

Creative intermediaries in the development of Africa's creative economy: a focus on gender



7th Annual & 1st Virtual ACSPN Conference

Outline



1. Introduction of Research Network and Work
2. Focus on creative intermediaries
3. Case Study of Tribe XX



2. About the research network

The network aimed to provide a platform for a range of international and interdisciplinary academics, practitioners across a range of creative fields, as well as policy and networks bodies **to reflect on their work and practice in relation to creative economies in Africa.**

The research network has undertaken research on the role of education and creative intermediaries in **Kenya, Nigeria and South Africa** through a series of event and small research projects in the three countries.

<https://www.creative-economy-africa.org.uk/>

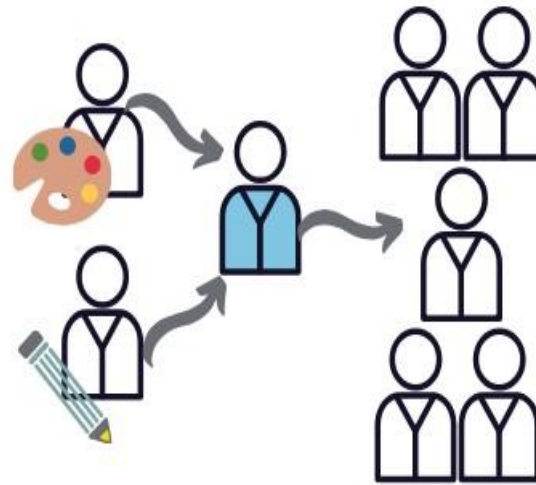
Focus on creative intermediaries

Understanding of the roles that creative intermediaries play in supporting creative and cultural industries (CCIs) within emerging economies in Africa

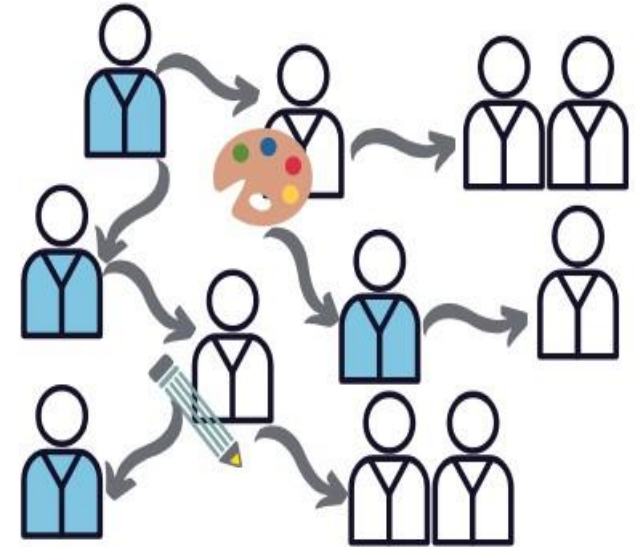


From cultural to creative intermediaries

From cultural intermediaries...



to creative intermediaries...



Methodology



Methods

- Online survey
- Creative intermediaries in 3 African cities: Cape Town, Nairobi and Lagos
- Quantitative + qualitative
- Part of a wider project on creative intermediaries in three African countries (Kenya, Nigeria and South Africa)

Lagos 32 respondents; Cape Town 25 respondents; Nairobi 28 respondents

Analysis of...

