africa digital media FOUNDATION

ACTIVITY REPORT

REPORT ON ACTIVITIES AND IMPACT FROM 2015- 2019

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ACKNOWLEDGEMENTS

THANK YOU TO ALL THE INSPIRATIONAL YOUNG CREATIVES THAT HAVE BEEN A PART OF THE ADMF JOURNEY SO FAR, AND TO ALL THE PHENOMENAL PARTNERS THAT HAVE HELPED TURN THESE DREAMS INTO REALITY.

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LETTER FROM THE CEO

The mission that we have at ADMF is as ambitious as the young people that we have the privilege of working with. To achieve that mission the team explores several different channels of intervention: scholarships, thought leadership colloquiums, public events, and small group training sessions, amongst others. Over the years we have teased out what our vision is, and which activities will get us closer to achieving it, and this report is the story of that journey.

You will see with this report that we want to guide you through this journey, by referring you to activities that might be of most interest to you, and making it clear what was the genesis of each activity, and what the impact was. As I write this now, at the beginning of 2020, I see how far we have come, and in looking back at all that we have achieved, I am confident that going into this new phase of the foundation we are in the best possible position to make boundful leaps towards achieving our vision. We have gathered inspirational partners around us that will continue to flourish, we have built up new education programs that are growing as we speak, and most of all, the young creatives that we work with continue to inspire us with their ambition, which we strive every day to help them achieve.

Please, join us on this journey as we relive our 2015-2019 activities, and stay with us as we leap into 2020, and the bright, digital, and creative future ahead of us.

Laila Macharia
Group CEO

LETTER FROM THE FOUNDING DIRECTOR

When I started the Africa Digital Media Institute in 2011, it was with a view to providing skills to aspiring young creatives. As the Institute grew, we realised that it wasn't just skills that young African creatives needed, but also financing, a conducive policy environment, and the support and platforms that show them that they can make it. All of these are necessary to grow the creative industry and provide opportunities for young people to thrive. This is why it is so important for the Africa Digital Media Foundation to pursue these activities, and make sure that the world is ready for the young creatives that we train at the Africa Digital Media Institute.

The success stories that you will read about below serve as fuel to pursue more successes, more growth, and more impact, and I will never tire of hearing of the individuals whose lives are different because of something that they achieved through ADMF. Thok's story, which you can find on (pg 10) is one of resilience and determination which we can all learn from, and Millicent's story on (pg 14) shows the huge potential that can be found when you provide opportunities to young women who face severe hardship and discrimination.

Thank you, to those who have worked with us in the past few years, and we can't wait for all the success stories that are still to come.

Wilfred Kiumi
Founding Director

WHAT IS THE **AFRICA DIGITAL MEDIA FOUNDATION?**

MISSION

To mobilize skills, financing, and policy change to create jobs for youth in Africa's creative economy.

VISION

Millions of creative technology professionals and entrepreneurs creating content for profit and impact

THREE PILLARS

1. INCLUSION

We can give Africa's creatives the technical, digital, entrepreneurial and 21st Century skills to attract and maintain formal and informal work.

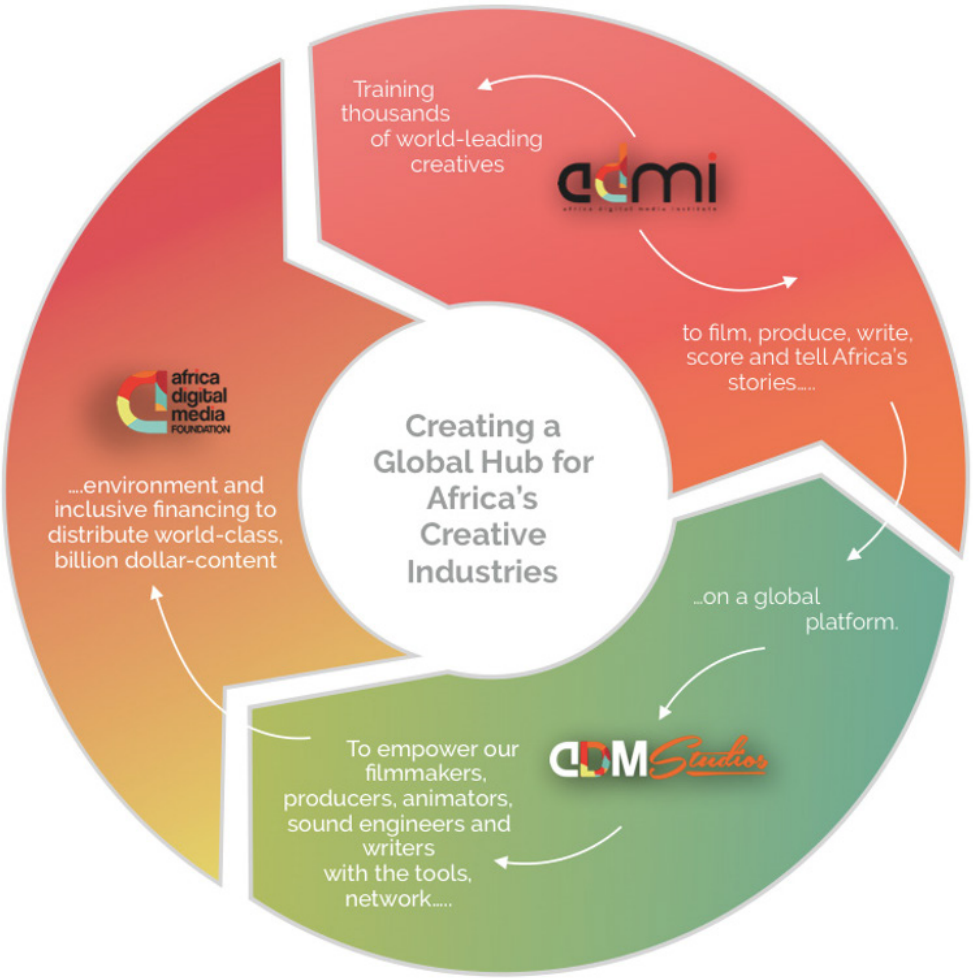
2. INVESTMENT

We can help Africa's creatives access risk capital and debt finance to deliver quality work and grow their businesses.

