

AFRICAN KNOWLEDGE EXCHANGE

POLICY FORUM: Linking new skills, business opportunity and job creation for Cultural Industry development in Africa

Held at the Sarova Stanley Hotel, Nairobi, Kenya on 9 March 2015

Policy forum report

The African Knowledge Exchange programme is designed and implemented by Global e-Schools and Communities Initiative (GESCI)

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MINISTRY FOR FOREIGN
AFFAIRS OF FINLAND

African Knowledge Exchange

Policy Forum Report

Introduction

The aim of the African Knowledge Exchange (AKE), GESCI's Creative Digital Media programme is to support the up-skilling of creative and artistic youth to work and participate in the development of the digitally enabled cultural enterprise arena.

The GESCI-AKE 2014-15 project focused on leveraging GESCI's expertise and knowledge to implement the second phase of the *Creative Media Skills Course* together with a team of tutors from Nairobi and the Irish School of Animation at Ballyfermot College of Further Education. The project course implementation was underpinned by a *Living Lab* research project designed developed by GESCI-AKE in collaboration with Aalto University. The Living Lab seeks to increase the knowledge base emanating from the skills and business innovation components of the AKE project implementation and to draw out and apply insights learned which can inform further developments of the model and policy making for skills training and creative media industry sectors.

On February 9th, 2015 GESCI-AKE convened 40 participants comprising of professionals from the Digital Creative Media industry, NGOs, and representatives from Kenya's Ministry of Education, Science and Technology in order to discuss the emerging GESCI-AKE Living Lab model for skills and business development and engagement with DCM, to discuss participant knowledge and experiences and good practices, to encourage peer-to-peer collaboration and networking and to identify policy responses that can address the findings emerging from the LL research and multi-stakeholder dialogue and consultations

The policy forum had the following goal, focus, objectives and outcomes:

Overall Goal	<ul style="list-style-type: none">▪ Discuss approaches to preparing and developing youth skills to participate in and create opportunities for employment in digital media cultural enterprises.
Focus	<ul style="list-style-type: none">▪ Investigate the challenges for linking education and business models to achieve this goal and the policy recommendations and actions that would address those challenges.
Objectives	<ul style="list-style-type: none">▪ Share the findings from innovation activities and the AKE Living Lab research▪ Stakeholders and experts to share their knowledge and experiences in regards to Living Lab research findings related to the AKE model<ul style="list-style-type: none">○ The AKE innovation○ Leadership and vision○ Content and environmental context○ Sustainability▪ Create a networking opportunity for attendees to facilitate future dialogue and collaboration
Outcomes	<ul style="list-style-type: none">▪ Increased knowledge and awareness on the challenges and opportunities for linking education and business models and creating enabling conditions for youth

	<p>skills development that leads to employment in new emerging digital media sectors</p> <ul style="list-style-type: none"> ▪ Identified areas for addressing the gaps between educational and business worlds ▪ Policy recommendations and actions for bridging the gap between education and business agendas ▪ Participants with established connections to other stakeholders for future partnerships and collaboration opportunities
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The policy forum presented day long plenary and break out groups sessions and networking opportunities.

See [Appendix 1](#) for an overview of the policy forum programme

The first session was facilitated by the GESCI CEO Mr. Jerome Morrissey and AKE tutors who presented an introduction to the AKE 2014-2015 course that included a presentation of Digital Creative Media Master Artefacts (2012 AKE Animation – ‘Child Soldiers’, 2014 AKE Animation and Game – ‘The Sound of The City’).

The CEO commented in his presentation on the general parameters of the AKE project: *The world has never been more ready to facilitate and monetize innovation than at this very moment! We want living partnerships that will result in job creation. Creative industries are central to so many fields. We need the spread of creativity throughout different fields — and increasing demand for cultural content and services. Africa with its rich cultural diversity has a potential to grow exponentially, locally and globally.*

The second session focused on a presentation of the AKE 2014-2015 Creative Media Skills Course Living Lab research preliminary report¹ - presented jointly by the research authors Dr. Minna Horowitz (who was present in the forum) and Mr. Vesa Saarinen (who presented virtually). The research produced a number of key findings within the thematic areas of **leadership, innovation, content, sustainability and local/global markets**. One of the key findings was the emerging need identified by stakeholders for a ‘hybrid’ Living Lab model (referred to as AKE SKILLS-BIZ LL) which combines the best practices of ‘skills’ training and ‘business’ Living Labs.

The group break-out sessions and plenary sessions were facilitated by skills training and DCM practitioners, entrepreneurs and experts. They provided the participants with opportunities to examine the Living Lab research results in each of the thematic areas, to learn from each other’s experiences and work in these areas, to identify possible policy responses and to consolidate policy responses, ideas and priorities for the way forward in the expert panel lead session of the afternoon.

