



africa digital
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INTRODUCTION

The world is evolving and becoming increasingly digital. Today, we can access important information, products, services and opportunities at the touch of a button.

Technological advancements are reshaping the work environment with cloud-based collaboration, AI-powered tools, automation and other emerging trends which present countless challenges and possibilities for the modern workforce.

There is a significant need for a digitally savvy workforce in all industries as companies strive for more online presence and embrace emerging technologies.

For over a decade, Africa Digital Media Institute has empowered and promoted the expertise of young creatives in Africa. Through comprehensive diploma, certificate and community programmes, we have provided a talent pipeline of digital professionals for the digital economy.

To prepare Africa's youth for the new digital landscape, we are doubling down on our digital literacy efforts.

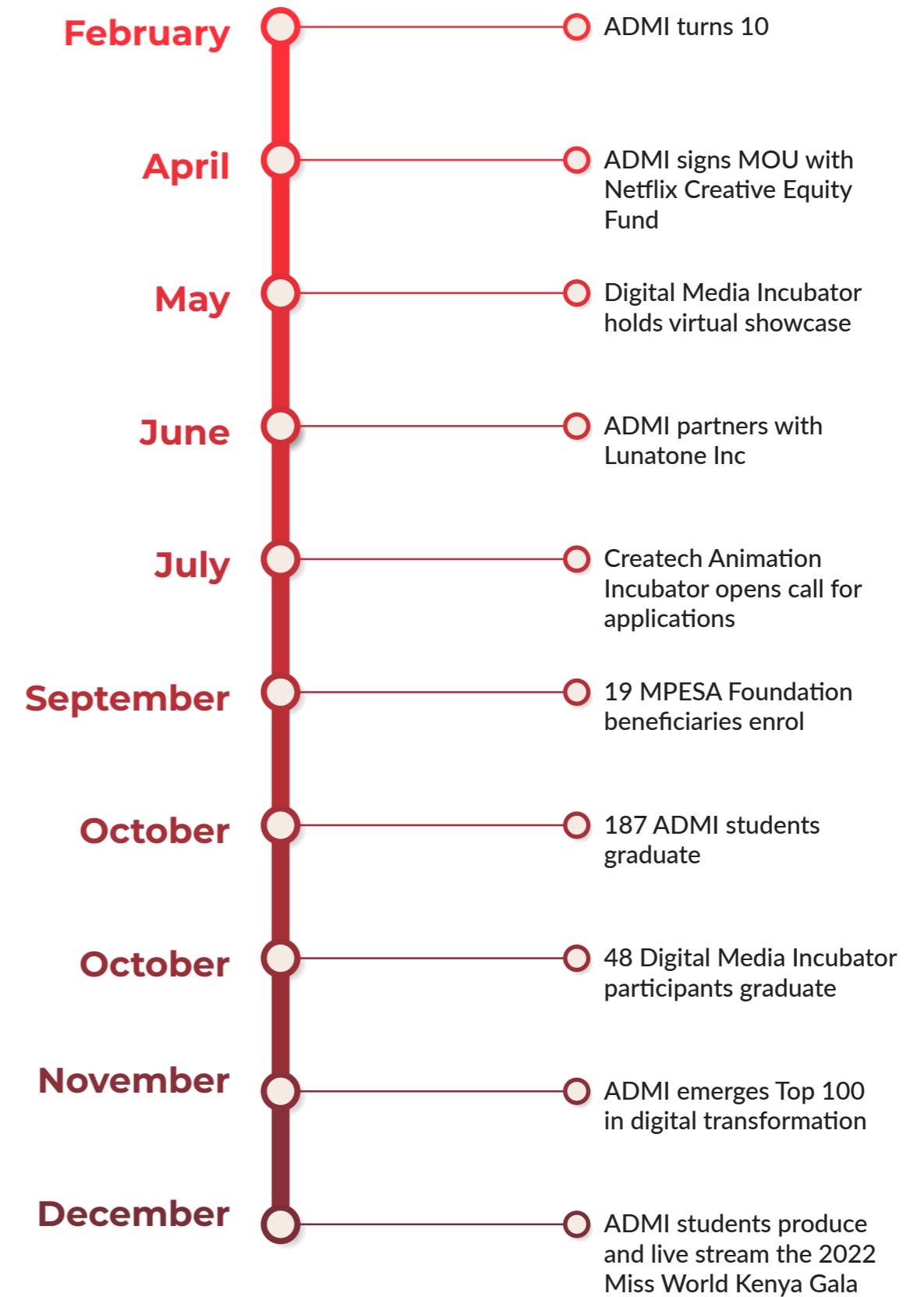
This report will highlight the milestones we have achieved in the last decade, the awards and recognition we have received and our response to the digital skills shortage.