3. INFLUENCE

We can offer Africa's creatives support and platforms to organize and advocate for the issues that are important to them.

The Africa Digital Media Group is an innovative social enterprise where young creatives get the training, platform, and resources they need to turn their passion into a profession. The Group works across the ecosystem to grow the creative economy in Africa.



HISTORY

2011 - Jamhuri Film and Television Academy (JFTA, later ADMI) is founded

Nurturing creatives has always been at the heart of what we do. Students attending JFTA were supported by scholarships from the Academy.

2016 - ADMF is formalized

ADMI's contributions to nurture the creative ecosystem culminates in the formalization of the Africa Digital Media Foundation. Activities remain funded by ADMI.

2016 - 2018 - Championing the creative industry

ADMF, still funded by ADMI, champions the creative industry through scholarships, advocacy, and training.

2019 - Towards a creative 'Afrofuture'

A separate strategy to expand the mission and activities of the Foundation is developed and executed.

WHAT YOU'LL FIND IN THIS REPORT

The Africa Digital Media Foundation has been carrying out activities based around the three pillars (Inclusion, Investment, and Influence) since 2015, sometimes alone, sometimes in partnership with the Africa Digital Media Institute, or with other partners. We strongly believe in the power of collaboration, and attempt to build this into our activities wherever possible. Though formally registered as a Kenyan organization in 2016, some of these activities were carried out as early as 2015, and in this report we detail all of these activities, their objectives and their impact.

We will take you through each activity, and detail its objectives, its genesis, the activities carried out, the outcomes achieved, and any next steps that were taken as a result. Some of these are connected and lead on from each other, and in that case we refer you to other activities that may be of interest to you, in case you don't have time to read the whole report right now.If we were a family, this would be our photo album. If we were an artist, this would be our portfolio. We are a Foundation, and so this is our Activity Report.

INCLUSION

FILMAID

Objective

FilmAid International amplifies the voices of displaced youth and provides lifesaving information to communities in need. ADMI has been working with FilmAid to train displaced youth to tell their stories through filmmaking.

How it came about

FilmAid and Africa Digital Media Institute (ADMI) share a mutual interest in training young men and women in media (film and television). FilmAid's Filmmaker Training Program gives youth the creative and technical skills necessary to explore the concerns of their own communities and to tell their own stories, in their own voices. The annual FilmAid Film Festival showcases the films of young refugee filmmakers from Kakuma and Dadaab. FilmAid and ADMI signed a Memorandum of Understanding (MOU) in 2015 to collaborate in training refugees in media skills. These trainings are delivered once a year at refugee camps including Dadaab and Kakuma.

Partners

FilmAid International

Activities

ADMI held 11 Masterclasses in Filmmaking, Journalism & Multimedia, and Entrepreneurship. Modules included : script writing, directing/acting, production design, production, camera/lighting, sound and editing.

- ADMI redesigned the entire training curriculum specifically for the FilmAid training
- ADMI certified 31 successful trainees in 2017.
- ADMI designed 46 assessments directly supporting FilmAid's annual Media,and Entrepreneurship program in 2017 and 2018.
- ADMI administered continuous assessment tests following the individual trainings and provided final examinations to the students.

Year	Location	No. of people enrolled
2015	Kakuma & Dabaab	30
2017-2018	Kakuma & Kaloyebei	84
2018	Kakuma	36
2018	Dabaab	38
2019	Kakuma & Dabaab	71
TOTAL		259

Impact

Josephat is a graduate of ADMI's short-term training in Kakuma where he specialized in Camera Operations & Film Editing. After his training, he was involved in various film productions with organizations such as World Vision, Kenya IRC, and Windle Trust as well as the Turkana County Government.

Josephat came to Nairobi to study at ADMI while working at Aga Khan University School of Media as a Drone Operator for the series #givingnatureavoice. While a student, he also worked for NTV on a documentary series on Mount Kenya. Josephat, together along with other FilmAid Trainees, opened a production company based in Lodwar that services most NGOs that work in Kakuma.

Thok Thor joined ADMI after completing the ADMI-FilmAid eight-month video production certificate in Kakuma. While at ADMI, Thok was the Director of Photography and Editor for the Windle International Kenya Annual Student Conference. He also shot a documentary for K'Deng, a South Sudanese singer. Thok interned at Mum's Village and is currently working at What's Good Studios as a Cinematographer and Editor.

Next steps

See World Economic Forum Young Global Leaders scholarships (pg 16) . All three scholars

attended our FilmAid trainings in Kakuma in 2015

DANDORA HIPHOP CITY STARTUP GRIND

Objective

The Startup Grind is a global event, with chapters all over the world including in Nairobi. The event promotes networking, helping each other out to achieve new heights, and a healthy, vibrant, global startup community, starting from your own local 'chapter', or city. For ADMF, the objective was to contribute to the success of this event and support a long-time friend of the organization, Juliani, in doing something pioneering for the Kenyan creative community.

How it came about

We were approached by the Startup Grind organisers, who we are connected to through Juliani and Dandora HipHop City. Dandora HipHop City is located in the low-income neighbourhood of Dandora,which is famous for its huge household waste dump site. Organization for the event to be held on 20th August 2016 was already underway, so we joined forces to contribute to its success.