See [Appendix 2](#) for an overview of the discussions, policy ideas and policy recommendations that came out of the break out group sessions

Overarching themes

¹ Horowitz, M. A. and Saarinen, V. (2015) GESCI-AKE 2014/2015 Creative Media Skills Course “The Sound of the City” - Living Lab Research Component: Final Report. Retrieved from: <https://thesoundofthecity.wordpress.com/>

Over the course of the break-out sessions, key ideas and policy responses on skills and business models and development for the emerging DCM sector were discussed and prioritized by participants. There were a number of common themes that emerged for the strengthening and sustainability of the AKE model and Living Lab research project as well as some general policy recommendations for improving skills development and business opportunities in the DCM sector.

The following section presents the key takeaways that emerged from the panel and plenary discussions that were presented in the final session by the GESCI Programmes Director, Patti Swarts.

Summary of key 'Take Aways' from Panel and Plenary Discussions

Innovation ecosystem

- There is tremendous latent potential for innovation in Kenya and the African Region
- Opportunities abound and needed to be taken advantage of
- No better time for development of innovation ecosystem for Cultural Media Industries
- There are: Innovation hubs – workshops - vibrancy – flexible opportunities
- Sharing important entrepreneurial skills and capacity through mentorship
- Enabling conditions abound for creating high end products with low cost technologies

Local and Global

- Don't be afraid of global influence in local context – work towards striking a balance
- Be comfortable about where you're coming from, be sure where you're going
- IPRs – debate and tensions around the notion of 'launching ideas and protecting them'
- Advantages and disadvantages of protection of IPRs – will this be effective beyond Kenya? – how to strike the balance between protection and creation of ideas – quick sharing – won't be stolen – share with rivals – won't be copied
- Taking skills/ products global – requires a high level of skills

Content

- There is high demand for local content – but low supply – and this provides opportunities for innovation that can leverage local products for global distribution and competition
- Good quality will be sustainable as long as it remains relevant – and this depends on capacity to adapt and keep learning / anticipating and predicting trends and signals
- Standards: how to achieve global industry standards? Score card for creatives – to assist on meeting standards
- Market analysis and dynamics: how to market a good product
- Specialization and expertise – can't be good in everything – collaboration and networks are essential tools – frameworks are necessary for support and building on strengths
- Niches for products responding to social business and social change needs and demands – social value add in addition to commercial value

New Models of Learning

- The role of Education and Training systems in context of innovation have implications for mindset, attitudes (can do), soft skills, digital skills, visual literacy
- New frameworks for educational delivery are required – that are less overloaded – taking quality to the next level
- Post 2015 agenda to develop a creative and skilled workforce that can share and build knowledge products
- Other avenues for learning- formal, informal and non-formal
- Huge potential demand a dynamic flexible curriculum that is borderless
- There is a need for sharing of innovation products to influence curriculum change
- There is a requirement for knowledge forums / platforms for banking/ sharing knowledge
- Artists need to understand enterprise – entrepreneurship/ business principles

Sustainability

- Need to invest in partnerships for sustainability – partnerships work best and are essential for product development that is responsive to market needs
- Need to investigate what type of business model will work for creative industries – a business model to respond to market demand

- Need to strengthen competitiveness
- Cluster of support needed – marketing, linking, networking – alignment with commissioners of work and associations

Leadership and Vision

- There is a need for leadership to be inclusive – recognize limitations, tensions and challenges as opportunities to expand leadership learning
- Leadership needs to have a futures perspective
- Understanding the way ever changing DCM business works and will evolve
- Recognize and interpret trends – anticipate ideas
- People will watch good stories – quality and authenticity are what define the quality/ value add
- Reaching the marginalized – infrastructure in rural areas (power, bandwidth); people shouldn't have to move to urban areas to access opportunities/ to innovate – inclusive participation is needed

Next Steps

- Sharing of policy forum outcomes through a community platform that will also enable the continuation to the multi –stakeholder dialogue and input to the AKE Living Lab project and development
- Focus the AKE Living Lab process on the production of local and global synergies of content and high end skills development through engagement with high end equipment
- Expand the mentoring programme to raise the bar of the AKE products and services to international standards
- Refine the AKE model and approach based on the findings from the Living Lab Research and the multi-stakeholder dialogue through the showcasing and policy forums.

Live Blog

A live blog of the AKE Policy Forum that presents a summary overview of the Living Lab research presentations as well as the key discussions and policy responses can be accessed at:

<https://thesoundofthecity.wordpress.com/2015/03/09/live-blog-ake-policy-forum/>

See the *forum exit survey* in [Appendix 3](#) for participant rating of the forum plus final comments and recommendations



African Knowledge Exchange

POLICY FORUM: Linking New Skills, Business Opportunity and Job Creation for Cultural Industry Development in Africa

**The Sarova Stanley, Nairobi
9th March 2015**

FORUM CONTEXT

The changes to which education and training need to respond to include globalisation, the demands of growing knowledge-based industries and services, and the use of new technologies and new media products and services.