In addition to increasing digital literacy among young creatives and techies, we are shaping the future of work by upskilling and empowering professionals to become change agents for digital transformation at their organizations.

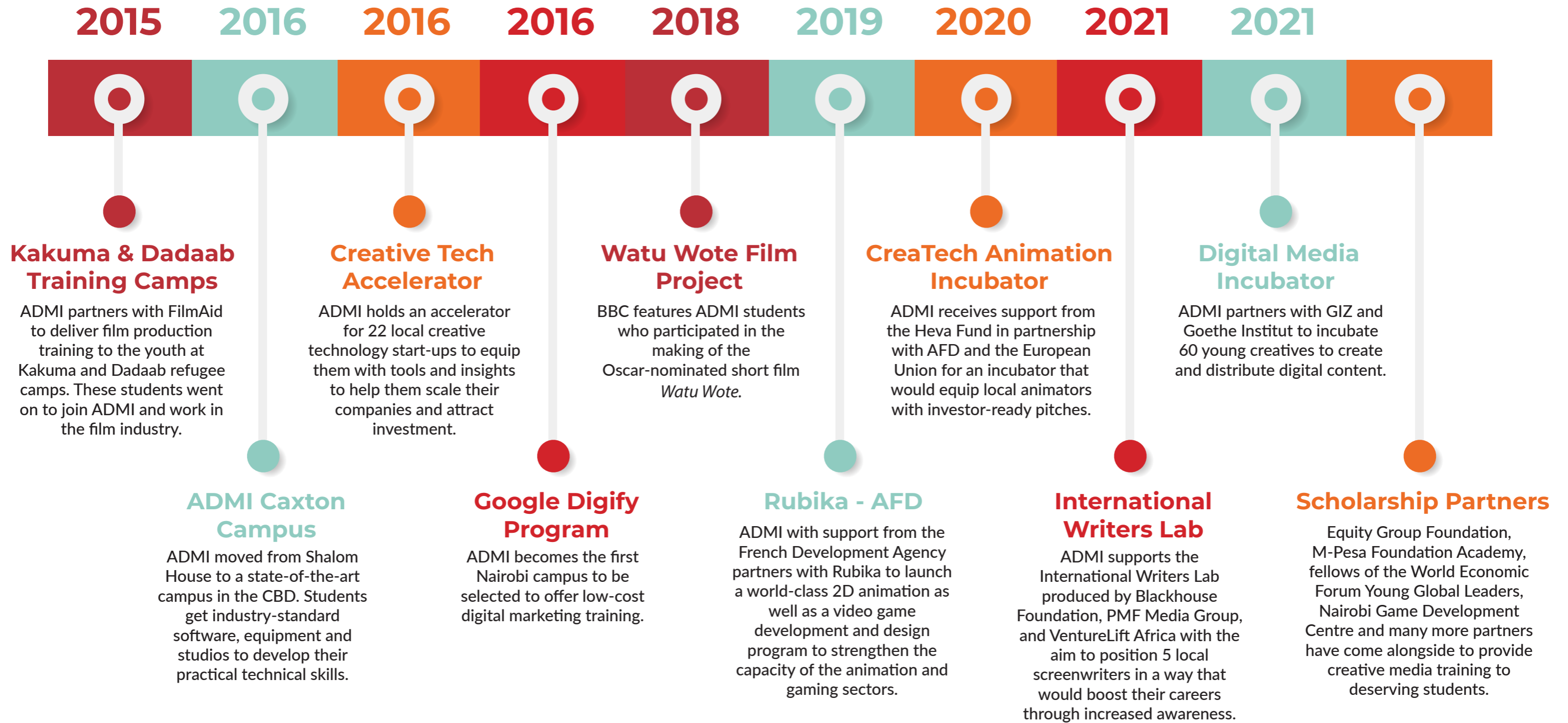
Together, we will push organisations forward and future-proof them against disruption.