Partners:

Juliani is part of the Africa Digital Media Foundation's Advisory Council, and started Dandora Hip-Hop City when he was in form 2. He and Dandora Hiphop City, along with the Startup grind Nairobi chapter leaders, were the flag bearers of this project, which we supported as a Foundation. Other partners include Amazon Web Services as the Global Partner, and Metta and The Foundry as local partners.

Activities

The Africa Digital Media Foundation provided financial support to this Startup Grind, held at Dandora Hiphop City and overseen by the Nairobi chapter leaders of the global Startup Grind movement.

Impact

The event was a resounding success, held at Dandora HipHop City. The venue was packed, with attendees from all over Nairobi, from the startup and creative community. Startup Grind has reached 3.5 million people across the world.

Next steps

Several members of the Dandora Hiphop City subsequently signed up for courses at ADMI to expand their technical capacity and learn new artistic and creative skills. ADMI provides technical skills through teachers that are leaders and experts in their field, providing the perfect opportunity for budding musicians, designers, producers or digital media professionals to hone their skills.

EQUITY GROUP FOUNDATION SCHOLARS

Objective

To train Equity Group Foundation's Wings to Fly scholars in creative vocational skills.

How it came about

ADMI began its partnership with Equity Group Foundation in 2016. Under the Wings to Fly scholarship program, EGF supports the top performing Standard 8 students from each county to attend high school. In 2016, EGF piloted a Technical and Vocational Education and Training (TVET) program to support their Wings to Fly scholars who had graduated from high school but had not qualified for placement in university.

Partners

Equity Group Foundation was the key partner and driving force behind this activity.

Activities

Wings to Fly scholars attended ADMI under our certificate programs in photography, graphic design, digital marketing, or multimedia. The certificate programs last for four months.

Impact

11 Wings to Fly scholars have attended ADMI. At the time of this printing, eight had completed the program with creative skills they could use to earn a living while continuing their education.

Results :

When surveyed, most rated their confidence, business, and communication skills highly after completing their course at ADMI.

Ambitions after ADMI:

"To utilize the skills gained in establishing myself as a business brand in the next few

years”

“Self employed graphic designer. Create employment for other youths.”

On hope for the future:

“I am confident that in the near future, I will be able to stand out as a brand by utilizing the knowledge I have gained in my studies.”

“The world will go into robust digital marketing hence a better one.”

Success stories

Millicent, a certificate graduate from the first Wings to Fly cohort, was inspired by her time at ADMI to pursue a career in graphic design. One of eight siblings orphaned at a young age, Millicent is looking forward to continuing her education at ADMI so that she can eventually own her own business.

Next steps

We are in talks with more corporate foundations to provide similar scholarships to equip deserving youth students with work ready skills.

EQUITY GROUP FOUNDATION

mastercard

EQUITY Bank

SLUM FILM FESTIVAL

Objective

Founded in 2011 in Nairobi, Kenya, the Slum Film Festival is a community-based annual film festival featuring stories from, by, and about people living in urban slums. It is both a celebration of the creativity of filmmakers living and working in slums, as well as an opportunity to promote – through a week of outdoor screenings – a diverse range of films within communities with limited or no access to cinema. We have supported the Slum Film Festival since 2011, as we strongly believe in the fact that all voices should be heard in the creative arts, especially those who have real stories to tell that the world needs to hear.

How it came about

The organisers of the Slum Film Festival approached the Africa Digital Media Foundation ahead of the 2015 edition, to invite us to be a partner of the event. The Festival took place from the 24th to the 29th August 2015.

Partners

The Slum Film Festival is an independent organization, which is supported in its work by the Kenya Film Commission as well as festival partners for each different edition.

Activities: ADMF partnered with Slum Festival on training, film production and prize sponsorship. Participants of the festival came to ADMI for skills-based training ahead of the festival, and ADMF also provided equipment and production supervision to produce a short film for the festival. In addition, ADMF sponsored one of the prizes that was awarded to one of the filmmakers.

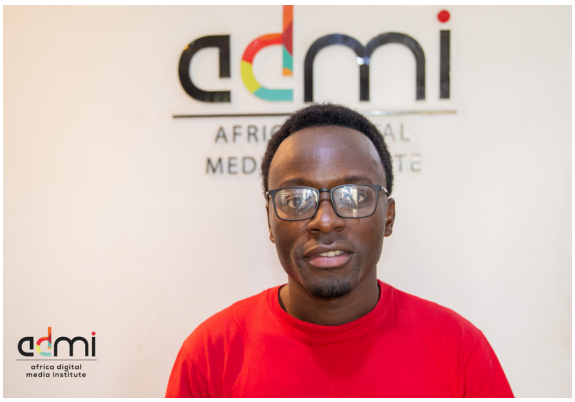
Impact

The Slum Festival has shone the spotlight on many talented individuals who gained valuable exposure from the festival. So far, the festival has handled 8,556 films, had an average viewership of 1,250 per screening, and a total viewership of 120,000 since inception.

Next steps

We have taken part in subsequent editions of the Slum Film Festival in different capacities, up until 2019 (the latest edition) and will continue to do so.

WORLD ECONOMIC FORUM YOUNG GLOBAL LEADERS SCHOLARSHIPS



Objective

To train refugee youth in filmmaking skills at ADMI.

How it came about

The first cohort started at ADMI in January 2020, following a successful individual fund-raising campaign.

Partners

Kanini Mutooni, a World Economic Forum Young Global Leader, was inspired as part of her commitment to the fellowship to support three refugee youth who were interested in developing filmmaking skills.

Activities

Two scholars joined the four-month Video Production certificate program. One scholar joined the one and a half year Film and Television Production diploma program. They are on full scholarships, thanks to funds raised by Mutooni.

