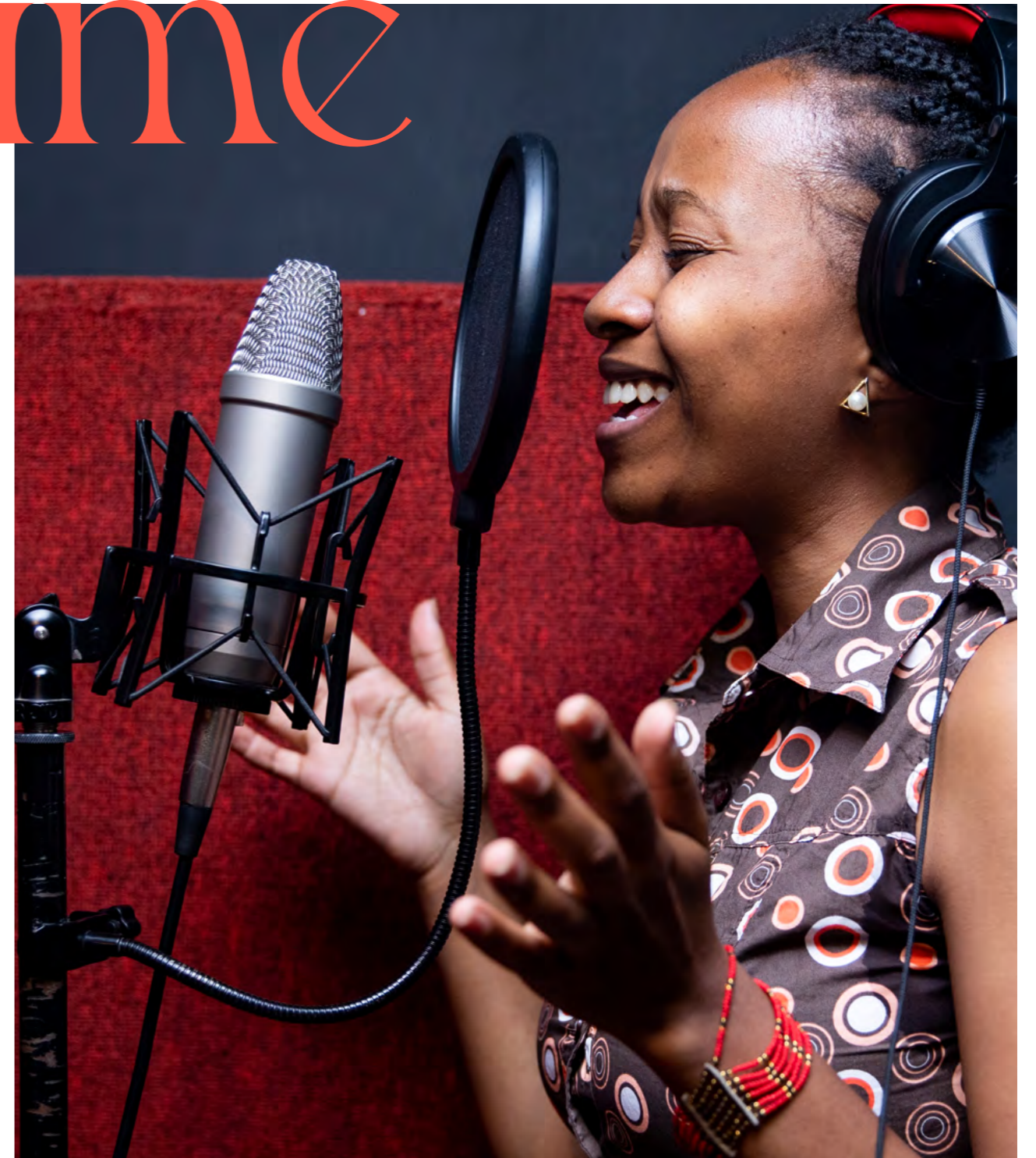


# turn up the volume

Whether it's music, podcasts, or animation – audiences are consuming creative content through digital platforms such as YouTube, Spotify, and many others. How can creative professionals in Kenya best use these digital platforms to market their original products and increase their income?

The six-month Connecting Creatives to Market incubator addressed this question and supported 60 individuals working in music, sound engineering, podcasting, and animation, to create and distribute their art online.

# for kenyan creatives



The [Africa Digital Media Institute \(ADMI\)](#) is Kenya's leading creative media and technology training institution. To provide emerging artists with market-oriented training, ADMI has partnered with the [Deutsche Gesellschaft für Internationale Zusammenarbeit \(GIZ\)](#) and the [Goethe-Institut](#). Together they developed the Connecting Creatives to Market incubator as part of the [Cultural and Creative Industries](#) project.