A YEAR IN REVIEW



10 YEARS, 10 WINS





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AFRICA DIGITAL MEDIA INSTITUTE

2022 was a year-long celebration of the past decade. Two months into the year, ADMI held a breakfast for key players in the education and creative sectors, including Kenya Film Commission, employer partners, the student council, parents, faculty and the board of directors.

Also in attendance were Blackhouse Foundation, Agence Francaise de Developpement (AFD), the Heva Fund, GIZ, Cooperative Bank Foundation, MPESA Foundation Academy, and other individual donors.

As the year came to a close the ADMI community donned their Wakanda-inspired apparel at the ADMI at 10 Party. With music and dance, students, alumni, staff and faculty ushered in a new decade of turning passion to profession.

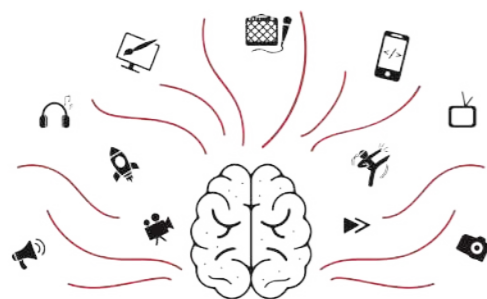
WHAT IS THE AFRICA DIGITAL MEDIA INSTITUTE?

The Africa Digital Media Institute is Eastern Africa's premier creative media and technology training institution, an innovative career accelerator where creatives and techies get the training, mentorship, and platform to turn their passion into a profession.

We offer courses at the intersection of art, media, technology and business at certificate and diploma levels.

MISSION
To see one million creative technology professionals and entrepreneurs creating world-class content for profit and impact.

VISION
To be the leading international standard creative arts, media and technology school in Africa.



**CREATIVE ECONOMY
EQUALS 3% OF THE
WORLD'S GDP**

IT ALSO HAS
**RIPPLE EFFECTS IN AFRICA
AND ON THE GLOBAL ECONOMY.**

CREATIVE AND CULTURAL INDUSTRIES ARE KEY DRIVERS OF JOB CREATION, FOREIGN EXCHANGE EARNINGS AND CATALYSTS OF OTHER INDUSTRIES SUCH AS

LEISURE, PRINTING, TOURISM AND TRANSPORT.

CREATIVE SECTOR GLOBALLY EMPLOYS MORE PEOPLE AGED 15-29 THAN ANY OTHER SECTOR (19.1% OF POPULATION).



70-95%
OF CREATIVE ECONOMY ECONOMIC OUTPUT IN AFRICA EXISTS IN THE SME INFORMAL SECTOR.

LACK OF LEGAL PROTECTION OF IP AND DIGITAL DISTRIBUTION SYSTEMS LIMITS OPPORTUNITIES FOR ENTREPRENEURS TO CREATE WEALTH.



TRAINING

ADMI's unique learn and work model incorporates high-spec technical training, both in and outside the classroom. It consists of four planks – industry exposure, work experience, internship and career launchpad.

Through this model, our students gain not only knowledge from the classroom, but also, soft skills and practical training in their respective industries. Our goal is to ensure that upon graduation, our students have practical skills that give them an edge over other prospects in their field.

We create positive outcomes for students through high-quality educational opportunities with an experienced faculty, proven curricula, cutting-edge facilities, and industry-relevant resources.

In 2022, we achieved a 90% student completion rate and over 187 graduates joined the workforce.



AMBASSADORSHIP

One of the greatest contributors to student success is parental involvement. At ADMI, there is a shared responsibility to keep students engaged and on track with their academic goals. Parents, faculty and staff work together to accomplish this from enrollment to graduation.

According to the 2022 Parents Survey, 97% of ADMI parents report that the quality of their student's education meets their expectations. 82% have found that ADMI is living up to its promise of helping creatives and techies to turn their passion into a profession.



ADMI PARTNERS WITH UNREAL ENGINE

We partnered with Unreal Engine, making ADMI the first Unreal Engine academic partner in Sub-Saharan Africa.

Our mission at ADMI has always been to champion the digital revolution in Africa by equipping African youth with unparalleled opportunities to participate in the global economy with digital-first tools, skills, and resources.