Impact

Two students will graduate with a certificate, whilst one student will graduate with a diploma, in film and television production.

Next steps

World Economic Forum staff are planning to send another student to ADMI in 2020 to join the Film and Television diploma.

See Equity Group Foundation (pg13).

SAUL SINGER: CONVERSATIONS AT ADMI

Objective

In inviting Saul Singer to hold a conversation with Laila Macharia, group CEO at the Africa Digital Media Group, we aimed to learn from his experiences in the world of journalism and his international perspective, living and working in the United States and then Israel, one of the world's most technologically advanced nations. We wanted to have a public conversation which the ADMI community could be a part of and also learn form. We framed this as a discussion with top corporate leaders, as we also involved kenyan entrepreneurs and leaders.

How it came about

We were lucky enough to have contact with Saul upon his visit to Kenya in August 2015, and he was keen to hold this conversation for the benefit of the Nairobi creative communi-

ty. This invite was part of the Nairobi Innovation Week, and as part of this we invited top corporate leaders to discuss what Nairobi's 'Silicon Savannah' can learn from Israel's tech scene, and vice versa.

Partners

This event was organised and spearheaded by the Africa Digital Media Foundation. Partners in the event were Centum Foundation, KEPSA and Real People.

Activities

This public event was hosted at the Africa Digital Media Foundation, and took the form of a fireside chat involving Saul Singer, Laila Macharia, James Mworia, the CEO of Centum, and Yaniv Gelnik, an investor.

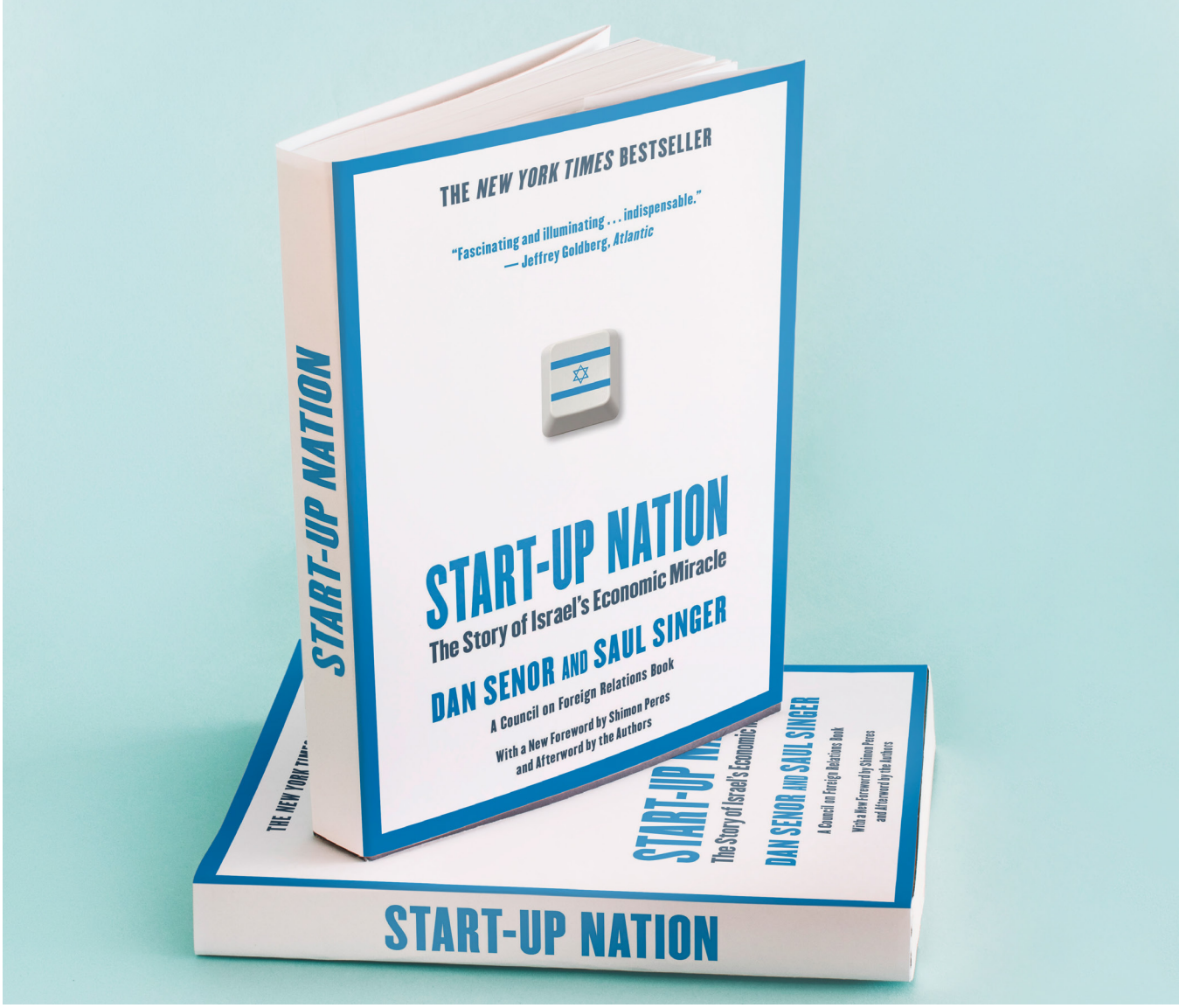
Impact

The conversations were hugely successful, and brought to light new ideas and comparisons between Kenya and Israel, thanks to Saul's insights on the Israeli economy.

Next steps

We have since hosted many masterclasses with a similar objective, to share knowledge with the creative community, and learn from well-established professionals in the sector.