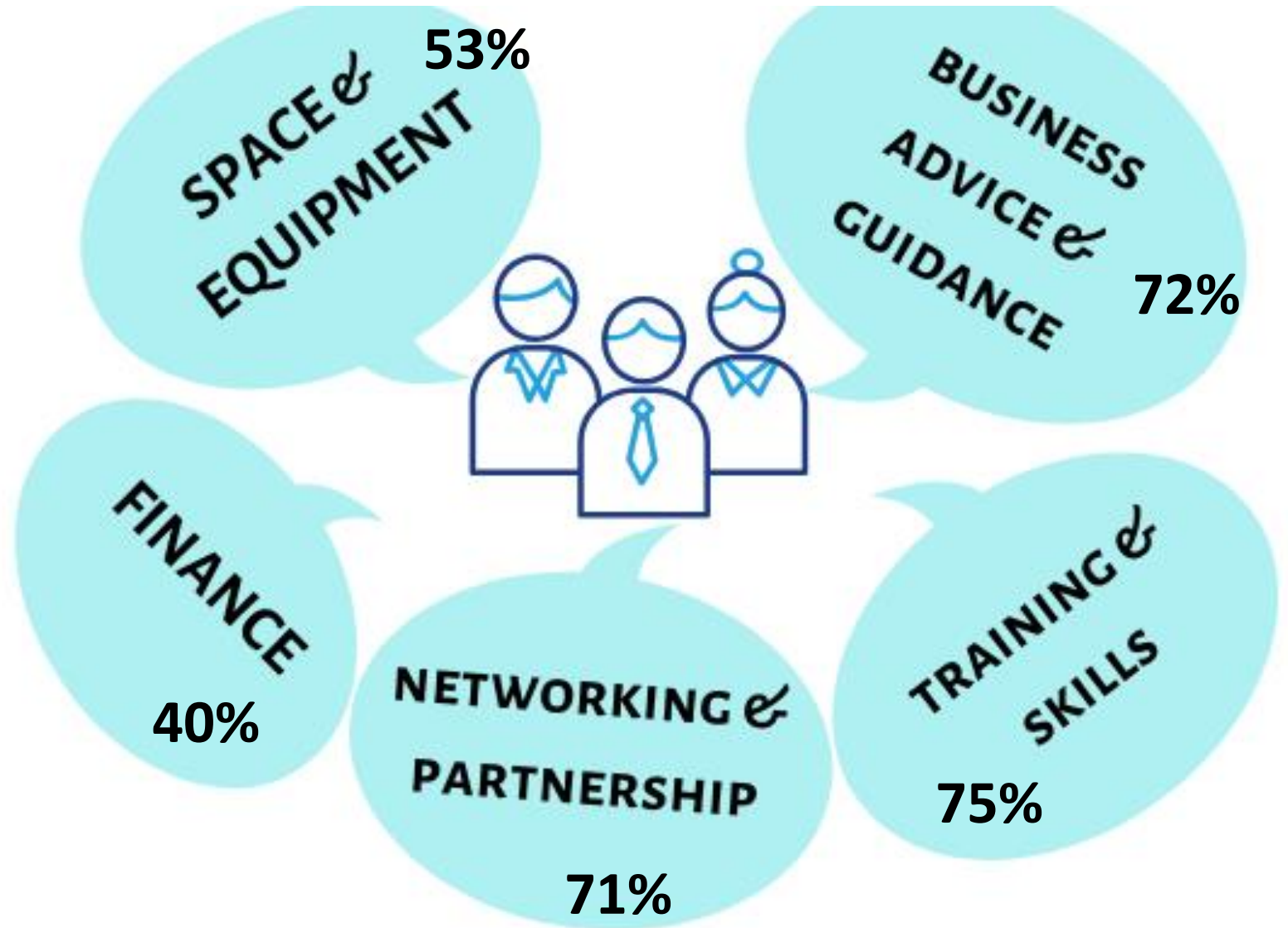
- type of organisations and individuals
- types of support they provide to the sector
- Agenda for the sector
- How they connect with each other and to the sector more broadly
- Challenges they face
- Role of policy (actual and potential)

Who are creative intermediaries in Africa?

- The title of 'creative intermediary' applies to a range of organisations and individuals with a range of business models, including individual freelancers, large public sector organisations and informal community networks.
- In countries with different cultural policy frameworks – such as Nigeria and South Africa – there might be an emphasis on certain business model or opportunities

What do creative intermediaries do?

Most intermediaries acted in at least two of these provisions - multiple roles and positionalities



Case Study: Tribe XX

Forthcoming book chapter:

England L, Iruobe E and Comunian R (2021/ forthcoming)

Coworking, gender and development: The case of Tribe XX Lab



Case Study: Tribe XX

Female
entrepreneurship in
Africa: value, social
barriers and policy

Nigeria: gender-specific
challenges and policy
barriers to female
entrepreneurs

Coworking: growth,
flexibility and
inclusivity?