The African Knowledge Exchange (AKE) is a partnership established by GESCI and the Ministry for Foreign Affairs, Finland, to identify new technology-driven training scenarios that enable new skills development, which will facilitate employment and job creation in the emerging knowledge societies in Africa.

GESCI has developed a new and innovative training model, which facilitates industry- standard digital media skills, and entrepreneurial abilities that lead on to small enterprise creation in the cultural industries arena through accessing the various supports that exist for start-ups in the digital creative media sector.

Overall Goal	Discuss approaches to preparing and developing youth skills to participate in and create opportunities for employment in digital media cultural enterprises
Focus	Investigate the innovative opportunities for linking skills development and business development to achieve this goal and the policy recommendations and actions that would address cultural industry development
Objectives	<ul style="list-style-type: none"> • Share the findings from the innovation activities and the AKE Living Lab research • Stakeholders and experts to share their knowledge and experiences in regards to Living Lab research findings related to the AKE model <ul style="list-style-type: none"> o The AKE innovation o Leadership and vision o Content and environmental context o Sustainability • Create a networking opportunity for attendees to facilitate future dialogue and collaboration
Outcomes	<ul style="list-style-type: none"> • Increased knowledge and awareness of the challenges and opportunities for linking skills development and business development and creating enabling conditions for youth skills development that leads to employment in new emerging digital media sectors • Identify how creative media skills development merge with business creation opportunities. • Policy recommendations and actions for bridging the gap between skills development and business opportunity • Participants with established connections to other stakeholders for future partnerships and collaboration opportunities

Time	Session	
8:30 am – 9:00 am	REGISTRATION	
9:00 am – 9:30 am <i>Jerome Morrissey</i> <i>Elaine W. Hurt</i>	SESSION 1: Introduction to the African Knowledge Exchange Initiative (AKE) and screening of students' Digital Creative Media work and Artefacts (2012 AKE Animation – Child Soldiers, 2014)	
9.30 am – 10:00 am <i>Mary Hooker</i> <i>Minna Horowitz</i>	SESSION 2: Living Lab - AKE 2014 Research Framework and Model <i>What is the living lab approach and how does it fit in AKE?</i> Session facilitator GESCI: Mary Hooker, Senior Education Specialist, GESCI LL Introductory video Aalto University Media Lab: Vesa Saarinen, Researcher LL research findings and implications Aalto University Media Lab: Minna Horowitz, Researcher	
10:00 am – 10:30 am	TEA/COFFEE BREAK	
10:30 am – 12.00 pm	SESSION 3: What Have We Learned Through the AKE Initiative and Living Lab Research?	Breakout groups will discuss the learnings focused around The Sound of The City research results
<i>Innovation in Skills Development</i> <i>Leadership</i> <i>ICT</i> <i>Sustainability</i>	An innovation ecosystem <ul style="list-style-type: none"> • Exploring new possibilities on the relationships between new skills development and business practices: a cross-cutting partnership model; • Policy supports for cutting-edge and innovative training initiatives; • Importance of Cultural perspectives and dimensions 	Session Lead: <i>Simunza Muyangana,</i> <i>Co-Founder - BongoHive</i>
	Leadership & Vision <ul style="list-style-type: none"> • Understanding the need for clear visions and leadership skills for collaborative and multi-disciplinary project research and for team-driven project execution; • Discussion on policy support requirements for leadership in cutting-edge initiatives; • Required infrastructure and facilities 	Session Lead: <i>Tilomai Ponder Blyth, CEO - What's Good Studios</i>
	From Local to Global <ul style="list-style-type: none"> • Relevance of the local-to -global market place, • Ownership of knowledge; social value creation • New ways of sourcing, creating and repurposing creative content; • Examining copyright and intellectual property rights; • New outlooks on the marketplace. 	Session Lead: <i>Jacqueline Muna Musiitwa, Founder - Hoja Law Group</i>

12:00 pm – 1:00 pm	LUNCH	
1.00 pm – 2.00 pm	<p>SESSION 4: What Have We Learned Through the AKE Initiative and Living Lab Research? (continued)</p>	Small breakout groups will discuss the learnings focused around The Sound of The City research results
<i>Innovation Skills development Leadership ICT Sustainability</i>	<p>Content and New Models</p> <ul style="list-style-type: none"> • Understanding what makes the competitive edge as a professional and an organization; • Discussing enabling environments for creating a competitive edge in national/ regional creative industries 	<p>Session Leads: <i>Sarah Ojuando- Ndinya, eLearning Content Developer</i> - <i>Samasource & Simon Mwaura, Content Distributor</i> - <i>Riverwood Ensemble</i></p>
	<p>Sustainability</p> <ul style="list-style-type: none"> • Understanding sustainability in terms of jobs, start-ups and free-lancing • Strategies to build AKE sustainability in skills development (content and model) and through networks (hosting an innovation network); • Discussion on policy measures for supporting sustainability of innovation initiatives. 	<p>Session Lead: <i>Matti Sinko, Knowledge Society Expert</i></p>
2:00 pm – 2:15 pm	TEA/COFFEE BREAK	
<p>2:15 pm – 3:15 pm <i>Mary Hooker</i></p>	<p>SESSION 5: Panel and roundtable discussion</p> <ul style="list-style-type: none"> • Breakout session moderators to share summary of group recommendations and/or action steps • Q&A 	<p>Panel focus: Summary of group discussions and consensus building on recommendations from reflections from the day's sessions, including key takeaways as well as priorities for future policy engagement and implementation broadly and across key thematic areas for the AKE.</p>

