



**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**S4** SOLUTIONS  
**YE** FOR YOUTH  
EMPLOYMENT

**JOBS**



**CREATIVE ECONOMY**  
ALLIANCE



# Agenda for Kick Off Workshop

**Welcome and introductions**

**3:00 - 3:10 CET**

**About the Creative Economy Alliance**

**3:10 - 3:20 CET**

**Introductions from partners**

**3:20 – 4:00 CET**

**Needs assessment and round-table discussion**

**4:00 - 4:20 CET**

**How can we work together? Some next steps...**

**4:20 - 4:30 CET**



## What is S4YE?



**Solutions for Youth Employment (S4YE)** is a multi-stakeholder partnership, **hosted by the World Bank** that brings together private companies, governments, NGOs, youth and World Bank Group teams in order to **identify, curate, learn from and scale innovations in youth employment.**



# Components of S4YE Ecosystem

## S4YE Steering Committee

(including NGOs, private sector, bilateral donors, international organizations)

**Impact Portfolio**  
(44 youth employment projects)



**Private Sector Advisory Council**  
(40+ private sector firms)

**Youth Advisory Group**  
(32 young entrepreneurs)

**WBG Youth Employment Network**  
(150+ lending operations)



# S4YE, World Bank previous work on the Creative Economy

## Past Events and Activities

- **Solutions Note Published**

- [Orange Economy : As a Driver of Jobs for Youth](#)

- **Knowledge Brief Published**

- [Unlocking Opportunities for Youth in the Orange Economy: Music in Africa](#)

- **Blogs**

- [Don't overlook the orange economy: five reasons why creativity is key for the jobs agenda](#)
- [Nurturing creativity: how development organizations can support the growth of “orange jobs”](#)
- [Three lessons on fostering inclusion, empowerment, and employment through creativity](#)

