

a team up for talents



In partnership with [Senegal Talents Campus](#) and [Africulturban](#), the project [Cultural and Creative Industries](#) has established a three-to-six-month state-recognised training programme for sound engineers that supports creative talents to form a promising future.

»The training is excellent, because we don't just learn the technique, but important modules for the job such as communication, mathematics, electricity. This training will improve the quality of my work.« Saloum Fall from Bignona



»I am a sound technician. When I started this training, I realised that I was missing a lot of knowledge. Now I am learning the job professionally. It is very important to have a diploma. If you don't have it, the market won't recognise you.«
Abdou Sané from Ziguinchor

Whether traditional, hip-hop or electronical music: The **music scene** in **Senegal** is very diverse and vibrant. Although the music sector is a promising source of income, the musicians and sound engineers are mostly self-taught. In Senegal, the event and music sectors **lack vocational education** and training offers. As a result, the quality of products or services within the music industry often lag behind international standards and professionals in the industry do not receive national recognition.

Senegal Talents Campus: The first certified training centre for event technology and cultural management in West Africa

As a response to these challenges, the **Goethe-Institut** implemented a pilot training centre in 2018/2019. The successful pilot formed part of the project Cultural and Creative Industries and led to the initiation of the Senegal Talent Campus in 2020. With financial support from GIZ and expertise from the Goethe-Institut, the Senegal Talents Campus has established **state-recognised degrees** in audio/sound engineering, lighting technology, cultural administration, and production. Since 2020, over 1.000 young people have been trained in these three creative professions.

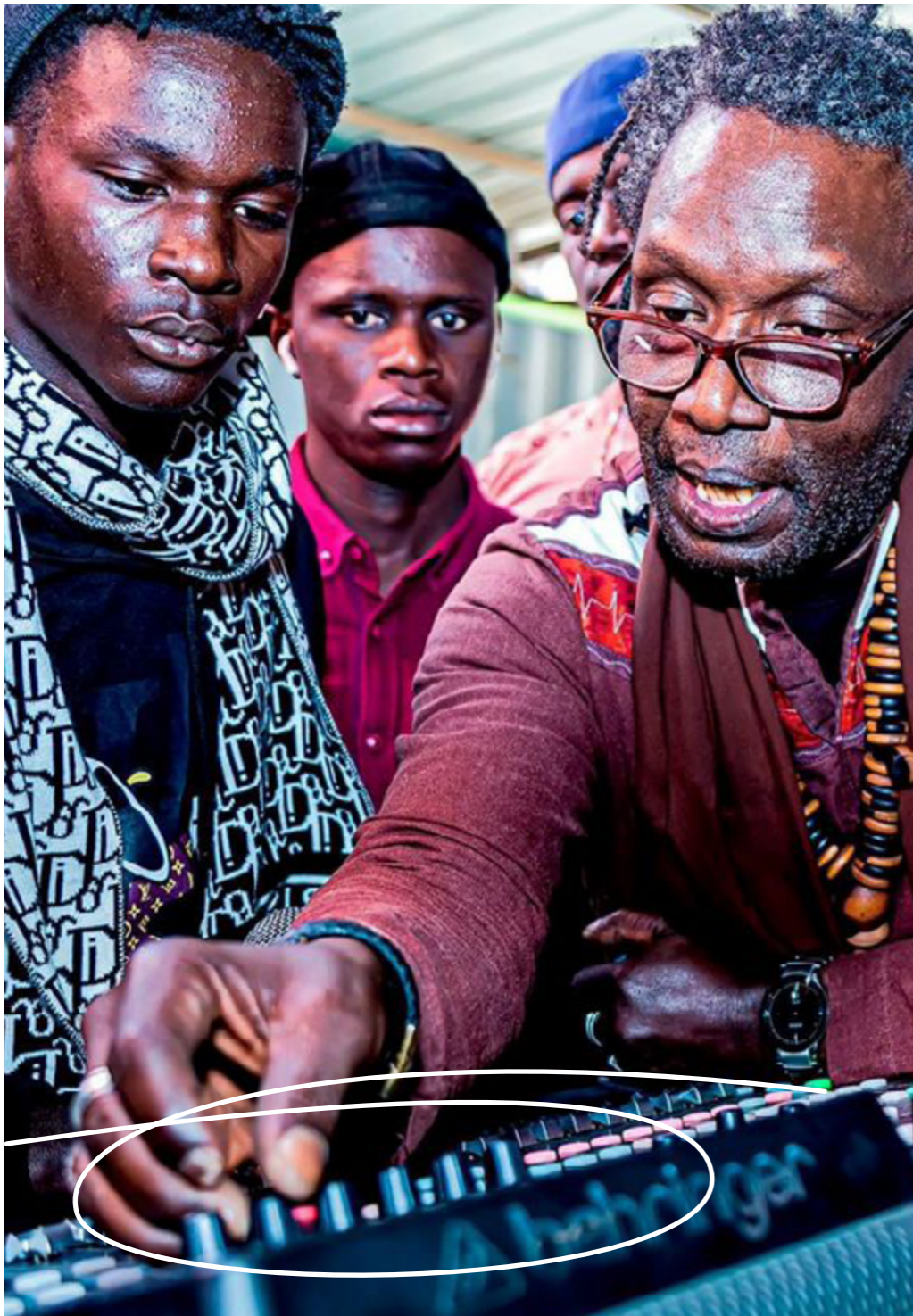
The training is of high quality and brings autodidacts to a professional level. This increases the participants' chances of finding a job or leads to an increase in their hourly salary and customer base. The state-recognised certificate is respected by employers, adds value to a resume, and is a proof of competence.