3:15 pm – 4:00 pm <i>Patti Swarts</i>	SESSION 6: Wrap up and close – “Key takeaways and paving the way forward”: Concluding session, highlighting key takeaways from the plenary session, and how best to leverage newly forged relationships/ partnerships and ideas in the coming years.
4:00 pm – 5:00 pm	COCKTAIL AND NETWORKING
5:00pm	OFFICIAL END TO CONVENING

Policy Forum Participant List

Name	Organization	Title
Jonathan Mativo	ICT for Development Kenya	Founder & Chief Strategist
Rosemary Mburu	Institute for Trade Development	Programme Director
Muthoni Nduhiu	Mastermind Africa Alliance	Founder & CEO
Dr. Henry Kibet Mutai	Kenya Copyright Board	Director
Dr. Marisella Ouma	Kenya Copyright Board	Executive Director
Muchemi Wambugu	PwC – Presidential Digital Talent Programme	Director
Jacqueline Muna Musiitwa	Hoja Law Group	Managing Partner
Matti Sinko	GESCI Board	Advisor
Patricia Mithika	Boresha Ltd.	Technical Advisor
Dany Okoti	Lola Kenya Screen	Programme Assistant
Dr. Dinah Mwinzi	Ministry of Education, Science and Technology	Director of Youth Training
Vincent Otieno Odhiambo	Ashoka	Years Program Manager
Minna Aslama Horowitz	Aalto University Media Lab	Researcher
Simunza Muyangana	BongoHive	Co-Founder & Project Manager
Victor Omondi	Nairobites	ICT Integration in Education Projects
Margaret Wambura	Nairobites	ICT Integration in Education Projects
Robert Munuku	Mau Mau Arts	Visual Artist
Dennis Duncan Mosiere	GESCI – AKE 2014/15	Cultural Music Tutor

Policy Forum Participant List

Name	Organization	Title
Muthoni Waigwa	Nifty Works Plus	CoFounder and Content Creator
Tilomai Ponder Blyth	What's Good Studios	CEO & Partner
Alex Kirui	GESCI – AKE 2012	Artist and Animator
Phillip Chikwiramakomo	Samasource	Samaschool Program Manager
Sarah Ojuando-Ndinya	Samasource	Content Developer
Naftally Muriuki	GESCI – AKE 2014	Artist and Animator
Simon Mwaura	Riverwood Ensemble Filmmakers Association	Content Distributor & COO
Fredrick Ochieng	SEMA Media	Project Manager
MaryAnita Njeri	UP Magazine	Social Media Coordinator
Robert Odhiambo	GESCI- AKE 2014	Gamer
Josphat Keya	What's Good Studios	Post Producer
Jamal Abdi	UNICEF	Communications
Simon Mathenji	GESCI – AKE 2014/15	Music Production Tutor
Tonny Mwendwa	PwC	ICT Director
Jonah Josiah	International Youth Development Network	Program Director
Cornel Moses	GESCI – AKE 2014	Musician
Pauline Namakwa	GESCI –AKE 2014	Animator & Graphic Designer
Dennis Jackson Maina	GESCI – AKE 2014	Musician
Martha Nisa	Craft Silicon	Gamer
William Sila	Kenya Copyright Board	IP Right Lawyer
Tony Gatheca	Transcend Media	Director
Albert Nyakundi	3d Afrika Media	Producer & Director

Appendix 2 – Group Policy Discussions and Recommendations

'Local-Global' Break-Out Session

Summary of 'Local-Global' Discussions

IP Legal Position

- Although Kenya has general legal protections in place, there remain gaps
- The gap areas include a solid intellectual property rights policy, general awareness among policy makers of the issues, enforceability of existing laws and the cost to time prohibitions of legal enforcement.

The group question was reframed as: how to take local productions global and local skills to be competitive globally (so as to create the demand for the global to identify Kenya as a place to invest in the creative industries).

