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LIFE AFTER COVID

What do African creatives need to weather the impact of COVID-19 on the industry and their livelihoods?

A free live webinar discussion held on Thursday, 16th April, 2020 at 4pm, on Zoom. You can find a full recording of the webinar here: (<https://youtu.be/t4YSYASRQ-M>)

Moderated by:



Wilfred Kiumi

Founding Director of Africa Digital Media Group



Juliani

Artist, Performer, Founder of My Msanii



David Muriithi

(aka DJ D-Lite), CEO of The Creative Enterprise Centre



Nonini

Artist, Performer, Chairman of Creative Society of Kenya



Judy Ogana

National Programme Officer - Culture at UNESCO



June Gachui

Artist, Performer, & Lawyer with JGIP Consultants



Adam Kiboi

Creative Consultant with Creatives Garage

More than 220 creatives, funders, media representatives, institutional leaders, educators, and creative consumers from 19 countries joined the conversation.

✉ partnerships@africadigitalmedia.org

The key messages that came out of the webinar, from conversation starters and from those who joined the conversation:

2. We need to innovate now so that we can change the way we produce and consume in the long-term. We need more widespread knowledge and use of local and international distribution platforms, and to capitalise on the international audience we can now capture for our work, whilst always thinking how to monetize it.

1. The current situation both highlights and presents an opportunity to address the gaps that the creative industry in Africa has been struggling with for years, namely the need for creatives to organise themselves as a unified voice representing the industry, and to work with stakeholders to find and advertise practicable solutions for health insurance, savings, access to mental health support.

3. Creatives need to speak with a united voice to advocate for policy change, recognising and protecting the status of creatives and creative companies, both formal and informal, whilst also making sure to always be aware of copyright laws and how they can benefit us but also protect us and other creatives.

To achieve this, as a creative economy, we can look to working towards the following:

2. Spreading awareness about centralised umbrella bodies that represent the creative sector, and how to get involved, with a direct route to decision makers to voice concerns or requests.

1. Official recognition of the status of creative entrepreneurs through government mechanisms.

3. Access to health insurance as well as physical and mental health care to be readily available to creative entrepreneurs through innovative partnerships and products.

Some resources and opportunities open to all (this list is not exhaustive, but includes those mentioned in the webinar and by panelists. See the ADMF website for a longer list in our creative toolkit):

◆ **Turnapp.net:**

An online platform to showcase your creative work that benefits the community, and secure funding to grow it (<http://turnapp.net/>)

◆ **ADMI Online:**

The Africa Digital Media Institute has moved all learning online, and has a May enrolment for almost 20 different courses, from certificates to diplomas (<https://admi.ac.ke/>)

◆ **Unity:**

The gaming engine is offering free courses on how to use their product (<https://unity.com/products/learn-premium>)

◆ **Creative Society of Kenya:**

Representatives from all creative industry bodies can submit a representative to sit on the CSK (Creativesocietykenya@gmail.com)

◆ **Vumicentral:**

An online distribution platform for African content such as film, music, games, and animation, launched by the founder of ADMI, Wilfred Kiumi (<https://watch.vumicentral.com>)

◆ **Zoom:**

Conference call platform to host webinars and meetings and live streams: (<https://zoom.us/>)

◆ **Deezer:**

Music streaming app that allows unsigned artists to register and upload content through third parties (https://www.deezer.com/en/company/label_artists)

◆ **UNESCO Resiliart:**

Series of debates on the creative industry across the world in the face of COVID-19. (<https://en.unesco.org/creativity/news/resiliart-artists-creativity-beyond-crisis>)

◆ **Counselling services:**

You can email Joyce Ngugi, the ADMI counsellor (joyce.w.ngugi@gmail.com) or contact @missafiabji on Instagram, both are happy to help.



Some stand-out statements:

“It's like a grieving process. Take the time to grieve and get over the shock, then innovate; find new income paths that might become the new norm.” **David Muriithi**

“The truth of the art remains the same, it's only the platforms that need to change”. **Juliani**

“We need to share experiences across the globe to mitigate the issues.” **Judy Ogana**

“We can all benefit from copyright, so we should all register with the Kenya Copyright Board, but we also have to be careful to respect others' work. One easy solution is to ask permission, many artists will let you use their material if you dialogue with them and credit them.” **June Gachui**

“Now more than ever we need to be unique...your circle of competition is now global, not just local, as your online audience is global.” **David Muriithi**

“Yes, you can get your content online, do live performances, but you can also teach, using a platform like Zoom, or Udemy, or do private classes for kids! People are looking to learn a new skill.” **Adam Kiboi**

“Innovation is everywhere: artists are live streaming, creating content that can be monetized online. But don't forget, everyone's going through a similar struggle, so let's encourage creative projects that also benefit the community.” **Nonini**

What next?

1

We can all, as creative entrepreneurs and stakeholders, play our part by producing and consuming meaningful content, and supporting local artists through our consumption and also collaborations.

2

We, as the Africa Digital Media Foundation, will be building out our stream of activities based on this feedback, and seeking funding, investment, and networking opportunities that advance these goals.

3

Please reach out to partnerships@africadigitalmedia.org if you have any opportunities you would like to share, or if you have any questions or suggestions for us.



About ADMF

The Africa Digital Media Foundation is a Kenyan non-profit mobilising skills, finance and policy change to create jobs for youth in Africa's creative economy. You can find more information about our impact and activities on our website (<https://admf.or.ke/>)

Contact us !
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