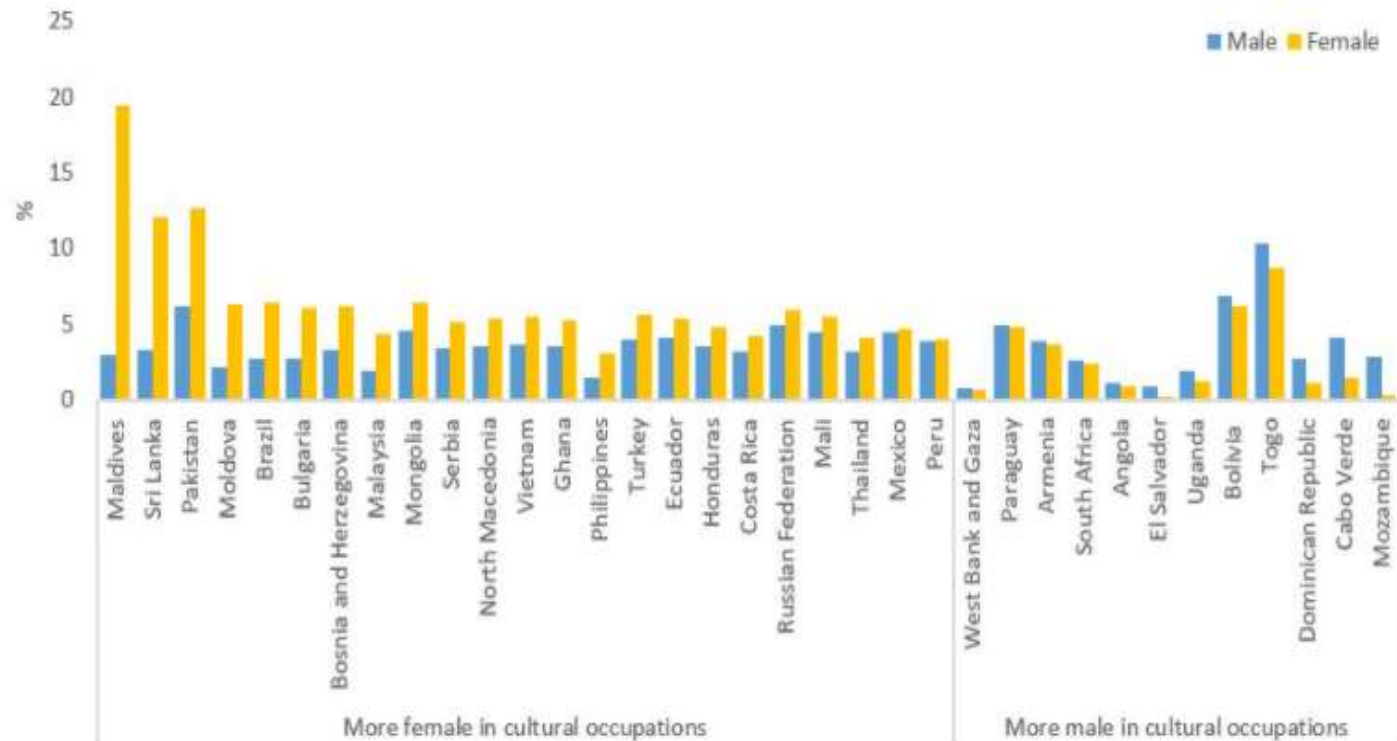
- **Upcoming**

- The Impact of Emerging Technologies on Creative Industries – Job Creation and Growth
- Fashion Industry: Economic Impact, Employment Opportunities, and Environmental Sustainability
- Film Industry: Employment Opportunities and Investment Trends Across Streaming Platforms



# Youth & Women make up a significant part of the creative economy

Figure 4. Percentage of persons employed in cultural occupations in low- and middle-income countries, by gender, 2015 or latest year available

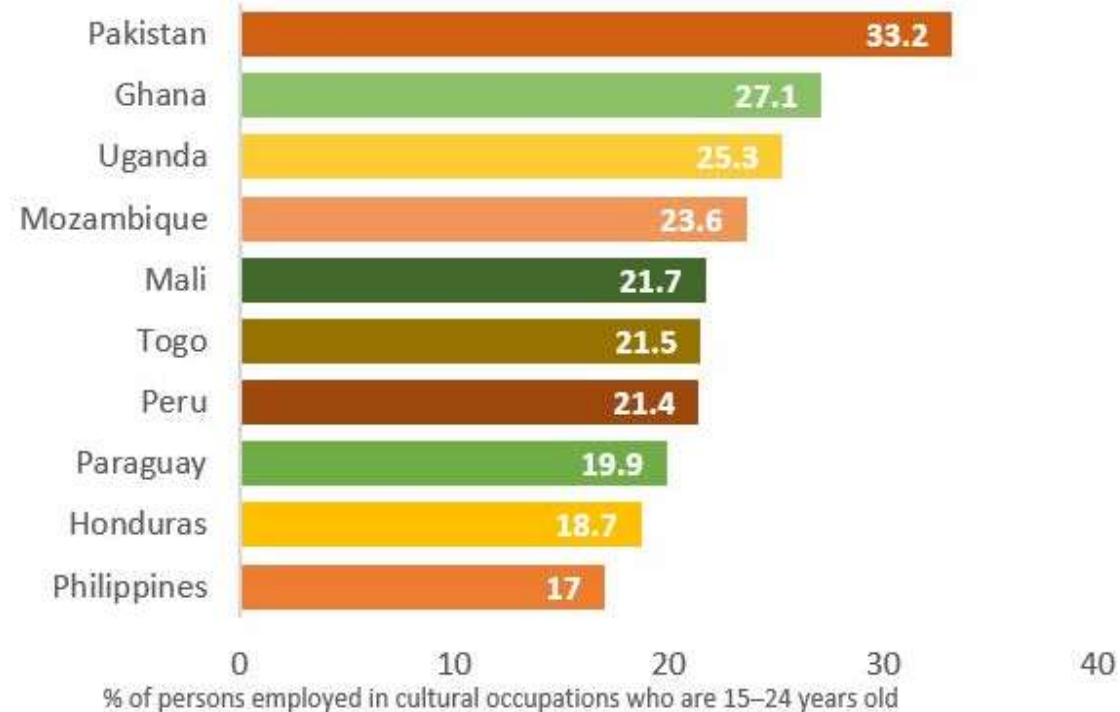


Source: UIS 2020



## Youth & Women make up a significant part of the creative economy

Figure 3: Top 10 countries with a large percentage of persons employed in cultural occupations who are 15-24 years old, 2015 or latest year available



