



YEARS

OF

IMPACT





It all started with a dream...

In 2012, we had a dream to give young creatives the skills they needed to turn their passion for creative digital media into profitable careers. We saw that the majority of the stories being told in Africa were from outside the continent. We saw that jobs in the creative sector were available, but young people didn't have the right skills to take up those opportunities.

Our dream was to see young filmmakers, graphic designers, animators, game developers, digital journalists, music producers, and sound producers sharing their stories with the world for profit and impact.

We see the impact of our work when:

- Young refugees train to become filmmakers then start their own production companies to make opportunities for other young people.
- Creative entrepreneurs create work that reaches the world
- Creatives get their seat at the table with policymakers

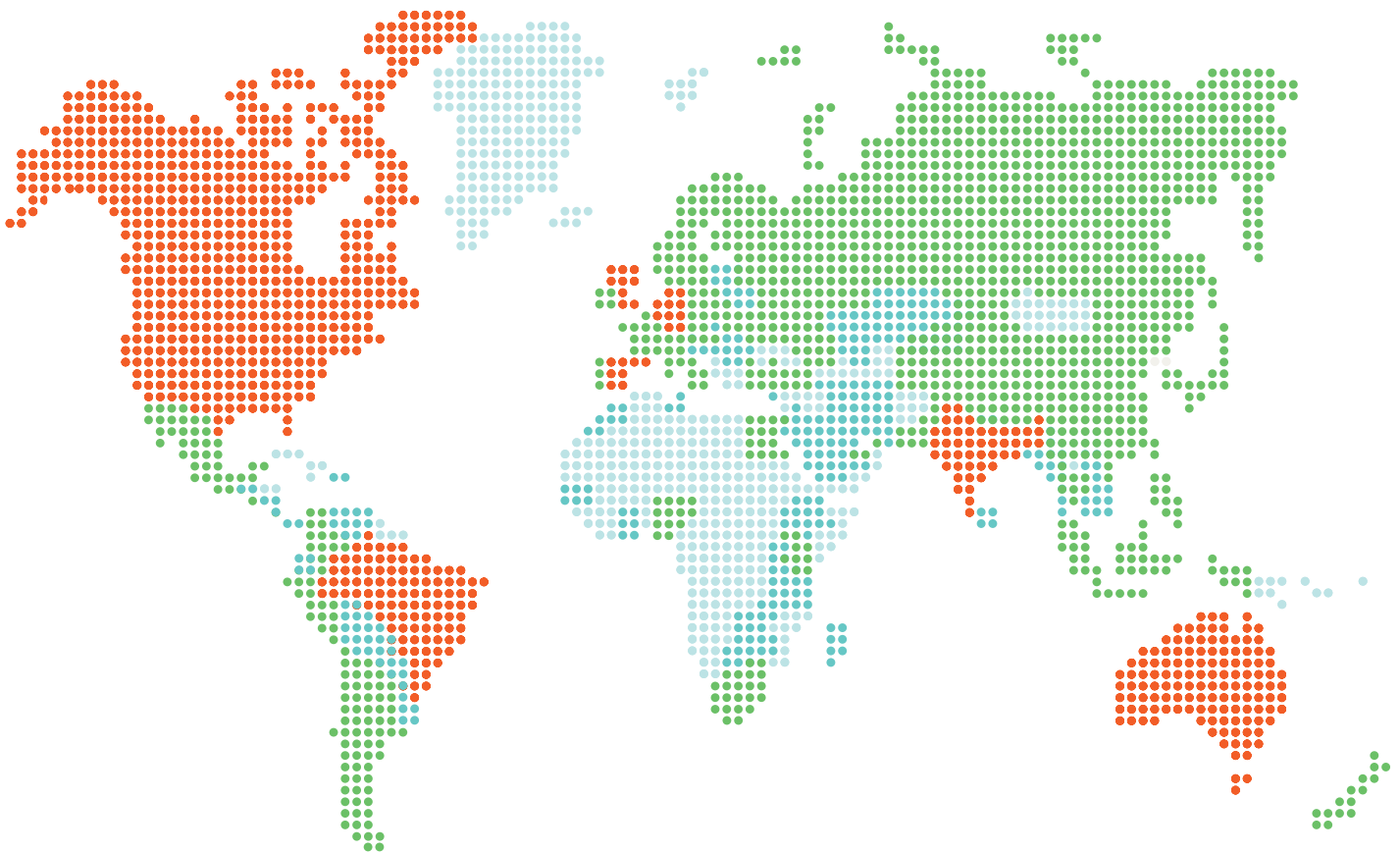
10 years turning



passion to profession

REACH BY GEOGRAPHY

In 10 years, we've given young creatives from around the globe the training, mentorship, and platform to excel in the creative technology economy.