So far, **82 participants** have been trained as sound engineers in various modules that cover more than just sound engineering and equipment installation. In addition to modules such as IT, Communication in a Professional Environment and Leadership, modules on personal development are also part of the curriculum. National experts, international professionals, members of Africulturban and the Goethe-Institut jointly developed the training.

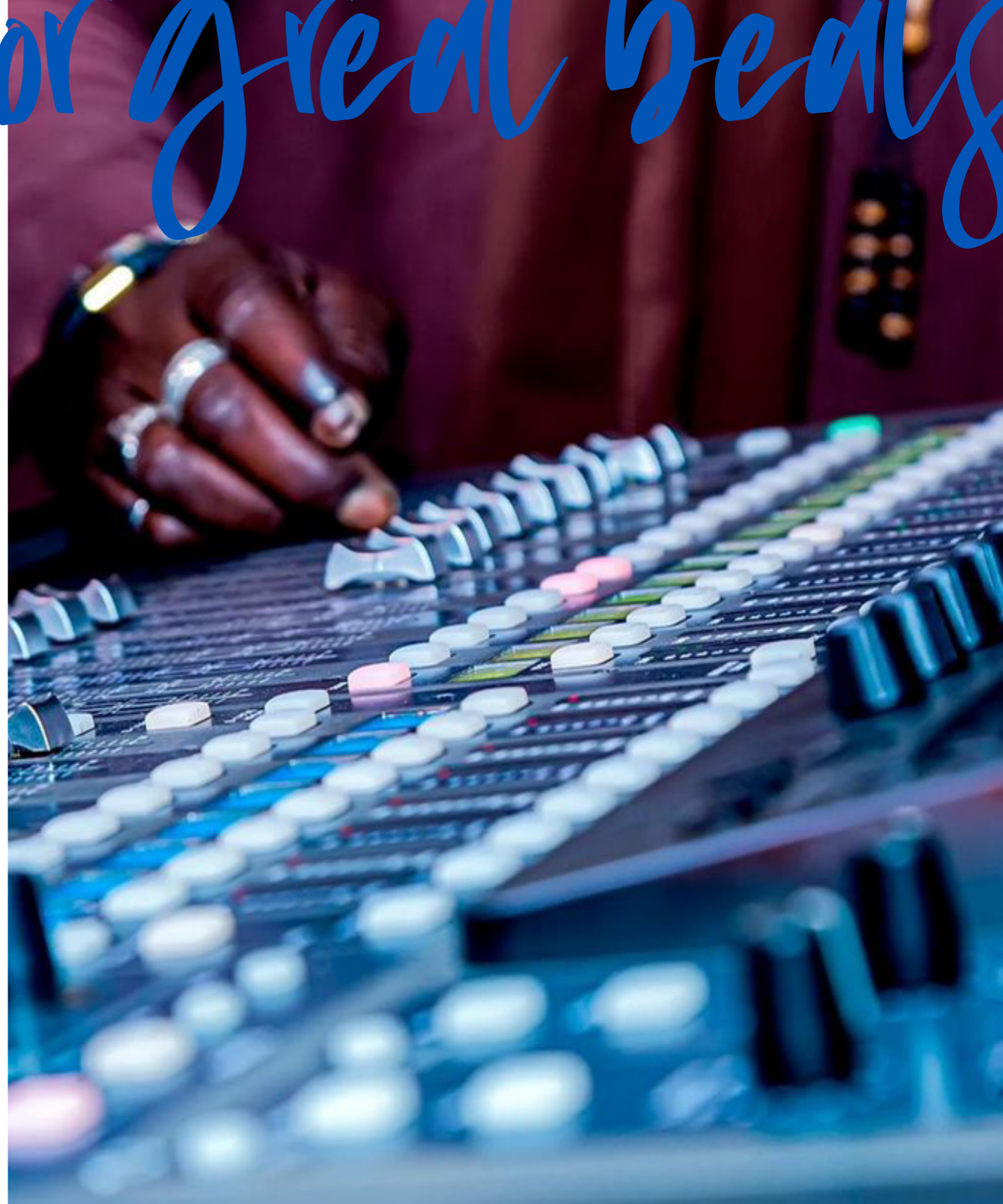
The Senegalese music industry now has a state-recognised training centre for creative professions that provides solid training and thus contributes to the formalisation and **professionalisation of the sector.**



