



# 2021

## ANNUAL REPORT



# WHAT IS THE AFRICA DIGITAL MEDIA FOUNDATION?



## MISSION

To mobilize skills, financing and policy change to create jobs for youth in Africa's creative economy.



## VISION

Millions of creative technology professionals and entrepreneurs creating content for profit and impact.

### THREE STRATEGIC PILLARS



#### INCLUSION

We can give Africa's creatives the technical, digital, entrepreneurial and 21st Century skills to attract and maintain formal and informal work.

#### INVESTMENT

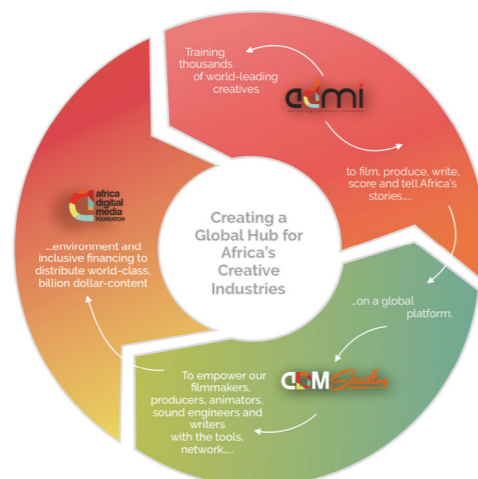
We can help Africa's creatives access risk capital and debt finance to deliver quality work and grow their businesses.

#### INFLUENCE

We can offer Africa's creatives support and platforms to organize and advocate for the issues that are important to them.

### CROSS CUTTING PLATFORMS

The **Africa Digital Media Group** is an innovative social enterprise where young creatives get the training, platform, and resources they need to turn their passion into a profession. The Group works across the ecosystem to grow the creative economy in Africa.



# HISTORY



#### 2011 - Jamhuri Film and Television Academy (JFTA, later ADMI) is founded

Nurturing creatives has always been at the heart of what we do. Students attending JFTA were supported by scholarships from the Academy.

#### 2016 - ADMF is formalized

ADMI's contributions to nurture the creative ecosystem culminates in the formalization of the Africa Digital Media Foundation. Activities remain funded by ADMI.

#### 2016 - 2018 - Championing the creative industry

ADMF, still funded by ADMI, champions the creative industry through scholarships, advocacy, and training.

#### 2019 - Towards a creative 'Afrofutur'

A separate strategy to expand the mission and activities of the Foundation is developed and executed.

# INTRODUCTION

With the COVID-19 pandemic putting a halt to most of the creative industry in 2020, 2021 was an opportunity for us to adjust and settle into the new normal. As the world started opening back up and restrictions eased, it allowed us to explore new opportunities and make the most out of our circumstances.

Businesses could finally open up and people could go back to work. This was great for the creative industry, as we saw more events, projects and collaborations take place. ADMF saw this as an avenue to enable creatives to return to their passion.

Throughout the year, we focused on programs and activities that would positively impact the skills and employability of creatives, and some are highlighted as follows; We collaborated with Baraza Media Lab on GigSanaa, a gig platform that would connect creatives in the gig economy to short term work opportunities. In partnership with the Heva Fund, we continued the Createch

Animation Incubator, which mentored animators to become investor-ready to be able to produce and distribute their projects. In October, we partnered with GIZ and Goethe Institut Nairobi to develop the Digital Media Incubators, which are enabling creatives in various fields to create quality content and connect them to the market through distribution channels.

We will continue these programs into 2022, as we continue to develop more solutions for the creative technology ecosystem in our economy and region.

## HIGHLIGHTS FROM THE YEAR

1. Createch Animation Incubator
2. GIZ Digital Media Incubators
3. Durban FilmMart
4. Fakuges'i Digilntermediaries Bootcamp
5. International Writers Lab
6. Kenya Innovation Week Partner Breakfast
7. Alumni Snapshot



# INCLUSION

## DURBAN FILMMART

The Foundation participated in the annual festival on two panels focused on animation in the pandemic era. Both moderated by Mary Glasser of Triggerfish Foundation, the discussions explored the work organizations like ADMF are doing to grow the African creative economy by connecting to international opportunities, as well as the challenges, opportunities, and future of animation storytelling on the continent in light of COVID-19.

We emphasized the importance of creating opportunities that connect creatives to market either through skilling or incubation of work, and how the work that we are doing in our Rubika partnership and in the incubator is really towards building a skilled animation workforce that can take advantage of global opportunities.