See also King Kaka Masterclass (pg24), Acting workshop with Edouardo Placer (pg21), and Music Entrepreneurship Masterclass (27).



DIGITAL DISCOVERY DAY

Objective

Our aim with this event, the first of its kind organised by ADMF, was to inspire and ignite interest amongst Kenyan youth for digital and creative media, and how they could turn their passion into a profession.

How it came about

This was an internal initiative, led by the ADMF team, and was hosted on 18th April, 2015, at Prestige Plaza, Ngong Road, in Nairobi.

Partners

The partners that came on board with us for this event include Juliani No. 3, Google, Fatboy Productions, June Gachui of Intellectual Property Consultants, and Film Crew In Kenya. The presenters included Mugo Kibati, Tosh Gitonga, June Gachui, Michael Muthiga, Juliani, and Charles Murito, moderated by Larry Madowo

Activities

The day's activities consisted of presentations and mentoring from leading creatives as well as industry and policy leaders. Sessions included: opportunities in the creative media economy, film and animation, music and entertainment business, and digital marketing.

Impact

The event attracted a total audience of 500 individuals, and had the result of generating interest in the Foundation's programs, leading to a significant uptick in requests for information.

Next steps

We received overwhelmingly positive feedback, and this led us to pledge to hold similar events. We have gone on to host open days and masterclasses, borrowing from this format.

See Conversations with Saul Singer (pg17), and King Kaka Masterclass (24).

EDOUARDO PLACER ACTING WORKSHOP

Objective

Our aim was to offer an international standard acting class to the Kenyan acting community, at heavily subsidised pricing. Entrance was only 200ksh (USD2) to encourage high numbers to attend and engage in this one-off opportunity.

How it came about

The acting class was held on 29th August 2015, coinciding with Placer's travel dates to Kenya (he is normally based in the United States).

Partners

The main partner here was Edouardo Placer, CEO of New York based Fearless Communicators.

Activities

The one-day acting workshop was led by renowned Cuban-American off-Broadway actor Edouardo Placer, at the Africa Digital Media Institute. The title of the Workshop was Fearless Acting Techniques, and it brought Kenyan actors out of their comfort zone to explore different techniques of really bringing to life extraordinary characters for stage and film.

The workshop was open to actors with at least one year's experience. It covered acting essentials such as breath, tension release, voice projection and focus. The workshop participants also received a surprise visit from Oliver Litondo, veteran actor and Hollywood producer.

Impact

Much positive feedback was received on the workshop, and it was a real privilege hosting an actor of such renown at ADMI. As one recent participant shared, "This is so much more than a public speaking workshop."

Next steps

See also King Kaka Masterclass (pg24), and Music Entrepreneurship Masterclass(pg27)

FRENCH INSTITUTE FOR RESEARCH AND DEVELOPMENT TRAINING

Objective

To train scientists in filmmaking and editing skills to be able to effectively tell science stories.

How it came about

The training took place in May 2017

Partners

The Resilience in East African Landscape (REAL) a Marie Curie Initial Training Network Project, The French Institute for Research and Development (IRD) and the French Embassy in Kenya

Activities

The practice based video editing training was offered to a group of 15 students, researchers and professionals who were introduced to the specific field of producing a scientific film based on a pre-established scenario and script.

Each trainee developed his or her own 15 minutes film in accordance with a specific research topic.

The completed films were screened in public at Alliance Française in Nairobi.

KING KAKA MASTERCLASS

Objective

ADMI often hosts masterclasses, but this new initiative involved the Foundation also co-hosting such masterclasses, as a way to broaden their reach and involve the local community.

How it came about

The Masterclass was held on Friday 6th December at ADMI's campus in the centre of Nairobi, thanks to the support of King Kaka to the Kenyan creative and student community.

Partners

The only partner involved in this event was King Kaka himself, a well-known Kenyan recording artist, rapper and spoken word poet.

Activities:

The Masterclass took place over half a day, with King Kaka focusing on Creative Brand Management, having successfully built up his own brand over several years, and becoming a well-known and respected artist called upon for meaningful collaborations and engagements.

Impact

The event generated a huge amount of interest, both from ADMI students and alumni and the general public, with thousands of people engaging with our marketing, thanks to a successful digital marketing campaign led by the ADMI team. The free event attracted a mix of

students and members of the public, and generated interest in the Foundation and the Institute .

Next steps

We will be hosting more masterclasses on a variety of creative and digital media subjects with experts from the industry.

See Conversation with Saul Singer(pg17), Music Entrepreneurship Masterclass(pg27), and Edouardo Placer Acting Workshop(pg21).

DAVID HUNTER SOUND PRODUCTION MASTERCLASS

Objective

When ADMI launched a new state of the art studio at our Jamhuri campus, we subsidized a masterclass for the sound engineers and music producers in our community.

How it came about

David Hunter is a music director and technical director for the world renowned singer, song writer and worship leader Ron Kenoly. Hunter gave a masterclass and demonstration for our music community in October 2015.