CREATIVES BY COUNTRY

- Rwanda
- Congo
- Gabon
- Hungary
- India
- Germany



3,000+
Creatives Trained



30+
Countries




729+
Young Women




PEOPLE REACHED


We're addressing the skills gap by giving young people the digital skills employers are looking for to advance and forge forward in their careers.



35+ disadvantaged youth were offered scholarships to enable them to access an education.




We've placed **380+** students in internships to give them a starting point for their careers in the creative economy, with **21%** of these being young women.



73% of our graduates report that their technical, business and soft skills have been developed since they joined ADMI.

96% of our students are confident that ADMI provided them with the skills they needed for their creative careers.



86% of all graduates are employed within 6 months of graduation and **70%** of our alumni network have benefited from the ADMI community throughout their careers.

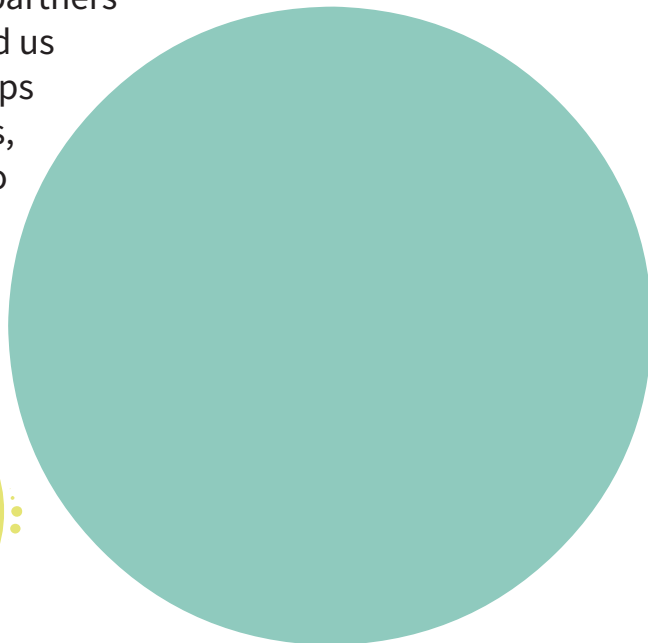
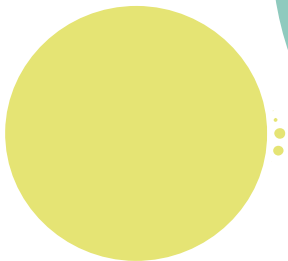




PARTNERSHIPS OVER TIME

We've sought out a number of partnerships to help us build the capacity of Africa's creative technology sector and connect young people to successful livelihoods.

20 financing partners who have enabled us to give scholarships to needy students, bring new skills to the region, and invest in creative entrepreneurs.



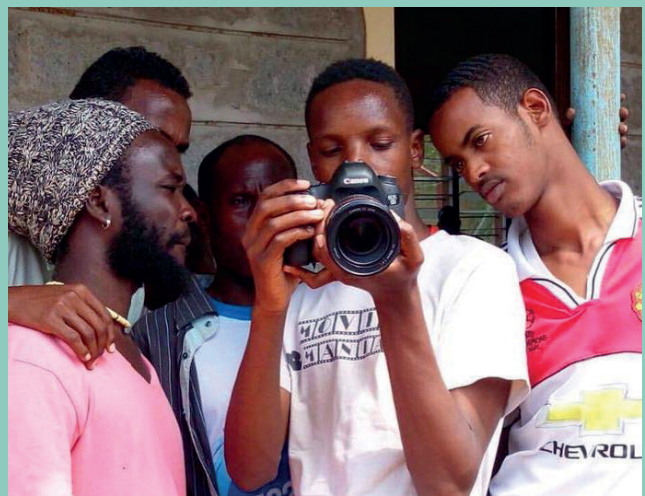
110+ creative entrepreneurs impacted through incubators and accelerators.

1,101,822 USD raised to build the sector through skills training, and mentorship.



IMPACT STORIES

Here are a few remarkable young people we've met and things we have done in our 10 year journey to turn passion into profession.