Source: UIS 2020



CULTURAL  
CREATIVE

INDUSTRIES

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

CULTURAL AND CREATIVE INDUSTRIES

A supra-regional project implemented by GIZ and Goethe-Institut





## Objective of this Workshop today

1. **Share with partners an initial proposal** of developing an informal platform on the potential of the creative economy for addressing youth employment
2. **Brainstorm and discuss** the scope and focus of this platform with like-minded partners
3. **Discuss who else** needs to be at the table



# Growth Opportunities for the Creative Economy

## The Creative Economy...



... fosters more **sustainable economic growth**



... is one among the most **rapidly growing sectors** in the global economy



... enhances social inclusion, solidarity and **diversity**



... has won **governments' interest** in the orange economy



# Creative Economy Alliance

for youth employment and diversity

The alliance is a **global multi-stakeholder partnership** bringing key organizations together – governments/public sector, private sector, NGOs, foundations, donors, and academic institutions - to share a commitment towards **supporting youth employment and diversity in the creative industries.**



# Creative Economy Alliance

for youth employment and diversity

## Key objectives



**Build partnerships** and collaborate to develop solutions on how to support youth employment and diversity in cultural and creative industries.



**Engage with young creatives and creators** from diverse backgrounds and genders to create needs-oriented support for emerging trends in the cultural and creative industries.



Co-create a **knowledge repository** of reports, guidance notes, research and tools for practitioners supporting youth employment and diversity in the creative industries.



# Creative Economy Alliance

## Future Events and Activities

### Online Repository

A space to share your knowledge, reports, best practices  
- to be uploaded soon -

Research

Best Practices



**VOICES OF CREATIVES**  
Scenarios for the New Normal in the Creative Industries of Sub-Saharan Africa and the Middle East after Covid-19



# Creative



Shelley Nwankwo, CEO, AmaraBank, has spent extensive time overseas, especially in the United States, but also in other parts of the country. Digital skills and digital marketing are essential for her success. However, training opportunities in these professions are scarce in Nigeria.



More than 80% of the respondents in the survey are self-employed. 60% of the respondents are women. 80% of the respondents are from the creative industries.

Offering professional training in different regions of Senegal is very important. Not everyone is lucky enough to go to Dakar for schooling. There are many young people who want to become social entrepreneurs, but either they don't have the capital to go to the capital or they don't have their start-up funds from Senegal.

Partnered with talent. Since Senegal is full of talent, the program offers training not only in the capital, Dakar, but also in other parts of the country. Digital skills and digital marketing are essential for her success. However, training opportunities in these professions are scarce in Nigeria.



# Senegal



Creative Economy Alliance  
for Diversity and Youth



### BUILDING PARTNERSHIPS TO SUPPORT YOUTH EMPLOYMENT AND DIVERSITY IN CREATIVE INDUSTRIES

Did you know that Cultural and Creative Industries employ more people aged 15-29 than any other sector? The industry also ranks among the best sectors of the economy with the highest employment of women. In total, cultural and creative industries employ nearly 50 million people worldwide. According to forecasts, the economic impact is also expected to rise by 2030, by which time it will account for ten per cent of global GDP.

Although the cultural and creative industries have enormous social and economic potential, this often remains untapped. There is a lack of government support, need-based training, strong advocacy groups, appropriate funding and market access for creative professionals. Structural challenges include low wages, a lack of social protection, little copyright protection and insufficient diversity in managerial positions.

#### Let's co-create together

The Solutions for Youth Employment (S4YE), World Bank and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) have joint forces to establish a Creative Economy Alliance with a focus on diversity and youth. The Alliance will foster global collaboration, provide a platform to exchange knowledge, experiences and ideas, and find solutions to support the Creative Economy.

#### GET INVOLVED

- Build partnerships and collaborate to develop solutions on how to support youth employment and diversity in cultural and creative industries.
- Share and exchange knowledge and best practices to promote evidence-based decision making among supporters of the cultural and creative industries.
- Listen to the voices of young creatives from diverse backgrounds and genders to create needs-oriented support that considers emerging trends in cultural and creative industries.

