](http://www.sanaabiz.co.tz), a one-stop for East African creative goods and services. SanaaBiz has been designed to be a less regulated entrepreneurship online platform on a profit-share arrangement between CDEA and the creative entrepreneurs by promoting e-commerce within the newly launched African Continental Free Trade Area (AfCTA).

**Creative Economy Incubator Background**

Emerging creative entrepreneurs in East Africa have taken advantage of the digital revolution to reach the market through online platforms such as Facebook and Instagram, however, their products still face challenges such as utilizing basic product design with limited innovation, non-competitive pricing, poor product delivery systems, no quality assurance, poor branding and marketing techniques.

On November 25, 2016, CDEA with support from GIZ and the East African Community (EAC) launched and tested its one-year Creative Economy Incubator for fashion and design accessories, film and music industry incubatees. The incubator was launched as a pilot based on the project findings titled: *Research in Culture and Creative Industries focusing on the film and music sub-sectors contribution to creative economy in Tanzania and EAC Common Market*, funded by DANIDA. Through the incubator, CDEA was able to provide technical and business skills development to 17 fashion and accessories designers, 41 filmmakers and 32 musicians from Uganda and Tanzania. It also provided a platform for 4 incubatees to pitch their products to an audience of potential investors during the Mashariki Creative Economy Impact Investment Conference, May 11-12, 2017, an annual conference organized by CDEA.

The key result of the project was a research product titled, Tanzania Film and Music Industries: Analysis of Industry-Specific Framework Conditions relevant for growth and Investment. CDEA began the process of systematically addressing the framework conditions relevant for stimulating growth and investment in the creative industries through its annual policy conference targeting East African creative economy stakeholders. A key activity involves advocacy for enhancing fair trade and ecosystem support for an East African Culture and Creative Industries (CCIs) within the African Continental Free Trade Area (AfCTA).

Currently, CDEA in partnership with Zaidi Recyclers, a social enterprise are implementing a project titled S.M.ART Green City funded by the Embassy of Switzerland to Tanzania and Zambia, to provide skills training and mentorship to 50 youth and women to turn trash into recycled art that can be marketed on SanaaBiz online-market.

**Expected Methodologies and Selection Criteria**

CDEA’s Creative Economy Incubator and Accelerator Initiative will make a call for incubatees through the East African newspaper, as well as social media platforms, including those of our partners, Design Hub Kampala and HEVA Fund.

Incubatees will be selected through a rating criterion conducted by CDEA’s Programme Manager and CDEA’s advisory board representing the implementing countries namely: Tanzania, Kenya and Uganda.

The skills training programme will be implemented through three creative hubs hosted by CDEA in Dar es Salaam, Tanzania, Design Hub Kampala, Uganda and Heva Fund in Nairobi, Kenya. We shall have one skills training cohort for 40 participants per year in each country for 5-days. The training approach will have both theory and practical components anchored within the design thinking approach. The skills training workshop will take place between January-June annually for five years.

Based on the performance in the skills training workshop, CDEA’s Programme Manager in collaboration with the project partners will select 20 participants per country to attend a one-week boot camp for fashion & accessories designers and interior & exterior designers. The methodology will involve collaborative creative thinking and implementation between a team of creatives with different creative specialties. These boot camps will have two mentors to focus on the entrepreneurial and design for the prototypes.

The mentorships and market access facilitation will take place July and December annually for five years.

CDEA in collaboration with its partners will host public exhibitions for the incubatees and link up with the vocational training institutes of the three countries that will provide certificates to the incubatees at the end of the boot camps.

CDEA in collaboration with its partners and advice from the mentors will select incubatees who will receive seed funds to accelerate their prototypes to production and the market. CDEA will use Sanaabiz e-commerce platform for the selected products.

**Expected Results of the Creative Economy Incubator**

* 20 fashion and accessories designers and creative specialists in Tanzania have participated in skills training and design-thinking workshops per year
* 20 fashion and accessories designers and creative specialists in Uganda have participated in skills training and design-thinking workshops per year
* 20 fashion and accessories designers and creative specialists in Kenya have participated in skills training and design-thinking workshops per year
* 20 fashion and accessories designers in Tanzania participated in collaborative product design with other creative specialists
* 20 fashion and accessories designers in Uganda participated in collaborative product design with other creative specialists
* 20 fashion and accessories designers in Kenya participated in collaborative product design with other creative specialists
* 20 interior and exterior designers in Tanzania have participated in skills training and design-thinking workshops per year
* 20 interior and exterior designers in Uganda have participated in skills training and design-thinking workshops per year
* 20 interior and exterior designers in Kenya have participated in skills training and design-thinking workshops per year
* 20 interior and exterior designers in Tanzania participated in collaborative product design with other creative specialists
* 20 interior and exterior designers in Uganda participated in collaborative product design with other creative specialists
* 20 interior and exterior designers in Kenya participated in collaborative product design with other creative specialists
* 20 fashion and accessories designers in Tanzania on undergo mentorship on collaborative product design from 2 mentors
* 20 fashion and accessories designers and creative specialists in Uganda on undergo mentorship on collaborative product design from 2 mentors
* 20 fashion and accessories designers and creative specialists in Kenya on undergo mentorship on collaborative product design from 2 mentors
* 20 interior and exterior designers and creative specialists in Tanzania on undergo mentorship on collaborative product design from 2 mentors
* 20 interior and exterior designers and creative specialists in Uganda on undergo mentorship on collaborative product design from 2 mentors
* 20 interior and exterior designers and creative specialists in Kenya on undergo mentorship on collaborative product design from 2 mentors
* 20 interior and exterior designers in Kenya undergo mentorship from 1 business development specialists and 1 design process facilitator per year
* 60 individual creative entrepreneurs get seed funds for the accelerator initiative to take prototype to production stage per year from Tanzania, Uganda and Kenya
* Sanaabiz e-commerce platform populated with products from the incubator and accelerator initiative
* 60 individual creative entrepreneurs per year from Tanzania, Uganda and Kenya are beneficiaries of value created as a result of collaborative design

**Expected Outcome:** Enhanced economic freedom through skills development, access to seed funds and market access through fair competition for culture and creative entrepreneurs in East Africa.

**Impact:** Culture and creative entrepreneurs in East Africa enjoying economic freedom and social wellbeing and contributing to sustainable production and lifestyles.