As part of Epic Games' Unreal Academic Partners program, we are able to accelerate this vision and empower students with the practical skills they need to fill the growing global demand for skilled game developers. Our students can now access Unreal Engine's state-of-the-art tools such as Sketchfab and Artstation Pro that will expose their work to a global audience.



ADMI TRAINS WEST AFRICAN YOUTH IN DIGITAL MEDIA

Ogoni Liberation Initiative, an internationally operating value-based organization based in Ogoni State, sent the first cohort consisting of 7 students in April 2022 for a six-month course in digital journalism.

This organization seeks the welfare of the Ogoni people in Nigeria by supporting communities with poverty alleviation programs.

Through this training, students were equipped with digital media skills to develop their community and tell their stories professionally and conclusively.



ADMI FILM STUDENTS PRODUCE THE 2022 MISS WORLD GALA

The 2022 Miss World Kenya Gala provided remarkable industry experience for ADMI students. To celebrate 50 years of the pageant's existence in the country, film students were enlisted to enhance awareness of the pageant through a series of engaging and inspirational videos.

Students showcased the transformative impact that Miss World has had on hundreds of Kenyan youth over the years. They also documented the journey of this year's contestants, from the boot camp to the gala.





MENTORSHIP

2022 DIGITAL MEDIA INCUBATOR

Designed in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Goethe-Institut and Jenga CCI, the Digital Media Incubator mentored producers, podcasters, animators and music artists to create and distribute their content online.

For 6 months, 60 upcoming digital artists collaborated to create 5 animation pilots, 15 podcast episodes and 15 original African-inspired songs, all of which are available online for your viewing.



CREATECH ANIMATION INCUBATOR COHORT III

20 talented animators formed the third cohort of the Createch Animation Incubator, designed by ADMF in partnership with the Heva Fund, AFD and the French Embassy in Kenya.

Launched in 2020, the Createch Animation Incubator seeks to advance the animation and gaming industry in the region. The 3-month program covered topics such as marketing, budgeting, and distribution equipping animators with the tools to explore

additional career pathways and leverage their talents.

Facilitators included industry experts in animation, storytelling, music and sound, as well as international broadcasters, distributors, and sales agents.

Through one-on-one mentorship and group discussions, animators learned to develop investor-ready pitches to attract investment and pitch at local, regional, and international festivals and markets.



PLACEMENT

ADMI PARTNERS WITH SWITCH MEDIA

Switch Media, a digital media and production company signed an MOU with ADMI to provide internship opportunities and practical studio sessions for our film and TV production students.

This partnership exposes our students to fully equipped modern studios, giving them hands-on experience to enhance their technical skills. In their final semester, students will be placed on industrial attachment at Switch TV to increase their professional confidence before joining the workforce.

Our goal is to ensure that upon graduation, our students have practical skills that give them an edge over other prospects in their field and we are working closely with various employer partners to get them work-ready.





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

One 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 career accelerator 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 digital economy in Africa.





INCLUSION

ADMI JOINS THE SAFARICOM DIGITAL SKILLS CONSORTIUM

Safaricom's Digital Talent Program incorporated ADMI as a training partner. The program works to create a healthy digital talent pipeline, by upskilling 1,000 individuals with in-demand skills such as UI/UX and cybersecurity.

Partnering with academia, tech hubs, government and industry players the initiative will use a hybrid approach, including mentorship, and incubation among others to achieve its objectives.

As a training partner, ADMI will curate digital learning paths that are relevant to industry expectations as part of our mission to prepare the youth for a digital world.



LIF SUPPORTS CREATIVE SECTOR RESEARCH

The Livelihoods Impact Fund in collaboration with BFA Global will be bolstering ADMI's efforts to understand the impact of creative technology training on the livelihoods of youth.

BFA Global is a research, advisory, data analytics and product innovation firm working with leading innovators to help them develop and deploy solutions that can improve the lives of individuals, small businesses, and communities while contributing to more inclusive and sustainable economies.

This data will enable ADMI to provide more targeted training, especially to underserved populations, that will help them to earn a living from creative technology careers.



INVESTMENT

NETFLIX PARTNERS WITH THE ADMI IN A KES 7M INVESTMENT

ADMI joined forces with Netflix, the world's leading streaming entertainment service, to offer full scholarships to future filmmakers to access quality and practical education in film and TV production.