Great need for great deals



82 people participated in sound engineering training across Senegal. **60 of them** in regions where there are no other training opportunities.



Sound engineers are not only needed at the many festivals and concerts in Senegal. There is a great need for professional sound engineers – especially in Dakar, the country’s capital for conferences, meetings and symposia. There is little technical equipment available in the regions besides that of Dakar. Therefore, the **training centres are equipped with sound systems**. This enables the sound engineers to continue using their talents at festivals and concerts.

creative



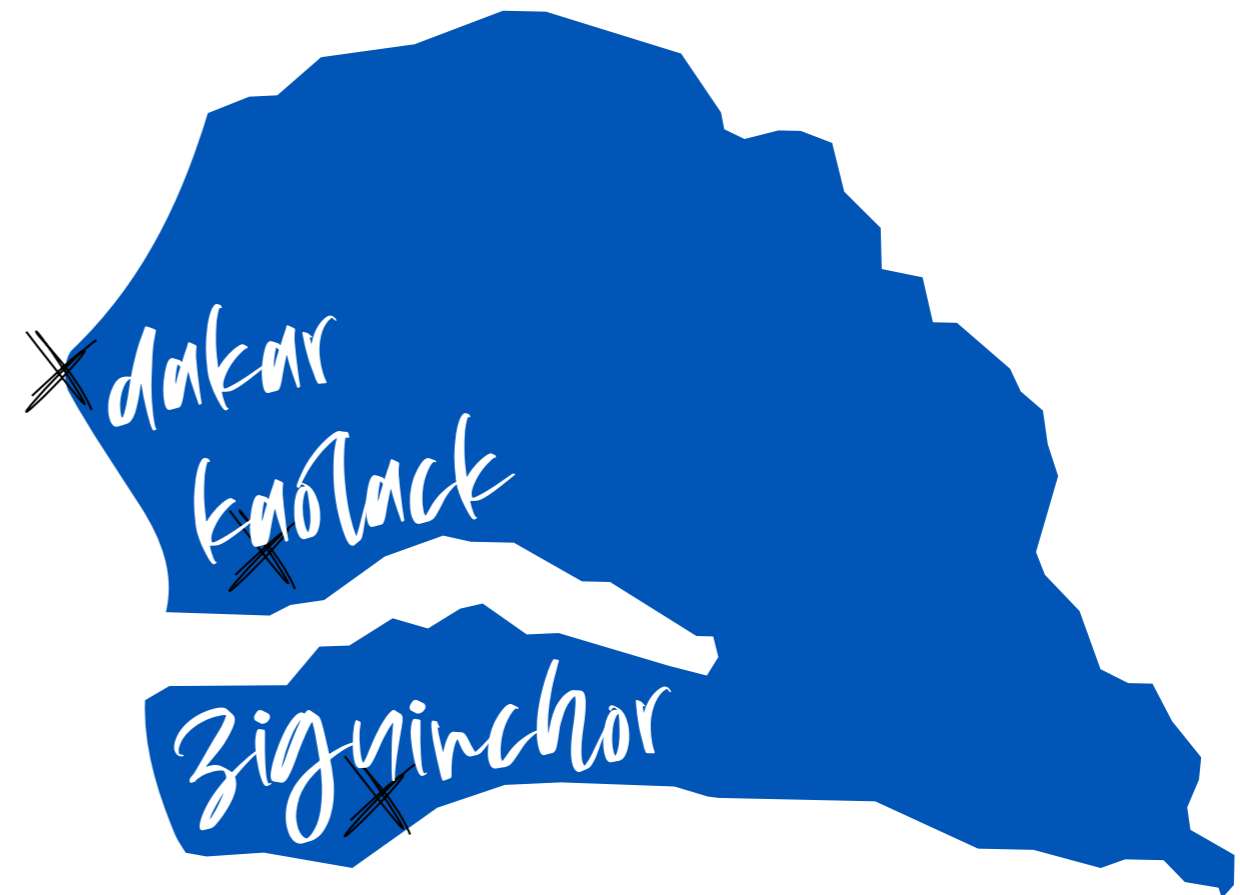
Since its creation in 2006, **Africulturban** has been an advocate for urban cultures, especially promoting hip-hop through several venues.

