



# 2020 ACTIVITY REPORT

# WHAT IS THE AFRICA DIGITAL MEDIA FOUNDATION?



## Mission

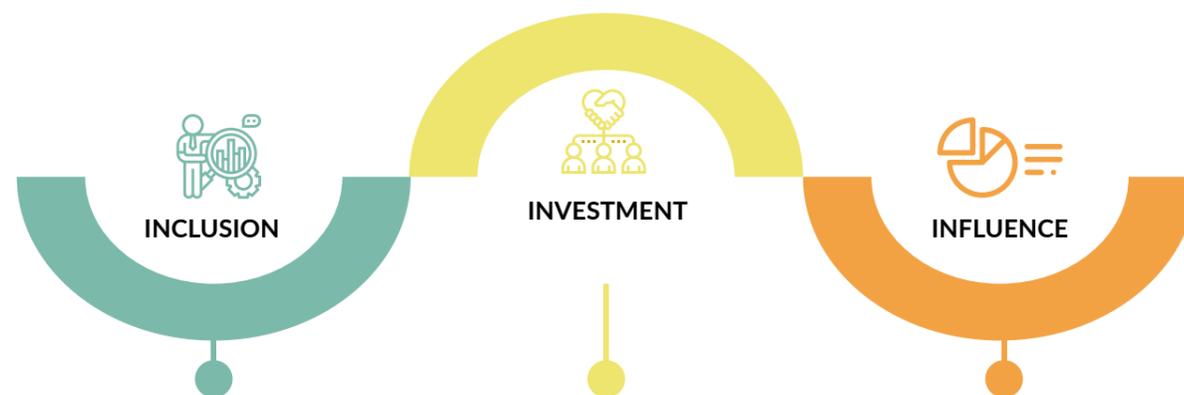
To mobilize skills, financing and policy change to create jobs for youth in Africa's creative economy.



## Vision

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

## THREE PILLARS



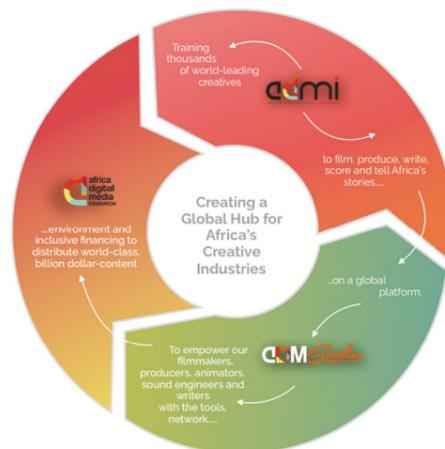
We can give Africa's creatives the technical, digital, entrepreneurial and 21st Century skills to attract and maintain formal and informal work.

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

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

## CROSS CUTTING PLATFORMS

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.

## SUMMARY OF THE ACTIVITY REPORT

In 2020, the Foundation focused our work on supporting creatives to manage the onset of the COVID-19 pandemic. The pandemic triggered an immediate crisis for the sector as events and productions were canceled indefinitely or scaled down due to the uncertainty.

With this new focus, we created spaces and conversations where we could listen and learn more from creatives and techies in our ecosystem. This helped us redefine specific areas where our support could be better leveraged, specifically in connecting creatives to work.

We are grateful to all the partners including Agence Francaise de Developpement (AFD), Rubika, Gulli Africa, The McNulty Foundation, The Heva Fund, and Microsoft Skills Lab who came alongside to help bolster the industry.

Special thanks to our scholarship partners including Kanini Mutooni and Jonathan Granger of the World Economic Forum

Young Global Leaders, the Equity Group Foundation, and the M-PESA Foundation Academy, who invested in the lives of young creatives to help them gain the skills they need to create productive livelihoods.

We are hopeful that the sector will come out of this crisis more resilient and innovative as creatives find new ways to sell their stories to the world.