Partners

David Hunter

Activities

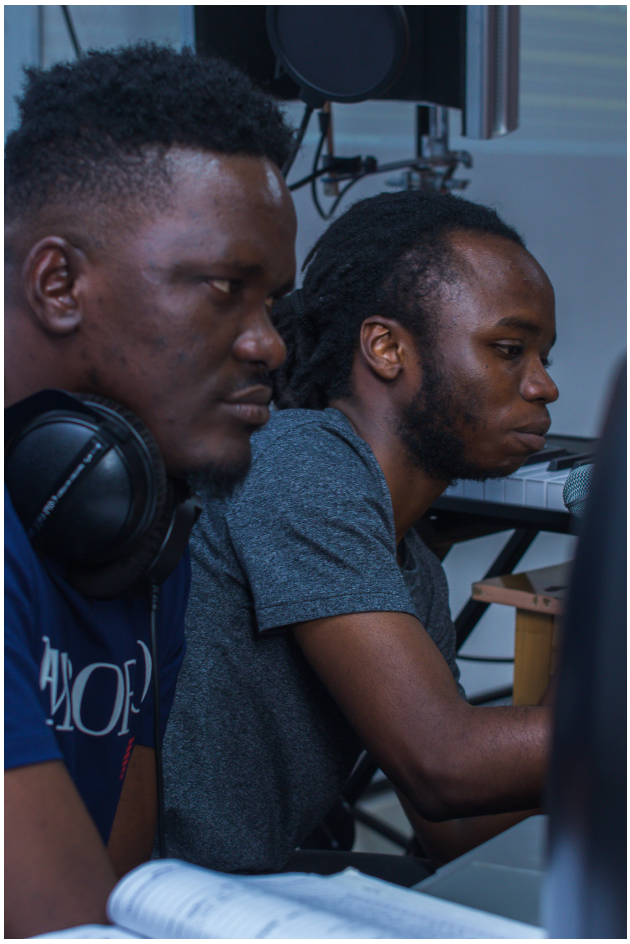
David held a workshop on live sound engineering where he demonstrated how to use Logic Pro for the participants. David then had a short session in the new studio where he taught participants how to mix.

David cut the official ribbon to open the studio along with renowned musician Pete Ondeng, and Founding Director, Wilfred Kiumi.

Impact

40 students and community members attended the event.

MUSIC ENTREPRENEURSHIP MASTERCLASS



Objective

ADMI often hosts masterclasses, but this new initiative involved the Foundation also co-hosting such masterclasses, as a way to broaden their reach and involve the local community.

How it came about

John Kigada teaches music entrepreneurship as part of a paid course to musicians and sound artists, and we were lucky enough to secure a partnership with him to run a masterclass at ADMI on 28th February 2020, for free, to our students and also members of the public.

Partners

The only partner involved was John Kigada, through his organization Kamu.

Activities

The Masterclass took place over half a day, with a mixture of presentations and interactive sessions, with the facilitator, John, using his expertise in music leadership education to provide an eye-opening experience to participants.

FILM SPONSORSHIP

Objective

To put the production talent of ADMI students, staff and alumni, to the benefit of impactful projects that advance the cause of women and girls.

How it came about

An obvious partnership option for ADMF is to provide film or sound or photography services for free to one-off events or projects, and so in 2015 we did so with three separate projects.

Partners

We partnered with three organizations to provide sponsorship in the form of film services: Wezesha Dada, Smiles for Miles, and Jam Mentors. Wezesha Dada Inua Jamii promotes the ideals of the Half the Sky Movement, which seeks to put an end to the oppression of women and girls worldwide. The organization partners with various media platforms to share the insightful and inspiring stories of fearless women and men who are bringing positive change to the lives of Kenyan women and girls.

Smiles for Miles is an organization that provides safe transport to women in labour who need emergency transport to the hospital. Because of Smiles for Miles, more women are able to deliver their babies safely resulting in fewer health complications and deaths in the community.

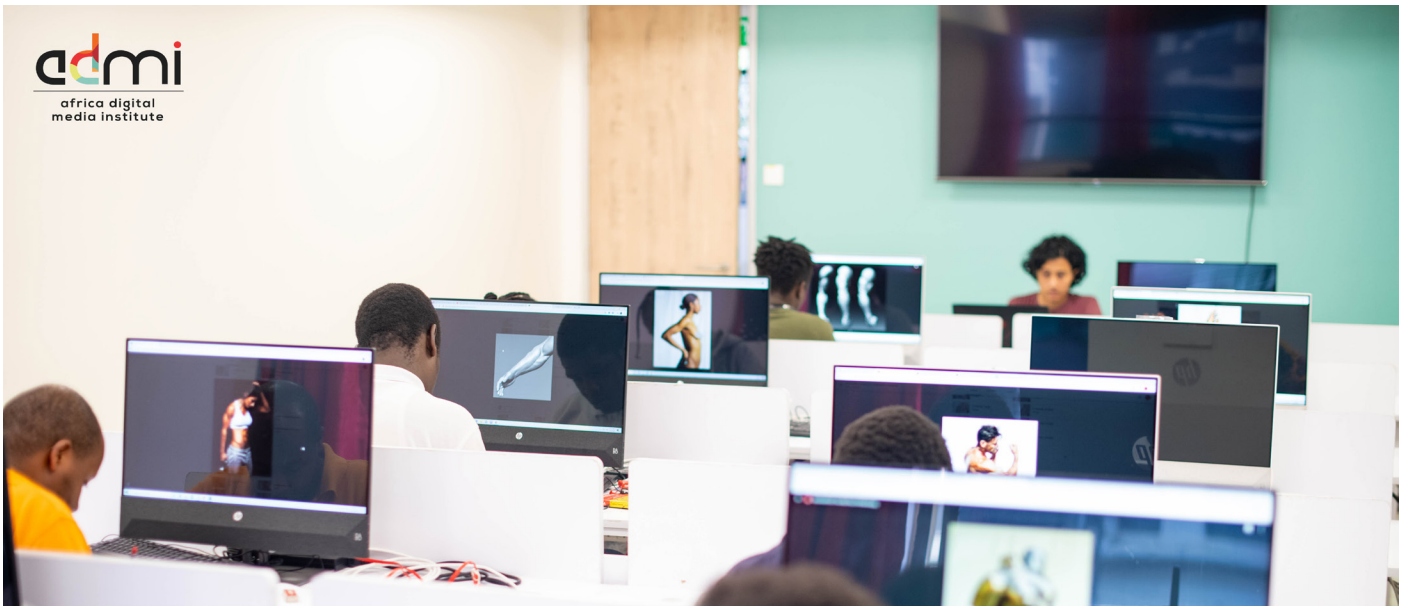
JAM mentors female bands by developing their confidence as musicians and performers; providing safe locations for them to rehearse and perform, and providing them with performing opportunities to build their experience and profile.

