Building the Creative Economy in Africa

Introduction

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Welcome!

1. Purpose

Welcome to Building the Creative Economy in Africa!

We're so glad you're here. This short course is designed to help you explore the power and potential of the creative economy, a vibrant sector that uplifts individuals, strengthens communities, and contributes to national growth. By engaging with cultural heritage through creative work, people can find meaningful employment and a deeper sense of empowerment.

So how do we make this happen? This course will guide you through practical ways to participate in and shape the creative economy, helping you turn your ideas into impact.

2. About this Course

This course was inspired by the **Creative Economy in Southern Africa project** and its sister project, **Decolonising Education for Peace in Africa (DEPA).** The DEPA research programme (2020-2025) involved 16 projects across 14 African countries. It responded to an increasingly recognised need to help teachers decolonise their teaching practices. The Creative Economies Project aimed to apply this to help creatives set-up a creative business.

This course aims to empower you and to help you support fellow creatives in recognising the context in which their work is created—centring Africa at the heart of their practice. The course, which is split into two parts, should take around 8 hours to complete.

Part One: Creative Economy and Business Development

- Unit 1: What Is a Creative Economy and Why Does It Matter?
- Unit 2: Developing Creativity into a Business
- Unit 3: Discovering Your Market
- Unit 4: Building Creative Collaborations and Communities

Part Two: Sustainability and Resilience

- Unit 5: Understanding Sustainability in the Creative Economy
- Unit 6: Navigating Challenges: Building Resilience in the Creative Economy

Through this course, you will gain practical tips and engage in activities designed to inspire and guide your work, whether in the studio, community spaces, or the classroom. Most of these activities are video based, some are reflective and some are case studies.

Look out for the following icons.

Self-assessment	Case Study	Video Activity	Reflective Activity	Reading Activity	Did You Know?

Transcripts for each video can be found at the end of the unit.

There is no formal assessment for this course, but please look out for the **Pre- and Post-course self-assessment** on the **Course Evaluation Form.** Here you can rate your knowledge about the creative economy at the beginning of the course and then compare it to what you know when you've completed the course.

The hope is that by undertaking this course, you will be inspired to set up or be part of a creative business that not only generates an income for you and others but showcases your cultural heritage in the best light and brings you great joy.

3. Learning Objectives

The course will help you to set up or develop a business using your creative skills. By the end of the course, you will be able to:

- Use an artistic talent for economic purposes
- Identify your niche market
- Market your product successfully
- Promote African cultural heritage by working collaboratively
- Apply sustainability practices
- Recognise challenges and how to overcome them

4. How Will You Benefit from this Course?

This course is for anyone who wants to learn or teach about how to build a creative business. You do not need any previous experience in the Creative Economy.

The ambition here is that by the end of the course, the learning you receive can be applied to any creative talent and that you will know how to set up a creative business or how to professionally operate within the creative economy.

5. What You Will Need?

- Exercise book and pen
- Course notes
- Stable internet connection

6. Before You Begin

Interested in understanding what inspired this course? You can watch a short video or visit the DEPA website.

▶	**About the DEPA Project**
📖	**Decolonising Education for Peace in Africa**

Now go to your **Course Evaluation Form** and complete your **Pre-course Self-Assessment.**

Remember to return to the same evaluation form at the end of the course to complete your Post-course Self Assessment as well as give your valuable course feedback.

7. Contributors to the Course

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In addition, the course team would like to thank Prof. Giles Mohan and the **Migration for Inclusive African Growth (MIAG)** project team who kindly provided several case studies from their data. More information on this project can be found here.	

In the spirit of Ubuntu, we recognise that this course is the collective outcome of all involved.