## HIGHLIGHTS FROM THE YEAR

1. Scholarships to promising young digital media talent
2. First ADMI-ADMF virtual internships
3. ADMF part of Ambitious Africa
4. #CreativesAgainstCOVID project with McNulty Foundation
5. Createch Animation Incubator
6. #CreativesAgainstCOVID webinar series
7. ADMF Creative Sector Study
8. Machinima workshop with French artist Isabelle Arvers



## INCLUSION

### SCHOLARSHIPS TO PROMISING YOUNG DIGITAL MEDIA TALENT

We welcome three ambitious young filmmakers from Kavkuma refugee camp to our film and TV production courses this year, thanks to scholarships offered by a generous donor, Kanini Mutooni, who has been part of the World Economic Forum Young Global Leaders Program. We also had scholarships from Equity Group Foundation, a long-time partner of ADMF.

### FIRST ADMI-ADMF VIRTUAL INTERNSHIPS

With 'work from home' becoming a necessity for most companies, our May 2020 internship cohort was the first to complete virtual internships, working from home for organizations like Africa Digital Media Studios, I&M Bank, and the Africa Leadership Initiative - East Africa.

### ADMF PART OF AMBITIOUS AFRICA

We joined an illustrious team of professionals and student leaders in the fields of education, entertainment and entrepreneurship in the Ambitious Africa Kenya team, to put on events, pursue funding, and other initiatives to support these three sectors through interactions between Africa and the Nordics.

## INVESTMENT

### #CREATIVESAGAINSTCOVID PROJECT WITH MGNULTY FOUNDATION

Project funding from the U.S.-based McNulty Foundation led to the creation of digital media content for community health worker training and public health awareness raising. This in turn catalyzed relationships with AMREF Health Africa and the University of Nairobi's School of Public Health.

### CREATECH ANIMATION INCUBATOR

Our first animation incubator kicked off this year, with 10 promising young animators from East Africa. They will be headed to the Annecy Film Festival in France in 2021 to showcase the projects they have spent the year working on with their mentors as part of the incubator.



## #CREATIVESAGAINSTCOVID

A Webinar Series From The Africa Digital Media Foundation

### The Events & Performances Edition

Join us Thursday 21st May at 4pm on Zoom, as we explore solutions for Kenyan events and performance professionals to overcome the current crisis, with our panel of conversation starters.

#### CONVERSATION STARTERS:



CHEMTAI CHAMIA  
CEO & CO-FOUNDER,  
BLOOMINGDALE EVENT  
PLANNERS LTD &  
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ALLAN OYUGI  
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## INFLUENCE

### #CREATIVESAGAINSTCOVID WEBINAR SERIES

We hosted three webinars bringing together well over 500 participants from across the world, on different digital media sectors such as photography and live events and performance, to discuss how to stand strong in the face of the pandemic and the challenges it poses to those depending on these sectors for their livelihoods. We also produced a toolkit with useful links and information.

### ADMf CREATIVE SECTOR STUDY

Our first industry report was published this year, following an in-depth study into the challenges that creative and digital media professionals face in growing their business, their skills, and their income. We worked with almost 200 creatives to gather insights, and published this one-off report that is shaping all the advocacy, capacity-building and investment work we are planning for 2021 and beyond.

### MACHINIMA WORKSHOP WITH FRENCH ARTIST ISABELLE ARVERS

Our collaboration with Alliance Française in Kenya led to a unique workshop led by a renowned French Machinima artist Isabelle Arvers, who is on a world tour to showcase the powerful potential of this modern, digital artform combining video game, film, and original artwork to tell stories for the digital age. The final films were screened at the Jibambe Na Tech Festival in Nairobi at the end of 2020.