## Artistry Amplified

Creatives across four professions – 2D animators, music artists, sound engineers, and podcasters – equipped themselves with skills to develop market-ready cultural products for a global audience. In addition to theoretical and practical sessions, one-on-one sessions and peer mentoring, the training included visits to recording studios where participants refined their output. As a grand finale, the creatives presented their finished work in an online show and concert.

**Financial Support for Creatives:** While GIZ supported the development of the incubator and its implementation, the Goethe-Institut provided participating creatives with financial support in form of scholarships. This allowed them to continue their business activities and make time for their studies during COVID-19.



The podcasters gained the technical skills to produce episodes for their individual podcasts.

Don't miss the music performances!



# collaborate



# podcast



The Africa Digital Media Institute (ADMI), based in Nairobi, Kenya, is East Africa's leading creative media and technology training institution. ADMI's innovative incubator helps creatives and techies to turn their passion into a career.

## Interdisciplinary Synergy

A valuable aspect of the programme was fostering interdisciplinary collaboration.

### Sound Engineers

The selected sound engineers supported the animators, music artists, and podcasters with recording, mixing, and producing according to the needs of each group. They further collaborated with the music artists to ensure the quality of their performances at the concert.

### Music Artists

Working closely with the sound engineers, 15 musicians completed an artist development programme in which each artist recorded a single track.

### Podcasters

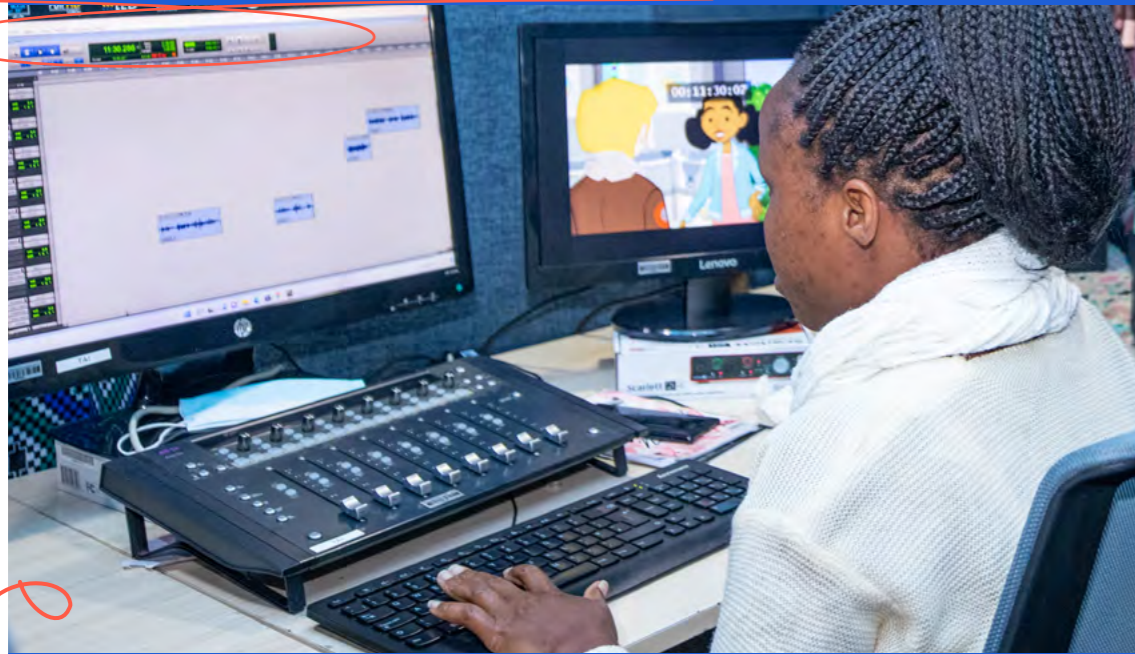
15 podcasters learned how to develop and refine their ideas and gained the technical skills to produce episodes for their individual podcasts.

### Animators

Working in groups of three, 15 animators produced five animation projects. At the end of the incubator programme, they presented a three-minute teaser of each project.