Activities

The Foundation provided filming services free of charge to these three organizations.

INVESTMENT

CREATECH ANIMATION AND GAME LAB



Objective

To develop the animation and video game sectors in the region through the development of world class skills.

Date and genesis

ADMI has been in talks with the French Embassy since 2016 to bring a world class animation program from France to East Africa. In 2018, the French Development Agency (AFD) joined the discussion and expressed interest in supporting the development of the program. ADMI signed a tripartite agreement with AFD and Rubika in August 2019 to establish the CreaTech Animation and Game Lab in Nairobi. Rubika is a top ranked school globally for Animation, Video Games, and Industrial Design. ADMI joins Rubika's network of schools including campuses in Valencienne, France; Montreal, Canada; and Pune, India.

Partners

Rubika, the top European school for animation, video game, and industrial design, AFD, the French Embassy in Kenya.

Activities: We introduced two new curricula to ADMI, through the partnership with Rubika, funded by AFD: 2D animation certificate, and video game design and development. This second one includes the following program: 2D video game design and development, 3D video game design and development, and video game monetization. Completion of each program will lead to a degree from Rubika in France.

Impact:

14 students enrolled in first cycle.

2 world class labs including industry standard equipment Lab featured in a number of media publications including Citizen TV, Business Daily, CNBC Africa, and EcoFin.

CREATIVE INDUSTRIES SCALE-UP ACCELERATOR

Objective

To train and support promising creative entrepreneurs to develop the business acumen they need to scale up their businesses.

How it came about

This event was held in February 2016.

Partners

Google Kenya, Lattice Training, Heva Fund, Centum Foundation, DXD, Up Magazine, ViKtoria Ventures, Ory Okolloh, and Bitange Ndemo.

Activities

The first cohort of the Creative Scale-ups Accelerator consisted of a carefully selected pool of small and medium enterprises (SMEs) that either were already growing, or were predicted to shortly be able to grow, at an annual rate of over 20%, driving job creation and innovation in their segment. Over 30 entrepreneurs – representing design, media, technology and entertainment companies - were selected to participate, including the six finalists in the DXD 2015 awards and select creative entrepreneurs such as Juliani and CodOrps Games. The proposed one-week accelerator followed the framework from "No Man's Land" which examines the Market, (Business) Model, Money, Management and Metrics of all participant companies. Lattice Consulting facilitated "Acumen", a Financial Management simulation for one full day of the week.

At the end of the week, having undertaken several exercises, the companies pitched to a panel of angel investors alongside institutional investors like the Heva Fund and Centum Foundation.

Impact

30 SMEs attended the event.

MICROSOFT4AFRIKA APPFACTORY

Objective

Employers consistently complain that IT graduates do not have the necessary technical skills to be employed. Microsoft designed the AppFactory program to train recent graduates with the software development skills they need to gain employment. ADMI was the 17th AppFactory in Africa and the 3rd in Kenya.

How it came about

Microsoft East Africa and ADMI signed an agreement in March 2019 to develop a special game focused AppFactory.

Partners

Microsoft 4 Afrika

Activities

Students were taken through a 16-week module where they refined their software skills and learned game concepts. Students were then connected to I&M Bank where they built a game app for their young savers program.

Impact

First cohort begin their apprenticeship in 2020.

INFLUENCE

PRIVATE COLLEGES ASSOCIATION

Objective

To coordinate the activities and policy advocacy of private colleges.

How it came about

Ambassador Mwakai Sio and Dr Laila Macharia developed the idea to start the association with the goals of enhancing collaboration, sharing knowledge, and creating a policy framework.

Partners

International Hospitality Training Institute, Simon Page College of Marketing, Kenya Institute of Marketing.

Next steps

Two committees were developed to flesh out the legal and program objectives of the Association. A clear advocacy agenda for private TVETs was set out. The next steps are to situate the agenda into the existing Private Colleges Association and consolidate efforts, including through activity within KEPSA.

ANIMATORS' COMMUNITY CONSULTATIVE FORUM

Objective
To understand critical barriers to success in the animation industry and to explore potential opportunities to catalyze the sector.

How it came about
The Forum was held in January 2019. Our agenda was to learn from them about their challenges and joys as animators working in East Africa.

Partners
Association of Animation artistes.

Activities
Animators gave insights to how they make a living. Most made a viable living from graphic design and website work, with only some actually getting the opportunity to do animation for clients. In addition, there was little opportunity to do original creative work for pay, mostly because of the lack of a local market.

However, most agreed that there was a global market for animation series with African or international themes. The challenge was how to get their work in front of these audiences, or distributors who know how to reach them.
They discussed the merits of an animation incubator, which would replicate the success of similar initiatives elsewhere including Go! Cartoon supported by Sony Pictures Animation, Fred Seibert and YouTube, Andimation at the University College in Viborg (Denmark) - hosting 15 participants from Bolivia, Columbia, Ecuador, Peru - and Project Greenlight, a collaboration between HBO, Tongal Studios and other partners.

Impact
9 animators joined the forum.

GOOGLE DIGITAL AFRICA TRAINING

Google Digital Skills for Africa

Objective
To offer 1 million African youth digital marketing training at no cost.

How it came about
In 2016 Admi was chosen as the first venue partner to deliver this training.

Partners
Rockefeller Foundation, Livity Afriva.

Activities
A full day introduction to digital marketing for SMEs.