Group Brainstorming & Conversation

Themes	Policy Ideas	Recommendation ideas
Global and Local policy and practice perspectives	Lack of policy – how can that be pushed?	Improve policy on international platform
	To be the world class runner has a limit - it is vision tied to running	To be globally unique you need to create a niche for something that people have not known – that they are missing it when you showcase it
Stakeholder ecosystem	Need to understand the ecosystem – not about either social impact or business – but rather both	Professionalize the education system to change mindsets towards collaboration
Training, mentoring & investment	Training for practitioners –	Skills development continuum Business skills
	Collaboration	Collaborate on productions & on marketing
	Associations	Start a professional association for animators/ programmers etc.
	Support systems & funding	Develop a support system for creative digital artists e.g. managers/ accountants/ legal advisors
		Coaching/ mentoring

Themes	Policy Ideas	Recommendation ideas
		Funding for innovators
Standards for the industry	What's the scale to measure the global context	Compete against standards rather than with each other
		Quality standardization for global content for creative works (score – cards)
		Skilling of animation standards to improve quality
	Monetization of products	Commercialization of products
Intellectual Property	When it comes to IP protection – how can the artist as a group learn more about this rather than as individual	A more encompassing legal framework
	Issues of ownership & collaboration	Calculation of IP to protect the artist
	PP Collaboration Act	Laws to protect innovation
	Information on legislation & laws that protect and promote innovators	Associations to train on specifics of what to do with IP

Summary of 'Local-Global' Policy Responses/ Needs presented in the Panel Discussion

- Increase skills for creatives to help them move for ideas to viable and scalable businesses that respond to market demands. Although a variety of hubs exist, they do not yet provide full ecosystem support to innovators (mentorship should be included).
- There needs to be more research on the opportunities for innovators, what is needed to create an enabling environment etc.
- Innovators need to focus on improving the quality of their products, i.e. products need to align with global standards. Perhaps a scorecard needs to be created to help guide them.
- The government (through embassies and otherwise) needs to better market opportunities in Kenya as well as Kenyan innovators.
- A culture of collaboration versus competition needs to be fostered.

'Innovation' Break-Out Session

Summary of 'Innovation' Discussions

Group Brainstorming & Conversation

Themes	Policy ideas	Recommendation ideas
Innovation perspectives - research, knowledge & tools	Knowledge	<ul style="list-style-type: none"> • More research, documentation & banking of existing innovative ideas • Comparison & aggregation;
	Innovation needed to promote creative industries	<ul style="list-style-type: none"> • Innovation should be encouraged at all levels – • schools, clubs etc
	In my opinion I have met many people with ideas – it's just that they don't know where to start in terms of finding skills and time	Peer learning
Cultural disconnect	Culture finds consumers of its own innovation	There is a need to study culture and integrate it in the syllabus
	Lean start-ups & iterations	Promote innovation hubs for the growing number of innovations
Education Implementation System	Education system should facilitate innovation -	Create a culture of innovation and motivation: recognition & rewarding of top innovators / innovations
	Innovation of courses or co-curriculum activities in the basic education system that promotes innovation	Improving the education system at primary level – arts/ creative to be added to the curriculum
		Demand/ market driven curriculum
	Training those that have the skill – but lack resources to be able to start-up businesses	Equip them with enough knowledge by creating workshops in different areas
	innovation in the creative industry should be encouraged at all levels – schools, clubs etc.	Develop markets by teaching about the creative products

Themes	Policy ideas	Recommendation ideas
Incentives	Some people have to work to survive and end up forgetting and foregoing their ideas	Funding of ideas - create a forum for funding projects
		Innovation incentives – awards, competitions, festivals, showcases
	Many people are scared of sharing their ideas – they will be stolen in the process and used by big companies – selfishness which leads to poor continuing being poor and rich continuing being rich	<ul style="list-style-type: none"> • Pricing of innovation products • Just in time investments
	Very fresh ideas go unexploited due to lack of start-up capital by areas of the profession	Resources for start-ups
	Protect markets Protect IPRs	<p>Safeguarding local companies – projects to be earmarked for local companies first</p> <p>Incentives for local companies to develop local content</p> <ul style="list-style-type: none"> • % on air is minimal • Enhance the working environment of access to funds
Collaborative Learning	<ul style="list-style-type: none"> • Internet – reduced cost of the internet • Increase speeds of internet • Wider access of internet to rural areas 	<p>ICT integration in other sectors i.e.</p> <ul style="list-style-type: none"> • Agriculture • Education • Health • Storage
	Skills building – continued upskilling & opportunities to collaborate on projects e.g. hackathons	Creating a way that people can network and collaborate to work on projects together
National & regulatory enabling environment	Framework	National framework that coordinates the different stakeholder to collaborate
	Government enabling environment	Governments making access to tools that help in innovation like making internet and computers affordable

Summary of 'Innovation' Policy Responses presented in the Panel Discussion

Policy Response Theme	Innovation – Collaborative Learning	Research/ knowledge
Goals	Continued upskilling of skills & networking	Create an innovation database
Who	Creative themselves, philanthropists, Governments, Employers, Institutions	Government, creative authors
Beneficiaries	Creatives, consumers of product services	Creative authors, everyone would benefit – like consumers
Barriers	Attitudes, knowledge, practice	<ul style="list-style-type: none"> • Field not well understood by policy-makers • Lack of interest because not qualified • Research too academic – big words – use simple language • Lack of documentation of work done • Holding of information because of lack of trust
Work to be done	<ul style="list-style-type: none"> • Production focus on essential skills, • value chain addition, • gather people with varied skills 	Create a value chain of latent talent – where people can bring their different talents