Contact us



# Creative Economy Alliance

Past Events and Activities

Tune in to the Web 3 / NFT Webinar Series

Join our **Webinar**

**Women in Web3**  
Unleashing  
underrepresented  
voices

**Thursday, June 1<sup>st</sup>, 2023**  
3 pm CEST, 90 minutes

  
**CREATIVE ECONOMY**  
ALLIANCE

 Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH  **S4YE SOLUTIONS  
FOR YOUTH  
EMPLOYMENT**  **JOBS**

Join us via [MS Teams](#)



# Timeline

APRIL



Series of  
Consultation  
s  
and first  
Activities

webinar series  
on NFT: access  
the recordings  
to be released  
soon

MAY



Kick-Off  
Alliance  
&  
Webinar Series

virtual kick-off  
workshop on the  
Alliance  
  
webinar series  
on NFT in CCI

JUNE



Consultation and  
Network Meeting

deep dive session

JULY-  
AUGUST



Research and Consultations

prepare reports, briefs, blogs for  
the knowledge repository

creation of workplan

SEPT-  
DEC



Network Meeting,  
Work Plan,  
Launch of the  
Repository,  
Knowledge Briefs

launch of the  
online repository



# Areas for Research and Knowledge



The Impact of Emerging Technologies in the Creative Economy



Enabling Environment for the Creative Sectors



Access to Finance: Shaping the Creative Economy Landscape



Talent and Skills Development



Value-Chain Analysis within the Creative Economy





# Virtual round-table and discussion

Who is in the room?

Please state your...

- **Your Name**
- **Your Organization's name**
- **Where you are based**

... in the chat box.



# Virtual round-table and discussion

Inviting partners to share briefly the scope of their work:

- **Ekaterina Travkina** Coordinator, Culture, Creative Industries and Local Development, **OECD**
- **Katalin Bokor** Economic Affairs Officer, Trade and Creative Economy, **UNCTAD**
- **Friederike Kamm** Programme Specialist Culture, Division of Culture and Communication, **German Commission for UNESCO**
- **Glenn Gillis & Tatiana Skliarenko** Chairperson **Games for Change Africa**  
Festival Director **Games for Change Africa**
- **Tom Cahill-Jones** Partnerships Creative Industries **Policy and Evidence Centre (PEC)**
- **Roberta Annan** Managing Director, **Impact Fund for African Creatives (IFFAC)** and  
Founder **African Fashion Foundation**
- **Rehana Mughal & Genevieve Pace** Director, Creative Economy, **British Council**  
Senior Relationship Manager, **British Council**
- **Raimund Moser** Chief, Women, Youth and Vulnerable Communities Section  
**International Trade Centre (ITC)**
- **Fatemah Javed** Global Sector Lead for Media, **IFC**

# Creative Economy (CE) Program

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD

Contact: [Marisa.Henderson@un.org](mailto:Marisa.Henderson@un.org) and [Katalin.Bokor@un.org](mailto:Katalin.Bokor@un.org)

Program and priorities	Themes and topics	Regions and countries
<ul style="list-style-type: none"><li>• Pilar 1: Biannual Creative Economy Outlook and ad-hoc research papers</li><li>• Pilar 2: Inclusive capacity building through trainings and projects</li><li>• Pilar 3: Promoting a resilient and inclusive CE at UNCTAD and UN intergovernmental machinery</li></ul>	<ul style="list-style-type: none"><li>• Promoting creative industries as a feasible path for structural transformation and economic diversification</li><li>• Promoting international trade in creative goods and services</li><li>• Measuring the CE's contribution to the economy, international trade, employment</li><li>• Research on digitalization, Industry 4.0, inclusiveness, and sustainable business practices in creative industries</li></ul>	<ul style="list-style-type: none"><li>• International trade statistics with a global coverage</li><li>• Focus on developing economies (UNCTAD mandate)</li><li>• Capacity building project on the CE in Angola</li><li>• Regional cooperation with G20, ALADI, etc.</li><li>• UN inter-agency cooperation</li><li>• Partner of the World Conference on Creative Economy series</li></ul>





**GAMES  
FOR  
CHANGE**

**AFRICA**

# **Using the power of games to create impact**

An invitation to amplify efforts in fostering social and economic growth in Africa.