Training in Dadaab:

In 2015, we were involved with multiple partners to make a difference in the creative community. We partnered with FilmAid to deliver media training once a year to refugees in Kakuma, Kaloyebei and Dadaab camps. We're promoting inclusion for refugees and marginalized youth and ensuring that they can access the training they need to lead a better life for themselves and their families. We have equipped 256 refugees with film production skills since then, and look forward to seeing more in the coming years.

Slum film festival:

We supported filmmakers at the Slum Film Festival with equipment and production support. The festival provides filmmakers in disadvantaged communities with the platform to showcase their talent through their films. Most of these creatives have no access to cinema and rely on such opportunities for a chance at a better life. ADMI sponsored one of the prizes at the festival, on top of the upskilling that some of the participants sought from us.

Fearless Acting workshop:

We hosted international industry experts like Edouardo Placer, CEO of Fearless Communicators of New York to offer an international standard acting class to the Kenyan acting community. This was an opportunity for Kenyan actors to engage with an off-broadway actor locally, for much less than they would spend if they were to travel. The session allowed actors to better their craft, and improve the overall outlook of their performances.

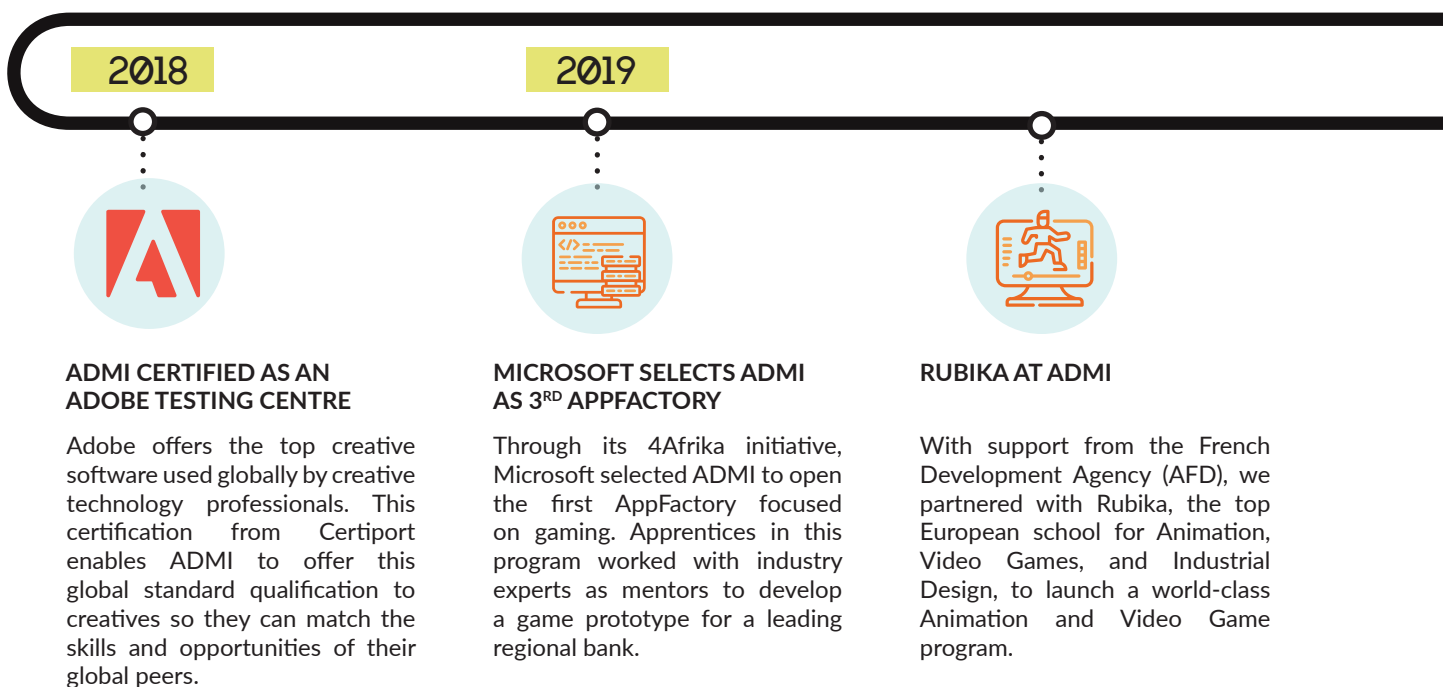
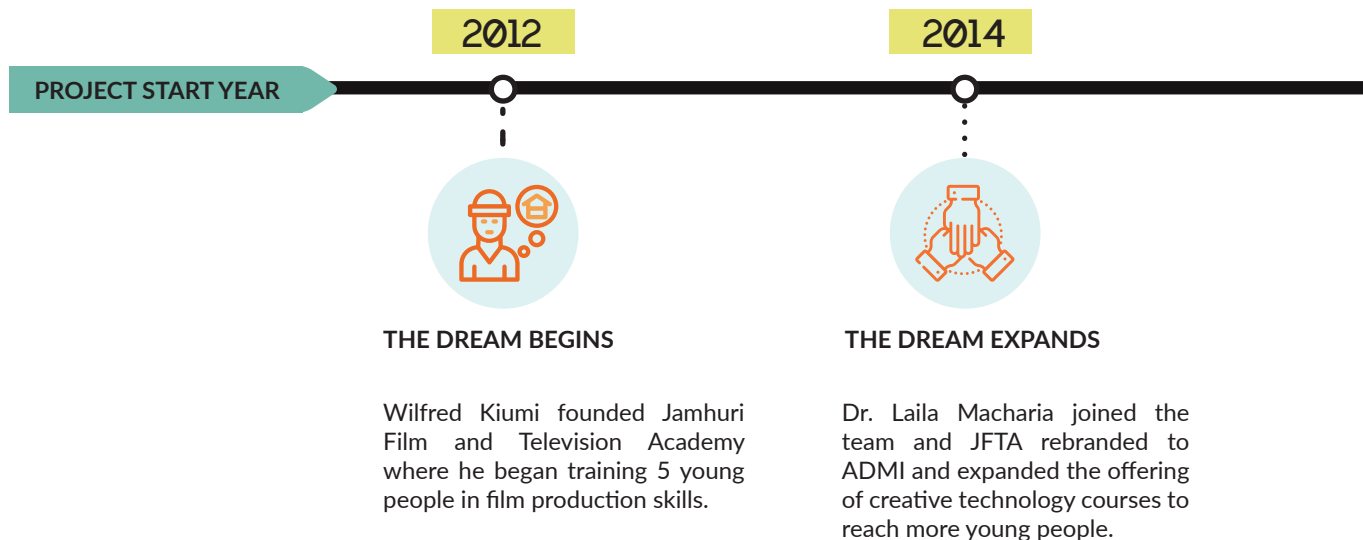
Josephat, a scholar from Kakuma:

Josephat is a graduate of ADMI's short-term training in Kakuma where he specialized in Camera Operations & Film Editing. While still a student, he worked for NTV on a documentary series in Mt. Kenya.

After his training, he was involved in various film productions with organizations such as World Vision, Kenya IRC, and Windle Trust, the Turkana County Government and to date, works with most NGOs that work in Kakuma.

OUR 10 YEARS JOURNEY

Here is a glance at our journey so far.



2015



MUSIC STUDIO LAUNCH

To coincide with the launch of our new world-class music production studio at our Ngong Road campus, we invited David Hunter, an award-winning music and technical director, to deliver a masterclass to Nairobi's music community.

2016



WINGS TO FLY AT ADMU

We partnered with the Equity Group Foundation to train their Wings to Fly scholars in practical digital skills. Over time, we have trained 11 scholars and enabled them to pursue their passions and gain work-ready skills.

2017



5 TO 500 STUDENTS IN 5 YEARS

From a small classroom to a vibrant CBD campus, our passionate community of creatives grew tremendously. We saw hundreds of young people empowered with the skills they needed to use their creativity for economic growth through employment and job creation.

2020



CREATECH ANIMATION INCUBATOR LAUNCHED

In collaboration with the Heva Fund, AFD, and the European Union, we piloted an animation incubator to support established animators to take their ideas to market. One project from the first cohort was selected to pitch at the Animation du Monde competition at the Annecy Festival Mifa Market. The same beneficiary was later selected to direct a Disney+ production.

2020



CREATIVES AGAINST COVID

Supported by the McNulty Foundation, we launched a virtual internship program to support young creatives on the onset of the COVID-19 pandemic. The interns produced work for local corporates including a game. We also produced a series of webinars to support resiliency of the creative industry.

2021



CONNECTING CREATIVES TO MARKET

In collaboration with Jenga CCI of GIZ and supported by Goethe Institut, we developed the Digital Media Incubator program. 60 young creatives across four cohorts are being mentored to produce work that they can market and sell digitally. The program will culminate in a final showcase in 2022.

In 2022, we're celebrating 10 Years of Impact as Africa's leading creative arts, media and technology community!

Thank you to our partners and donors who've made this work possible!





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