KENYA CREATIVE & CULTURAL INDUSTRIES

A Chronology of Activities & Experiences to Inform a Policy Framework
# Overview of Creative Economy Activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
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<tr>
<td>2005</td>
<td>• UNESCO 2005 convention</td>
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</table>
| 2006 | • EA Arts Summit 2006  
     | • Mngt, Admin & Prod of Contemp’ry Dance EA |
| 2007 | • Nyariki Report on CE economic contribution  
     | • Music Policy Draft |
| 2008 | • EA Arts Mngt Research (GoDown)  
     | • UNESCO 2008 Creative Econ Rpt |
| 2009 | • Value Chain Research (GoDown)  
     | • Creative Econ Conference (GoDown)  
     | • African Creative Econ Conf-Arterial Netwk  
     | • Kippra Research (Dpt of Culture)  
     | • Cultural Policy launched (Min Culture) |
## OVERVIEW OF CREATIVE ECONOMY ACTIVITIES

### 2010
- Kenya Constitution: Culture as foundation of the nation
- Arterial Pan African Creative Eco conf, Nairobi
- UNESCO 2010 Creative Econ Rpt
- Alternative ways of Organizing in Kenya Contemp’ry Dance
- British Cncl Business Skills Intensive
- GoDown, Natverkstan (SE), Goldsmith’s college
- Creative Industries

### 2011
- IBM Creative Industries Kenya Rpt, ACRI Rpt on Cultural Industries
- GoDown, Natverkstan (SE)
- Goldsmith’s college
- Creative Industries

### 2012
- IBM Creative Industries Kenya Rpt, ACRI Rpt on Cultural Industries
- GoDown Creative Entrepnsnsp 10-wk course, cohort 1
- GoDown & Technical U discussions on joint CE

### 2013
- GoDown Creative Entrepnsnsp 10-wk course, cohort 2 & 3
- Draft Languages Policy (Twaweza)
- Creative Econ Working Grp (CEWG) formed

### 2014
- Aligned Kenya Cultural Policy
- Draft Cultre Bill
- CEWG Naivasha Rpt (CE framework and planning for Ntl Ce Conf)
- HIVOS commissioned research on CE
## OVERVIEW OF CREATIVE ECONOMY ACTIVITIES

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<tr>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<tr>
<td><strong>British Cncl launch of Creative Econ scoping reports</strong></td>
<td><strong>EA Arts Summit 2006</strong></td>
<td><strong>Pre-study on Creative Econ (Swed. Embassy)</strong></td>
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<td><strong>Ntl Creative Econ Conf (CEWG)</strong></td>
<td><strong>Mngt, Admin &amp; Prod of Contemp’ry Dance EA</strong></td>
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<td><strong>GoDown Creative Ent Course Cohort 4 &amp; 5</strong></td>
<td><strong>Pre-study on Creative Econ (Swed. Embassy)</strong></td>
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<td><strong>Launch of HEVA funf for Creative</strong></td>
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<td><strong>KEPSA board for creative industries</strong></td>
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<td><strong>EA Creative Industries Bill</strong></td>
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<td><strong>Music Policy launched</strong></td>
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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)
- Pan-African Arterial Network conference reports on the Creative Economy
- Jahazi Journal, especially 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