**Glenn Gillis,**  
Chairperson G4CA

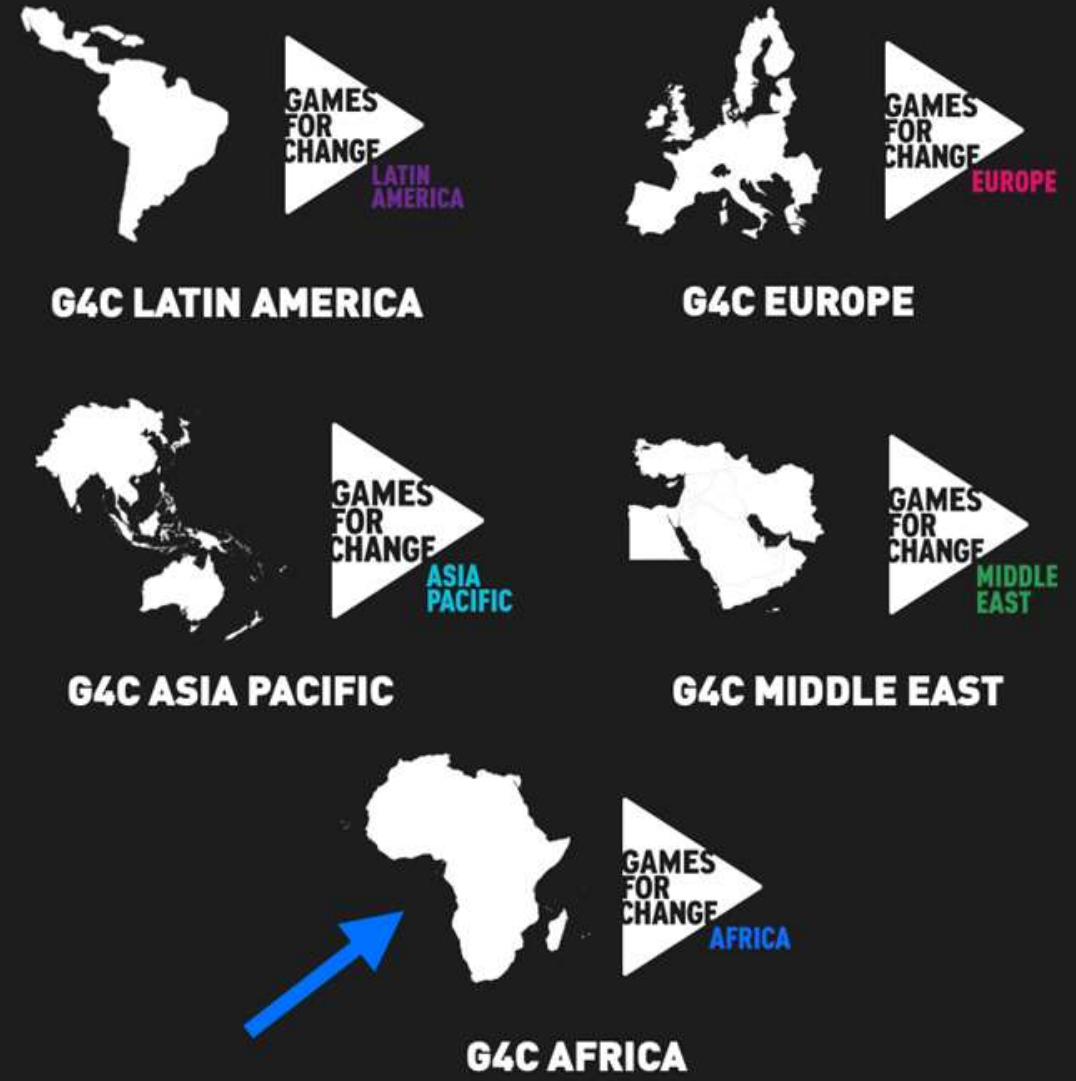
# Who are we?

**Games for Change Africa is a Chapter** of the global Games for Change nonprofit organisation, founded in New York in 2014.

