

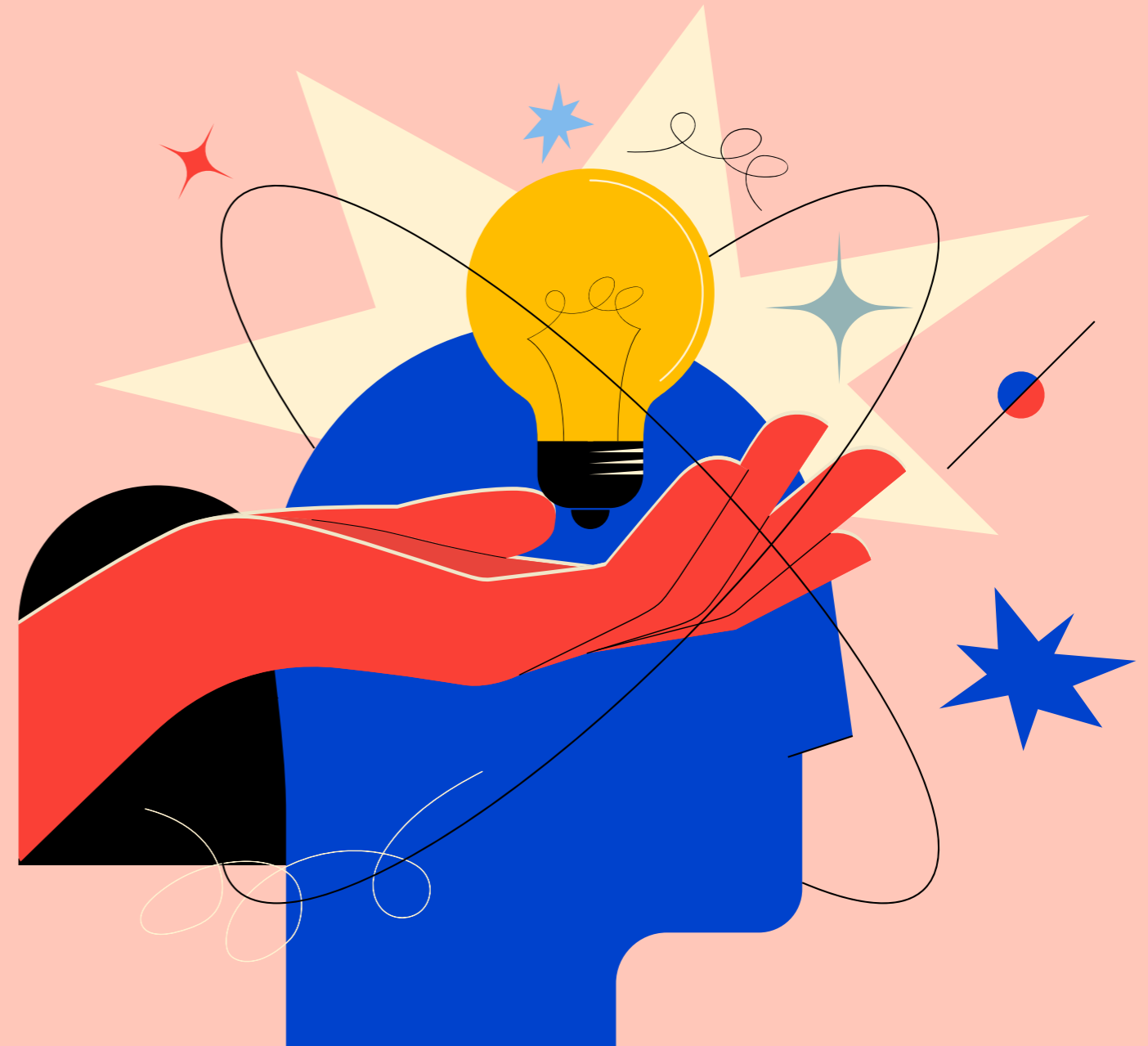
# Future



**The COVID-19 crisis had a major impact on the cultural and creative sectors across the globe. One trend particularly accelerated by the pandemic: creatives' need for training in digital technologies and business practices.**

In today's world, where digital technology plays a crucial role in creative work, the **Future-Proof Monetisation Lab** equipped small and micro-sized creative businesses with the expertise necessary to navigate the digital terrain.