Policy Response Theme	Incentives	Innovation/ incentives
Goals	Empowering the innovators, encourage the creative process	Create a culture/ market of innovation
Who	Government, private sector, public, community	Government/ private sector
Beneficiaries	Community & all stakeholders	Innovators, corporations, nation
Barriers	<ul style="list-style-type: none"> • Misuse/ mismanagement of funds & resources; • market cartels/ monopoly 	<ul style="list-style-type: none"> • Funding – money, knowledge; • attitude – overdependence on funding; • education system
Resources needed?	Yes – access to resources capital for start-ups	Yes – money will be needed

Policy Response Theme	Incentives	Innovation/ incentives
Work to be done	Advocacy creative funds	<ul style="list-style-type: none"> • Education – curriculum should facilitate innovation clubs, societies; • Recognition – Rewarding of top innovators; • Protection of IPRS – Intellectual Property Rights; • Return on time investments, • competitive pricing of innovative products; • identification of the value chain and the placement of key people

Policy Response Theme	Cultural Disconnect	Education
Goals	Creating local consumption for locally produced content	<ul style="list-style-type: none"> • Equip young people at an early stage with skills and awareness creation. • Creating a culture of innovation
Who	Creative, community	Government to collaborate with private sector, public and community
Beneficiaries	Local creative industry, community	Youth
Barriers	Consumption of international content due to availability	Lack of youth representation
Resources needed?	Yes – marketing/ promotion	Yes – needs money – revision of curriculum, equipment, transport
Work to be done	Education & advocacy & awareness creation	<ul style="list-style-type: none"> • Advocacy – Government level; constitution • Immediate action • Political will

'Leadership & Vision' Break-Out Session

Summary of 'Leadership & Vision' Discussions

Group Brainstorming & Conversation

Themes	Participant leadership characteristics	Participant leadership & vision work & experiences
Leadership characteristics Influencer – influence social change Vs Dictator - short sighted; self- serving; short term thinkers	Sarah - Giraffe	<ul style="list-style-type: none"> • 'SamaSource' organization – 'to give work' – job creation – marginalized communities, summer school • Technology collaboration; e-learning content, innovative , dynamic, engage learners • Leadership – collaboration – leverage stories • Teacher – communication • Change – makes a difference to your life & others • Positive impact • Education
	Mativo - Leopard	<ul style="list-style-type: none"> • Passion – tech-mobile technology • Influencer – change growth • Mobile healthcare • Employment • Community labs training • Under-served communities
	Daisy - Wildebeest	<ul style="list-style-type: none"> • Storytelling • Authenticity • Connection • Writing • Loves groups
	Fredrique - Elephant	<ul style="list-style-type: none"> • Film-maker/ photographer • 'Our cities' Kenya UK – initiative – linked to Brighton University

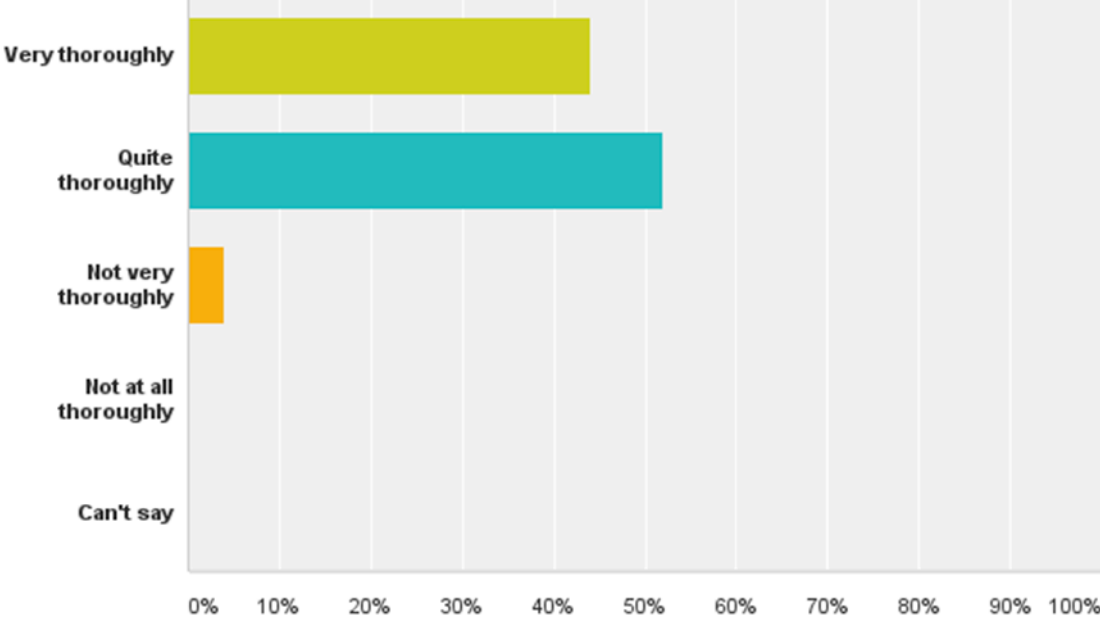
Themes	Participant leadership characteristics	Participant leadership & vision work & experiences
		<ul style="list-style-type: none"> • Change – self-community-perception of slums • Images-pictures • Slums – hope – not all about crime • Leadership challenge big ideas & lecture
	Moses - Zebra	<ul style="list-style-type: none"> • Visionary – start by serving • Slums – activism- support • Heart connection – children-old people • Facilitator-mentor • Passion – music producer – traditional folklore – • Unique blend of many things • Change
	Jos - Hippo	<ul style="list-style-type: none"> • ‘What’s good studies’ • Teacher • Influencer • Leadership collaboration • Uplifting youth • Storytelling • Leadership – guide by doing
	Padine - Lion	<ul style="list-style-type: none"> • Animal artist • Story telling – sharing ideas • Shy • Recent studies • Energetic • Leadership – going ahead; loud making persona; taking action • Reading/ research/ learning