Through intensive apprenticeships and incubators, ADMI ensures that the beneficiaries will be self-sustaining professionals who deliver great value and tell unique stories.

The Netflix Creative Equity Scholarship fund aims at developing a strong, diverse pipeline of creatives around the world. Marginalized students drawn from various parts of the country are benefiting from this scholarship.

In 2022, 14 students enrolled at ADMI, forming the inaugural cohort of 46 beneficiaries from five East African countries.

WARNER MUSIC GROUP PARTNERS WITH ADMI IN A KES 1M INVESTMENT

Warner Music South Africa partnered with ADMI to advance its vision of addressing systemic racism and making real change in the lives of historically underserved and marginalized populations in Africa.

This partnership is powered by the Social Justice Fund (SJF) Repertoire Fund provides Kenyan creatives with the skills, networks, and tools they need to have self-sustaining creative careers.

This grant enables ADMI to provide scholarships to marginalized students in the creative industry. Beneficiaries will be provided with world-class training, coaching, and technical resources to sustain their work for the long term.





DIGITAL CONTENT APPRENTICESHIP

African creatives now have access to the content industry in Japan through the Digital Content Apprenticeship. In our efforts to bridge the global talent gap, we partnered with Tokyo-based Lunatone Inc. which provides various SaaS, specialising in games, e-sports and metaverse.

The partnership will provide digital content apprenticeships in content business areas, providing top-tier talent access to Japanese content development companies. The Digital Content Apprenticeship features

masterclasses, remote work assignments and an incubator, offering Africans paid placements with international companies.

Apart from mentoring creatives to produce commercial games, animations and extended reality content, the apprenticeship positions Africa as a viable market and talent pipeline to Japanese companies.

ADMI GOES TO RWANDA

Rwanda seeks to digitally transform its economy and accelerate development. However, most of the population lacks the skills required to participate in the digital economy.

ADMI is supporting Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Rwanda Development Board to develop a strategy for the ICT Innovation Centre in Kigali.

Through this strategy, the centre will support the audiovisual sector in Rwanda to create jobs and position the country as a global audiovisual hub.



ADMI FETED FOR DIGITAL TRANSFORMATION

Being recognized at the Top 100 Mid-Sized Companies Gala was a remarkable validation of our commitment to equip Africa's digital generation.

The awards, founded by KPMG and Nation Media Group, recognize and celebrate outstanding medium-sized businesses innovating to solve market challenges and making waves in Kenya.

We emerged as one of the winners in the Digital Transformation Category, for our ability to innovate and leverage technology in the wake of the Covid-19 pandemic. Most importantly, we were celebrated for our commitment to practical, transformational, global, and digital-first education.

Thanks to our students, staff, faculty and partners, we are seated among the great.



Accelerated



ADMI CORPORATE ACADEMY IS NOW ACCELERATED

We recognize that only future-proofed businesses and individuals will thrive in a digital-first world. ADMI established AcceleratED, a technology skilling accelerator which will help businesses and career professionals prepare for the future of work.

Through expert-led training on in-demand and digital-first skills, companies and career professionals can gain a competitive edge in an increasingly digital world. Over the past 12 months, 741 professionals drawn from 11 African countries have been trained.

To achieve our mission to inculcate a digital DNA in businesses and professionals, we are hosting events and workshops and sharing industry relevant resources on our online platforms.



DIGITAL DNA WORKSHOP

31 employees from Telkom Kenya joined us at the Digital DNA workshop held in 2022.

This workshop provided a comprehensive overview of the current technological disruption in the business world and its impact on the future of work.

Attendees learned the key components of digital DNA including data and analytics, customer-centric strategies, and how to leverage new technologies.



OUR IMPACT IN 2022



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

30 creative entrepreneurs impacted through incubators and accelerators.

40 disadvantaged youth were offered scholarships to enable them to access education.

123 students placed in internships to give them a starting point for their careers in the digital economy. **31%** of these were young women.



185,217 USD

raised to build the sector through skills training, and mentorship.

AWARDS WON IN 2022

We celebrate our community for reinforcing ADMI's award-winning status in all spheres of the education sector, creative industry and business.



DONORS AND PARTNERS

We are thankful to our donors and partners who continue to provide an enabling environment for Africa's young creative entrepreneurs.





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