Access to flexible work space
Professionalisation
Accelerator / Incubator
Networking

Business skills
STEM skills & education
Knowledge & Ideas sharing
Partnerships



Community building
Facilities & services for women
Social Activities
Safe space
Aesthetic environment

Supporting female empowerment
Social media campaigns
Educational and creative events
Sharing stories of black women and girls
Funding & fundraising

Conclusions

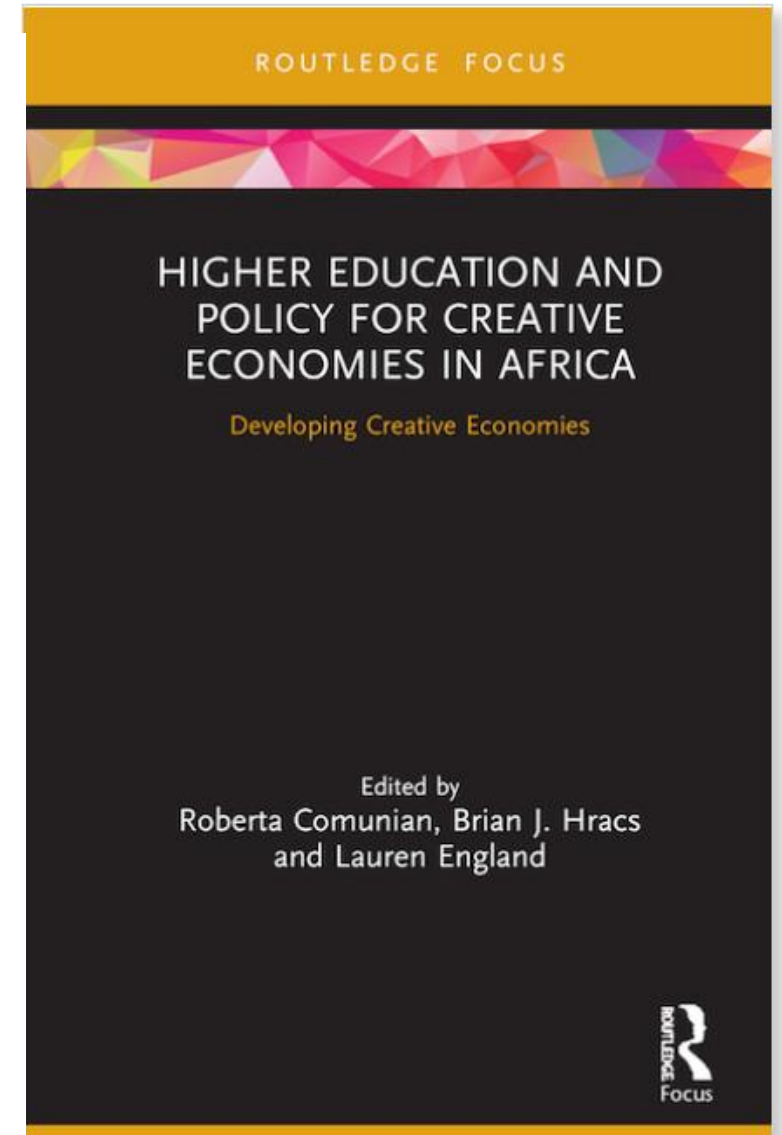


1. Many challenges shared in relation to **lack of policy engagement and recognition towards the sector and its importance** but also the sector inability to share common goals and come together for a shared agenda.
2. Need for a **better understanding of the role that creative intermediaries can play in the development of creative economies in Africa and around the world.**
3. More research needed to provide a more detailed picture of **how these actors operate in relation to policy and development agendas** –especially in relation to access and equality

Forthcoming
Book
(November,
2020)

Higher Education and Policy for Creative Economies in Africa

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, Brian J. Hracs
, Lauren England*



<https://www.routledge.com/Higher-Education-and-Policy-for-Creative-Economies-in-Africa-Developing/Comunian-Hracs-England/p/book/9780367481957>



CE_Africa

Thank you

WWW.CREATIVE-ECONOMY-AFRICA.ORG.UK