## OUR PARTNERS



RUBIKA



McNULTY FOUNDATION

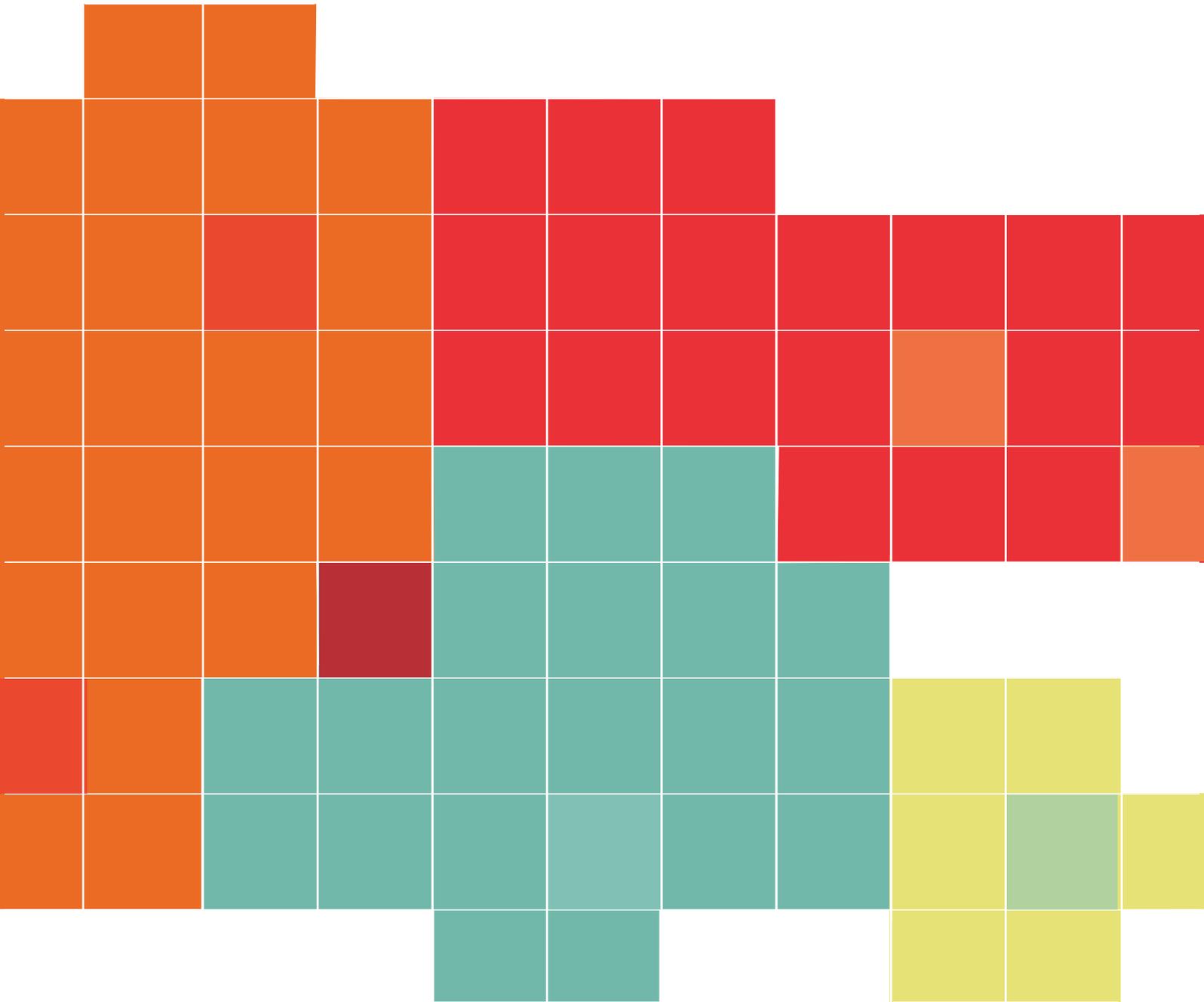


## ABOUT AFRICA DIGITAL MEDIA FOUNDATION

The Africa Digital Media Foundation (ADMF) based in Nairobi, Kenya is the non-profit of the Africa Digital Media Group, an innovative social enterprise that gives young creatives the training, mentorship, and platform to turn their passion into a profession.

The Foundation has worked since 2016 to mobilize skills, financing, and policy change to create jobs for youth in Africa's creative economy. We work in 3 pillars: Inclusion, Investment, and Influence.

With this work, we aim to see millions of African creative entrepreneurs and professionals telling their stories globally for profit and impact.



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