## FAKUGES'I DIGIINTERMEDIARIES BOOTCAMP

We participated in a two-week intensive virtual boot camp at the annual Fakuges'i African Digital Innovation Festival hosted by Tshimologong Innovation Precinct and Wits School of Arts in Johannesburg, South Africa.

Participants were intermediaries in the gaming and immersive media (AR, VR, & IR) from across the continent who were trained on how to support creatives in the sector to produce work and get to market.

At the end of the boot camp, we were selected to pitch at the Digilntermediaries Pitch Competition. Our proposed project to connect young game developers to early stage work opportunities was amongst those selected for funding. In 2022, we will connect five early-stage game developers to work opportunities from Kenyan corporates.





## INVESTMENT

### CREATECH ANIMATION INCUBATOR

In partnership with the Heva Fund, Agence Française de Développement, and the European Union, we mentored six animators from across the region to complete investor-ready pitch bibles that they can use to find co-producers to produce and distribute their animated projects.

Three projects participated in the virtual Anney Animation Festival which extended its Africa focus to 2021. Of the three, Roho by Raymond Malinga was selected to pitch at the Animation du Monde pitch competition. In June 2021, Malinga was selected as one of ten directors to direct a short animated film for Disney+.

The project will continue in 2022 to incubate 20 additional animators from East Africa.



### GIZ DIGITAL MEDIA INCUBATORS

ADMI partnered with GIZ and Goethe Institut Nairobi to support creatives who were affected by the disruptions to the industry by the COVID-19 pandemic to create and market their work digitally. The incubator focuses on four areas Music Artists, Music & Sound Engineering, Animation, and Podcasting each with a cohort of 15 digital artists who will produce their products over a six month period.

All 60 participants are being supervised by ADMIs faculty of industry professionals, and are also receiving mentorship from experienced industry insiders. The incubator will culminate in a virtual showcase in 2022.



## INFLUENCE

### INTERNATIONAL WRITERS LAB

We partnered with the Blackhouse Foundation, PMPMedia Group, and Venture Lift Africa on the International Writers Lab. We participated in the identification and selection of 5 fellows who participated in a 10 week creative accelerator program focused on scriptwriting.

The aim of the program is to support global, emerging storytellers of compelling film and television projects and help position the participants on a path to launch those projects or otherwise propel their careers forward through increased awareness and preparedness.

### KENYA INNOVATION WEEK PARTNER BREAKFAST

In November, we joined the Kenya National Innovation Agency (KENIA) at the Kenya Innovation Week Partner Breakfast held at the Capital Club, moderated by ADMF's Chair Dr Laila Macharia.

Attending were key stakeholders in the innovation ecosystem such as Sheena Raikundalia, Director of the UK-Kenya Tech Hub, and representatives from the GIZ and Thunderbird School of Global Management. The keynote address was delivered by Ambassador Simon Nabukwesi, the Permanent Secretary to the State Department of University Education And Research.

ADMI was a media sponsor for the event offering videography, photography and live-tweeting for the entire event, all handled by alumni. We appreciate the efforts by KENIA to foster innovation

among our youth, and the platform to advance innovative and impactful solutions for our people.

### ALUMNI SNAPSHOT

We had our 6th annual graduation ceremony in October, where we had 194 graduates. This year, 77% of our graduates reported landing their first job within 1 year of graduation. This however did not stop us from pushing forward and staying committed to enabling our alumni community. Early in the year, FilmAid reached out regarding an entry-level opportunity they were recruiting for. FilmAid uses film to educate refugees and works extensively in Kakuma and Dadaab in Kenya. They were looking for a media trainer to join their team, and Jeffrey Kahuthia, one of our Film and TV Production graduates was successful. He has been working with FilmAid in Dadaab since March 2021, and in September, progressed to his current role as the assistant multimedia producer.



## OUR PARTNERS



## ABOUT THE AFRICA DIGITAL MEDIA FOUNDATION



The Africa Digital Media Foundation (ADMF) based in Nairobi, Kenya is the non-profit of the Africa Digital Media Group, an innovative social enterprise that gives young creatives the training, mentorship, and platform to turn their passion into a profession.

The Foundation has worked since 2016 to mobilize skills, financing, and policy change to create jobs for youth in Africa's creative economy. We work in 3 pillars: **Inclusion**, **Investment**, and **Influence**.

With this work, we aim to see millions of African creative entrepreneurs and professionals telling their stories globally for profit and impact.



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