

KENYA CREATIVE & CULTURAL INDUSTRIES

A Chronology of Activities & Experiences to
Inform a Policy Framework

OVERVIEW OF CREATIVE ECONOMY ACTIVITIES

2005

- UNESCO 2005 convention

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

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

2011

- Alternative ways of Organizing in Kenya
- Contemp'ry Dance
- British Cncl Business Skills Intensive
- GoDown, Natverkstan (SE), Goldsmith's college,
- Creative Industries

2012

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

2013

- GoDown Creative Entrpnshp 10-wk course, cohort 2 & 3
- Draft Languages Policy (Twaweza)
- Creative Econ Working Grp (CEWG) formed
- CEWG attends Cncl

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

2015

- British Cncl launch of Creative Econ scoping reports
- Ntl Creative Econ Conf (CEWG)
- GoDown Creative Ent Course Cohort 4 & 5
- Launch of HEVA fund for Creative

2016

- EA Arts Summit 2006
- Mngt, Admin & Prod of Contemp'ry Daance EA
- Pre-study on Creayive Econ (Swed. Embassy)

2017

2018

2019



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)
- HIVOS report (2013) on the East African Creative Industries
- 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