»Offering professional training in different regions of Senegal is very important. Not everyone is lucky enough to go to Dakar for training. There are many young people who want to become sound technicians, but either they don't have the means to go to the capital or they can't leave their town.«
Kounahi Diatta from Oussouye

Packed with talent: Since **Senegal** is full of talent, the programme offers training not only in the capital, **Dakar**, but also in urban centres of the country: **Ziguinchor** and **Kaolack**. The creative potential in these regions is enormous, however, training opportunities in these provinces are even more scarce than in Dakar.



What makes the training programme valuable (according to the participants):
64% of the participants improved their income
57% of the participants gained more customers



General

Learnings

Experiment: The pilot phase allowed experimentation with the curriculum and its implementation. This was the first important step towards a successful and state-recognised training in Senegal.

Collaborate: In order for creatives to benefit from a state-recognised training, it was important to bring together different kinds of expertise. In the case of the Senegal Talent Campus, the Senegalese organisation Africulturban worked together with the Ministry of Employment, Training and Apprenticeship and was supported by the German Development Cooperation. During a one-year process Africulturban was able to win further stakeholders as sponsors for the training centre.

Adaptability: Class times were adapted to the participants' professional circumstances. Since a Monday-to-Friday morning-to-evening programme was not realistic, the Senegal Talent Campus offered courses only on some weekdays, so that the participants could pursue their usual work.

Infrastructure: Technology-heavy courses like the one for sound engineers require appropriate equipment. Therefore, it was essential to supply the training centres with sound equipment.

Gender Equality: In cultural and creative industries, sound engineering is one of the domains with the lowest percentage of women. The sound engineering profession is often difficult to combine with family life (e.g., months of touring, night shifts, irregular working hours). Social stereotypes make it difficult for many women to gain a foothold in a male-dominated domain. Therefore, it is important to advertise training to women by using role models, hold open-door days for families and schools, establish family-friendly training formats and ensure the women's safety during training.



about the project

The project **Cultural and Creative Industries** is jointly implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the Goethe-Institut on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

It improves employment and income opportunities for creative professionals in six partner countries; Lebanon, Jordan, Iraq, Kenya, Senegal, and South Africa and operates mainly in the music, fashion, design and animation sectors. In addition to promoting the development of entrepreneurial, digital, creative and technical skills through training programmes, the project aims to strengthen the framework conditions and the ecosystem of the cultural and creative industries.

Published by: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Registered offices: Bonn and Eschborn, Germany, Friedrich-Ebert-Allee 32 + 36,
53113 Bonn, Germany, +49 61 96 79-0, kultur-und-kreativwirtschaft@giz.de
www.giz.de

Project: Cultural and Creative Industries implemented by GIZ and Goethe-Institut
Responsible: Angelika Frei-Oldenburg

Design and Layout: TINKERBELLE GmbH, Berlin
Photo credits: Khalil Pro
Bonn, 2023



Implemented by