**Games for Change** empowers creators and social innovators to use **games** and immersive media **as vehicles for social change** in order to help people learn, improve their communities and ultimately, make the world a better place.



# Global Community



# G4CA Festival

The **G4C Africa Festival** is an annual event that brings together everyone who is interested in using games to drive social change.

Last year on 1-2 December we ran the **first in person edition** of the Festival during **Africa Games Week** in Cape Town.

We gathered to connect with likeminded individuals and organisations across the continent to **celebrate and promote the power of games for social good** through curated talks and panels, play session and workshops as well as other interactive experiences.

This year the Festival will return on the **28th November 2023**.



Games for  
Change  
**Africa**  
Festival

**392**  
People  
Attended

**11**  
Countries  
Represented

**24**  
Speakers &  
Presenters

**18**  
Sessions &  
Activities

**12**  
Hours of  
Programme

**58%**  
Female  
Speakers



Main Sponsors



# Ready to create **impact** using the **power of games**?

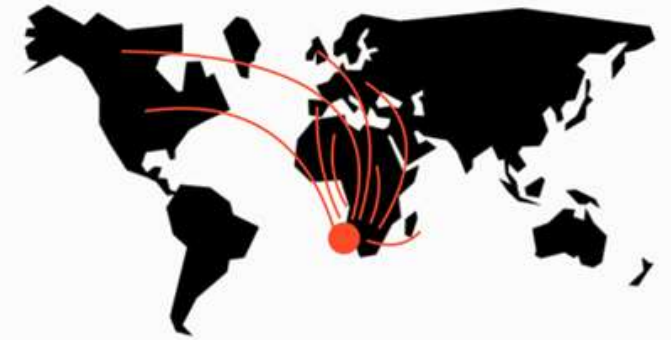
## PRIORITIES

- ▶ Demand Led Strategy
- ▶ Scaling Capacity
- ▶ Co-production & Collaboration

## THEMES

- ▶ Impact at scale
- ▶ Culture and Stories
- ▶ Inclusion and Diversity
- ▶ Sustainability

## REGIONS



# Creative PEC

(Creative Economy Alliance Kick-Off)

Wednesday 17th May 2023

Creative Industries  
Policy & Evidence Centre



Arts and  
Humanities  
Research Council



# VISION

*“The PEC will address **industry and government’s** current priorities for the creative industries including those set out in strategy documents such as the DCMS/CIC **Sector Vision**, while at the same time advancing research into the **longer-term challenges and opportunities** facing the sector”*

We will do this by:

1. Producing our **own research** and making it available in a range of **accessible formats**
2. Acting as a platform for **policy-relevant research** undertaken by others
3. Engaging policymakers through **‘embedding’ researchers** in their planning, design and delivery cycles

# NORTHERN HUB @ NEWCASTLE UNIVERSITY

- Research Director
- Research Unit
- Engagement Manager (Local Policy)
- Policy and CI ecosystem



# SOUTHERN HUB @ RSA HOUSE

- PEC Director
- Policy Unit (National Policy)
- Communications Unit
- Research Network Administrators
- State of the Nation launches



# THEMATIC PRIORITIES

4 areas of regular reporting:

- R&D, Innovation and Clusters - University of Sussex
  - Creative Education, Skills and Talent - Work Advance
  - Internationalisation - Newcastle University
  - The Arts, Cultural and Heritage Sectors - University of Sheffield
- Cross-cutting themes include EDI and Sustainability
- Wider research network commissioned to tackle other areas



# GLOBAL

- British Council
  - Global Creative Economy Coun
- EIT Culture & Creativity
- OECD
- Research Network



## Impact Fund For African Creatives (IFFAC)

- At IFFAC, we're dedicated to developing creative talent through our 3-stage approach: incubation, acceleration, and seed financing. The first two steps are crucial in establishing a strong foundation for targeted businesses and preparing them for capital injection. In our third stage, pre-selected businesses receive seed funding after pitching to our investment committee and submitting a vetted business plan, along with technical assistance and support.
- To provide even more support, the IFFAC platform offers three sub-funds totaling 150M USD. The Grant Fund, totaling 20M USD which supports incubator and accelerator programs. The Early-stage Fund, totaling 30M USD, provides funding for businesses in their early stages and the development and infrastructure fund totals 100M USD.
- Overall, our 3- stage approach embodies development, expansion, and funding to put African talents and their businesses at the forefront of the global creative economy