Summary of 'Leadership & Vision' Policy Responses presented in the Panel Discussion

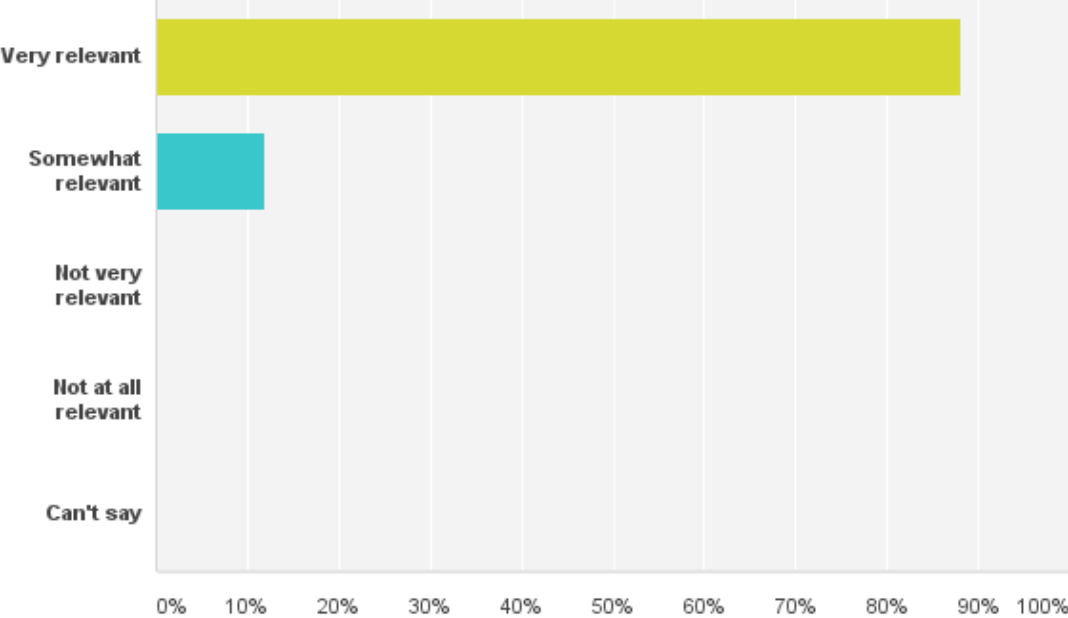
LEADERSHIP AND VISION		
Needs - Past	Needs - Present	Bridge
Cultural conflict perspective	Validation of peers	Professional Training Programme – life skills - Legal - Branding - Mentorship - Financial literacy - Peer forums - Networking Visible Platforms - Online - Offline - Professional - Lifestyle Creative Events/ Forums - Pawa@54 - iHub (creative) - Creatives Garage Outreach programme
Lack of professional training	Professional training programmes	
- Self-actualization - Identity - Acceptance	- Package talent - Branding - Legal	
Finance	- Financial Literacy - Business models	
- Self esteem - 'Under-educated' - struggle	Support life skills - Mentors – - Real life professionals	
Gender	Female leadership –	
• inequality/ • bias	• Increase opportunities • Mentorship & role models	
Fear – - self-imposed pressure	Self-empowerment - Mentor - Power talks (peer-to-peer) - Forums	
Lack of exposure	Visible platforms	