KEPSA EDUCATION BOARD

Objective

KEPSA is the private sector apex and umbrella body set up in 2003, to bring together the business community in a single voice to engage and influence public policy for an enabling business environment. Each sector is represented by a board to relay their policy recommendations to the government.

How it came about

ADMI has been a member of KEPSA since 2015 and an active member of the Education Board in the TVET sub-sector.

Partners

KEPSA is the main partner in this, as the host of the Education Board.

Activities

The sector presented a few issues to the Cabinet Secretary for Education that needed adjustments, including a review of the TVET Act of 2013 to promote pro-growth policies that will facilitate economic growth, placement of students to private TVETS by Kenya University and Colleges Central Placement Service (KUCCPS), and training of trainers for TVET institutions.

Next steps

The recommendations were included in a matrix to be presented to the Cabinet Secretary of Education.

CONCLUSION

We are proud of what we have achieved in the past few years of activity, all with the aim of advancing the creative sector in Africa, and securing jobs, progress and opportunities for Africa's youth.

In total, we have granted 88 scholarships to promising young men and women to pursue their education at ADMI in the creative discipline that they're passionate about. We have trained 2,500 young people in creative skills, that they have gone on to apply to a career or further studies to continue on their learning journey. We have reached 5,000 community members with training, awareness-raising and opportunities to learn something new, and be able to tell their stories to the world in creative ways through digital media.

We have had the pleasure so far of working with industry leaders, and international institutions of excellence, including The French Development Agency, Rubika, Equity Group Foundation, KEPSA, FilmAid, and the HEVA Fund, amongst others, and we have big ideas and big plans for the years to come, always around our three pillars, of inclusion, influence and investment. We look forward to working with many more partners in the pursuit of our mission, and reporting on our future activities and their impact on young creatives across Africa.

africa digital media FOUNDATION

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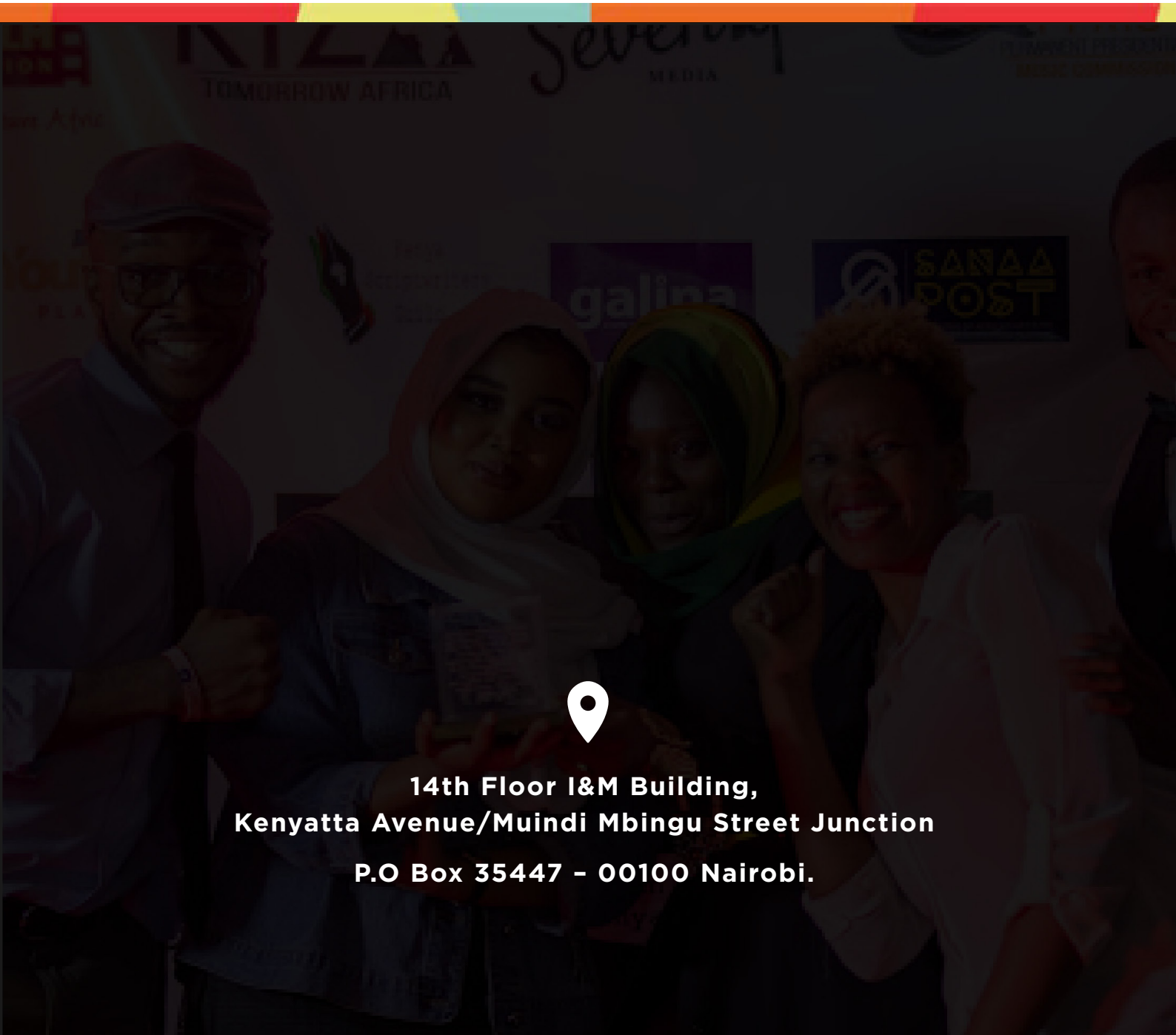

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