# What IFFAC does in the creative economy

- **IFFAC nurtures and develops the African creative and cultural industry by providing technical and financial support to transform businesses in this sector into sustainable enterprises.**
- Created by IFFAC in collaboration with the African Fashion Foundation, the African Fashion Futures Incubator has been launched with **14 African fashion designers from Ghana, Nigeria, and Rwanda** as its first cohort to provide capacity building, mentorship with financial support of €10,000 to €50,000.
- Through IFFAC, we have launched **the Roberta Annan Scholarship and African Fashion Foundation scholarship** which provide **tuition-free education** to pursue a degree at Conde Nast College and a Master's degree at Academia Costume & Moda respectively.
- Through the Black Heritage textile group, our acquisition of acquisition Volta Star Textiles Limited provides **employment to +700 persons and produces world-class ring spun yarn** and grey baft as its products which in the long term participates in the world exports and apparel manufacturing shifting with the frontier of production moving to Africa

## Why is creative alliance important and what we hope to achieve from the alliance

### WHY IS CREATIVE ALLIANCE IMPORTANT

- Collaboration and knowledge-sharing
- Advocacy
- Networking

### WHAT WE HOPE TO ACHIEVE

- Increased visibility and exposure
- Access to resources
- Opportunities for growth and expansion
- Improved innovation



## Impact Fund For African Creatives

### PROGRAM & PRIORITIES

African Fashion Futures Incubator  
Roberta Annan Scholarship  
African Fashion Foundation scholarship

### THEMES & TOPICS

Mentorship and grants  
Scholarship  
Scholarship

### REGIONS & COUNTRIES

Africa  
Africa and UK  
Africa and Italy

## CREATIVE ECONOMY & YOUTH EMPLOYMENT

### ENGAGEMENT

Seedstars and 14 African designers  
The College, stakeholders, and the student  
The University, stakeholders, and the student

### COLLABORATION

Africa Fashion Foundation  
Conde Nast College  
Academia Costume & Moda

**Rehana Mughal**  
Director, Creative Economy

**Genevieve Pace**  
Senior Relationship Manager,  
Creative Economy

[creativeeconomy.britishcouncil.org](https://creativeeconomy.britishcouncil.org)

17 May 2023

We contribute to **inclusive economic and social development** and **create stronger links with the UK** through:

- Creating international opportunities for the next generation of creative innovators, practitioners and entrepreneurs
- Developing the capacity of creative professionals and policymakers to support sustainable creative economies in their countries

We focus on

- 1) Research, Insight and Advocacy
- 2) Leadership and Learning
- 3) Sector Development



# Virtual round-table and discussion



SCAN HERE

[Website: pollev.com/creativeeconomyalliance555](https://pollev.com/creativeeconomyalliance555)



## Next Steps

**We want to hear your ideas:**

Please write in the chat if you are interested in the alliance

**We will contact you after the meeting to:**

- pinpoint common interests
- identify who else should be part of the alliance
- share further ideas

We will send you the presentation and links.



# Caught your interest?

**Get involved now**

Would you like to **join the alliance and** shape the future format or **co-creation ideas?**

**Contact us:**

**World Bank**      Namita Datta:                      [Ndatta@worldbank.org](mailto:Ndatta@worldbank.org)  
                              Jemi Laclé:                              [Jlacle@ifc.org](mailto:Jlacle@ifc.org)

**GIZ**                              project CCI:                      [kultur-und-](mailto:kultur-und-kreativwirtschaft@giz.de)  
[kreativwirtschaft@giz.de](mailto:kreativwirtschaft@giz.de)

# THANK YOU!

Namita Datta – S4YE

Angelika Frei-Oldenburg – GIZ

[Creative Economy Alliance | Solutions For Youth Employment \(s4ye.org\)](#)

Extra slides

PollEv: [www.pollev.com/](http://www.pollev.com/)