Appendix 3 - Exit survey

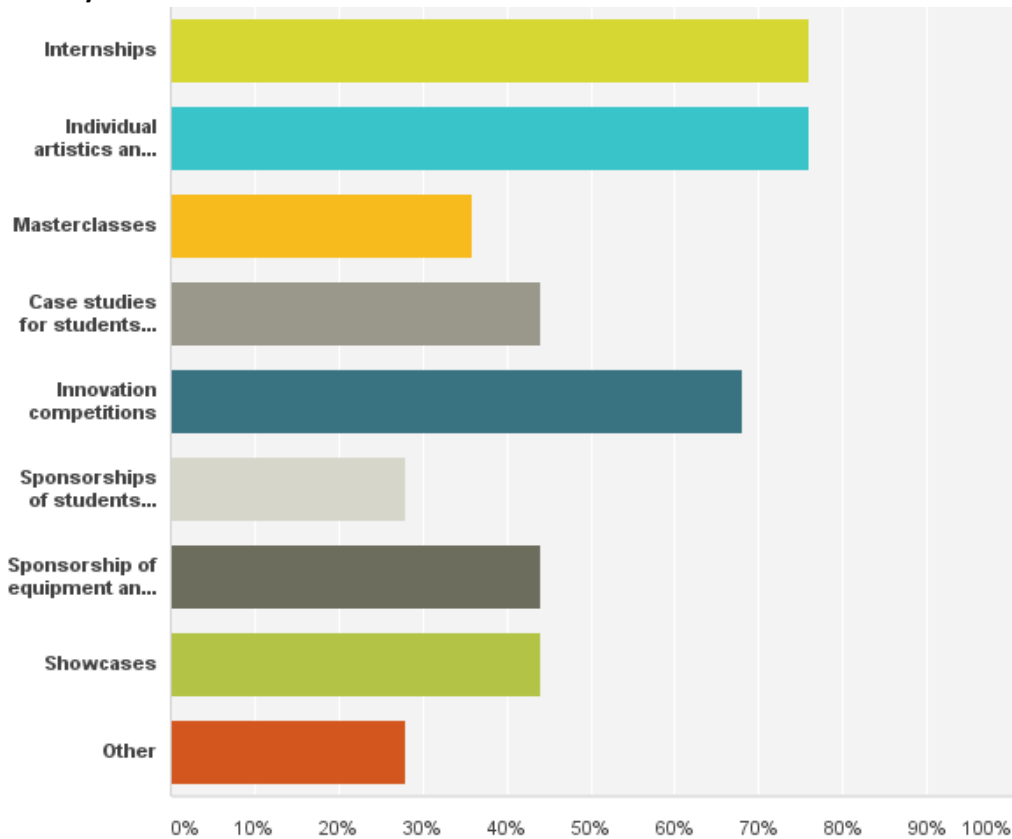
1. How thoroughly did the Forum cover the key policy issues of today's digital cultural industries?



2. How would you rate the Forum in terms of usefulness to your organization?



3. What do you think would be the most effective methods of education-business collaborations?



4. Please share any other feedback on the Forum, or your ideas of future needs in your field, and opportunities to collaboratively solve the needs

- Move on exchange programme to enrich each other's capabilities, we all have our own unique , let's take to the next level
- - Important to harmonize and improve on policy/ policies that support & protect harmonization
- We should be given a way to promote our media commercial products to the group to accelerate already developed products. Thank you - was fun & informative!
- Education
- There is a need to move this initiative to the counties levels of education to create innovative society
- This forum should be held more frequently, annually is too distant. This is an on-going conversation that should continue from today and onwards
- The whole forum was really nice and good and am really looking forward to the turnout of events after such a nice sharing and motivation and collaboration

- - Offer more opportunities for collaboratives in training and skill development STEM Media - we could collaborate in film and photography training/ workshop
- - Linkage to seed capital opportunities - Organizational partnership e.g. game development with software development companies
- - Set up a school/ college to carry study/ practice/ demonstration/ innovative centre/ business development meeting/ interaction centre
- - Linkage to seed capital opportunities - Organizational partnership e.g. game development with software development companies - Mentorship from lending business people
- - Would love to share collaboratively on the policy issues affecting and supporting rural adoption of technology - To scale up impact of scope, we are open to discussions
- Very interactive & informative forum. Thank you for inviting me. Knowledge generated needs to be constantly documented & shared so that we way we don't keep repeating conversations and have time / resources to produce actual innovations.
- - Having business professionals who would assist in generating business ideas & strategies
- Product launching - Chance to use the equipment during projects
- Consistency & acceleration is needed
- Maybe the expression 'market research' is not most appropriate. It leads for easily studying the end-user consumer markets, where there are myriad of G-to-G niche markets to look into. I am more enthusiastic of hopes to keep reaching people - the rural areas. To put oneself in mind - one has to migrate to a hub for at least some years. (If you fly over Africa at night you don't see a single light for hours. To do the same in Europe, America or Asia reveals the truth. We literally live in darkness here.)
- To create more networking programmes
- It would be great if a platform was created where corporates could plug into as part of their corporate social responsibility and support content developers and creative in creating advertisements, campaigns, music, movies that address a social course that relates to their business e.g. reducing maternal deaths and child mortality, Glaxomethline, Pzider, Johnson can partner with platform needs to create an app or other context

Policy Forum Exit Survey at: <https://www.surveymonkey.com/s/FPWJG88>