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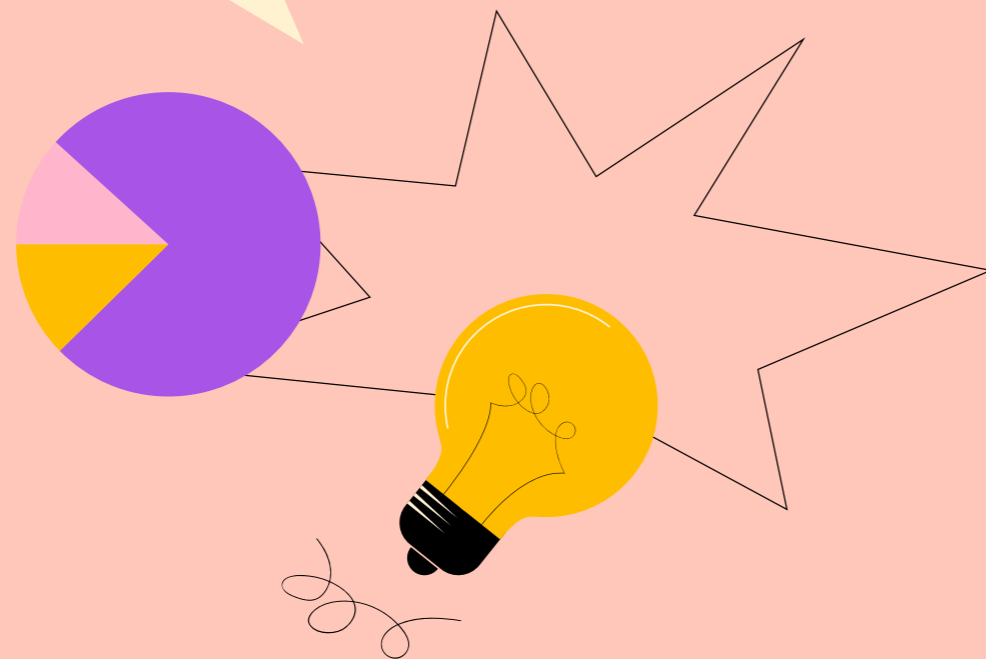


# Proof

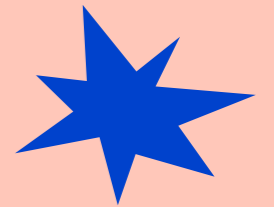
**“Participating in the programme was a truly insightful and empowering journey for me. I acquired valuable knowledge on how to align my business with digital technology. Learning how to effectively monetise digital content and to use AI for marketing strategies has had a significant impact on my business.**

**I am thrilled to share that the programme boosted my confidence in essential business skills and improved my time management. As a result, I now have a clearer branding, a well-defined business plan, and actionable strategies to drive my business forward.”**

Sodam Lee



In 2023, the South African Creative Industries Incubator (SACII) and the Goethe-Institut created the **Future-Proof Monetisation Lab** as a part of the Cultural and Creative Industries project. Its objective is to enhance the crisis resilience of creative businesses and help them establish future-proof business models. In order to thrive in the digital age, female business owners are often confronted with hindrances in acquiring digital resources that need to be overcome. Thus, the Lab solely supported companies led by women.



*60 creative women in graphic design, photography, videography, and fashion design learned how to use digital technology to ensure a successful future. The eight-week virtual training covered essential topics such as establishing a strong online presence and exploring cutting-edge advancements including Web3 technologies.*

#### Individual Coaching

In addition to imparting theoretical knowledge, the Lab integrated a powerful coaching and mentoring element. Experienced mentors worked closely with creative talents to tailor technological solutions to their specific challenges. This personalised advice helped the women to address key factors essential to growing their business.



#### The Power of Partnership



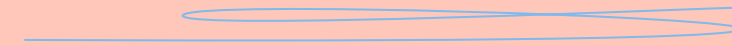
The SACII has developed an innovative training curriculum that includes an in-depth exploration of trends in the digital economy, e-commerce for creative businesses, monetisation of digital content, blockchain technology and NFTs, as well as an understanding of the metaverse and its implications for the creative industries.

Choosing SACII as a partner was vital to the success of this project. SACII's exclusive focus on supporting creative businesses was a perfect match for the Future-Proof Monetisation Lab. In addition, SACII's presence in Pretoria, Johannesburg, and Cape Town extended the Lab's reach to a country-wide level. This led to an incredible response, with more than 160 applications flooding in for the highly sought-after training spots. Recognising creatives' strong demand for digital skills, SACII will offer developed training components in its future activities.

# learnings



**Theory before Practice:** Providing theoretical knowledge and skills on digital technologies - before the mentoring started - has proven useful. It has allowed the creatives to better understand how to integrate digital solutions into their business, before delving into the specifics with their individual mentors.



# 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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