# sound

# animation

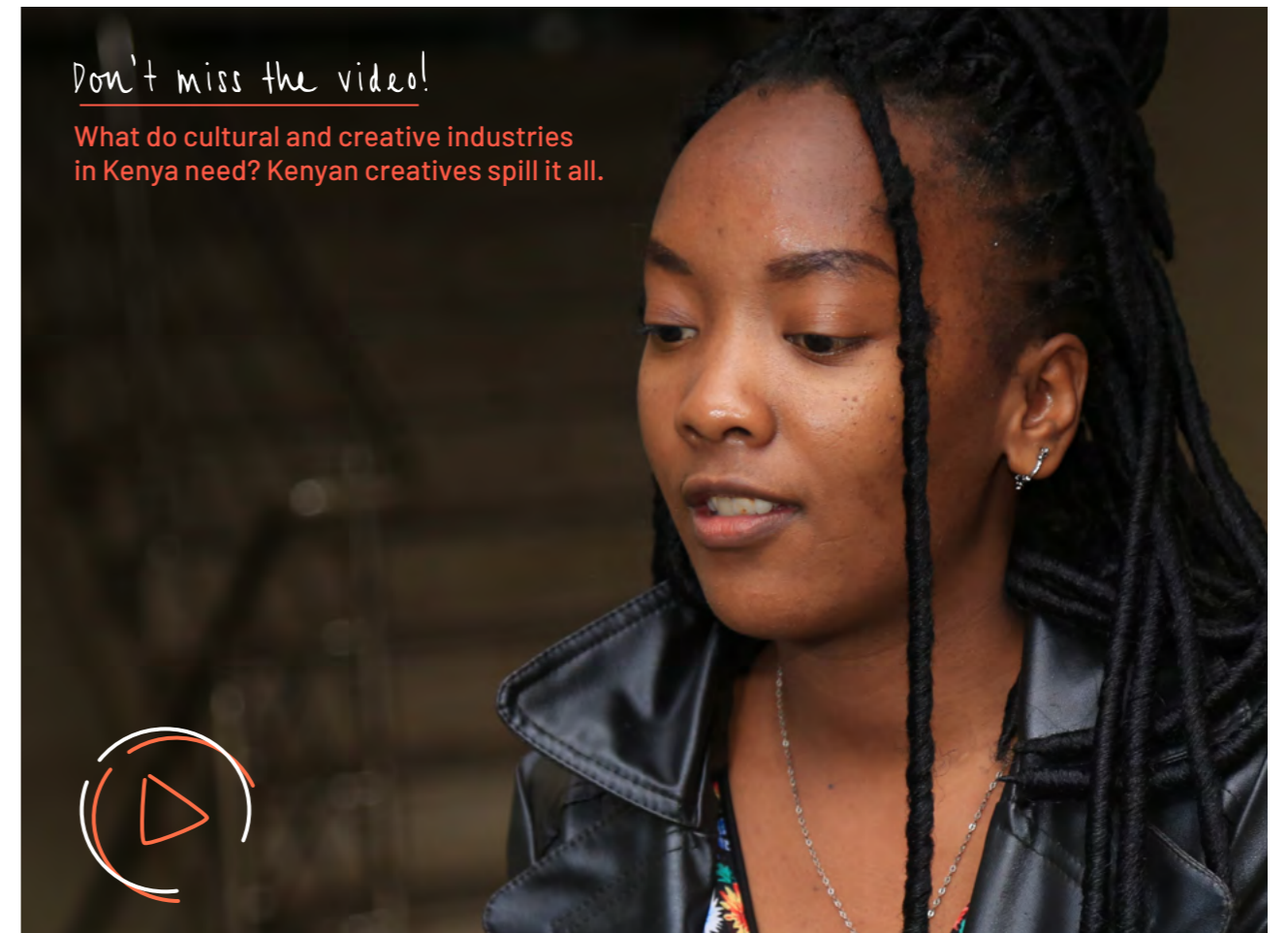


Creatives across all professions have enhanced their creative-technical skills, leading to increased resilience during COVID-19 and self-confidence in their professional endeavours.

**40%** of participants found **new employment**

**40%** of participants accessed **new markets**

**26%** of participants secured **higher income** after the training



*"A lot of artists do not understand the music business. You can perform somewhere, but you don't really understand how to market yourself as an artist, how to brand yourself as an artist. Here, you learn from people who are professionals in the field, people who can tell you exactly what happens in the music industry and how to protect yourself and your art. The benefits go even deeper: You become more accepting of yourself as an artist, because currently being an artist is not fully accepted on our continent."*

Diana Kimwaki, singer and songwriter

# music





# learnings

**Create marketable content:** 15 songs, 5 short animations and 15 podcasts were produced, distributed, and marketed online.

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**Collaborate:** Co-creation was a key aspect of the creative process, with creatives from different disciplines, such as musicians and sound engineers, working harmoniously together to produce the final results.

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**Be sustainable:** The incubator's affiliation with an international academic institute gives aspiring creatives the ongoing opportunity to access training both within Kenya and beyond.

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**Be holistic:** A valuable aspect of the programme lies in its holistic approach, which encompasses training, mentoring, content development and the distribution and marketing of the final product.

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# 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.



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