

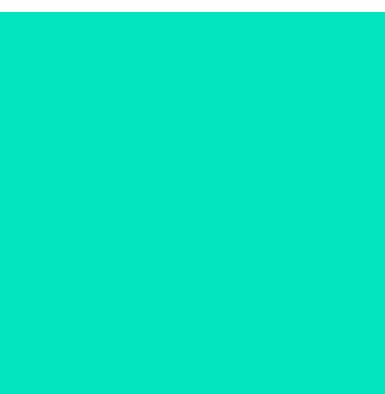
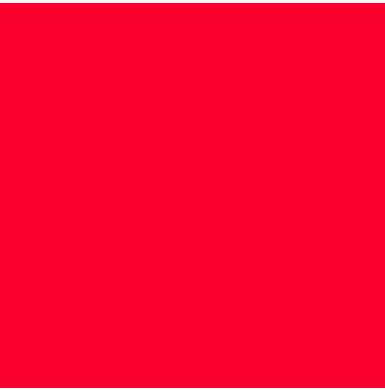


Africa Digital Media Institute

IMPACT REPORT

2024

Shaping the Future of Digital & Creative Education in Africa



Introduction

2024 has been a transformative year for ADMI, marked by strategic partnerships, groundbreaking training programs, and meaningful collaborations that continue to empower Africa's creative economy. Our partnerships have enabled thousands of young people to gain practical digital skills, monetize their talents, and create sustainable livelihoods.

Our impact spans digital skills training, creative entrepreneurship, community-driven content creation, and industry-academia collaborations, all geared toward equipping the next generation with the skills, mentorship, and networks they need to succeed.

IMPACT AT A GLANCE

12,500

Students trained

79%

Employment rate within 6 months of graduation

90%

Student satisfaction rating

**Best Creative Media
& Tech Training
Institution**

Digital Tech Awards 2024



Scaling Digital Skills & Creative Empowerment

Ganjisha Content Program: Nurturing Kenya's Creative Workforce

The Ganjisha Content Program has emerged as a flagship initiative for youth empowerment in Kenya's digital economy. This initiative, implemented by the Africa Digital Media Foundation (ADMf) and Digital Opportunity Trust (DOT) Kenya, and supported by Google.org, has trained over 7,550 young creators across 35 counties in content creation, financial literacy, and digital entrepreneurship.

Key Achievements

1. Training Reach: 7,550 youth trained in photography, videography, graphic design, and social media marketing.
2. Gender & Inclusion: Women made up 51% of participants, with active engagement from vulnerable communities, including persons with disabilities.
3. Community Leadership: 40 local leaders trained as digital mentors, fostering peer-to-peer learning and sustainable digital content ecosystems
4. National Recognition: The program was highlighted at the Kilifi International Investment Conference by President William Samoei Ruto, resulting in a tripartite MOU with Kilifi County and Centum Real Estate to expand digital literacy training.



Testimonials from Participants

Margaret Njambi, Nyandarua County:

"The financial literacy training helped me manage my earnings and plan for growth."

Maulid Baraka, Mombasa County:

"Networking opportunities have enabled me to showcase my work to a larger audience."

Eliud Muneo, Makueni County:

"The program boosted my confidence and taught me self-marketing as a content creator."



Sanara Animation Program: Building Africa's Animation Talent

As part of the Sanara Program supported by Mastercard Foundation, ADMI joined forces with ADA Animation and Buni Media, to train 6,000 young animators across six counties over the next 3 years.

- In 2024, the program trained over 600 youth in animation in Mombasa and Kakamega.
- 40% of participants were women, driving gender inclusivity in the creative sector.
- Trainees gained hands-on experience in 2D and 3D animation, storytelling, and digital entrepreneurship.





Twins International (Alice Digital School): Digital Literacy for Marginalized Youth

In partnership with Twins International (Alice for Children), ADMI kicked off the Alice Digital School Pilot Program, bringing digital literacy and creative skills training to underserved high school students in Korogocho, Utawala, and Rongo.

- Trained over 70 students in social media management, digital literacy, and content creation.
- Focus on underserved youth, giving them a head start in the digital economy.

“This initiative is helping our students understand the digital world early, equipping them with vital skills for the future.” – Teacher.



Digital Freelancers Accelerator: Preparing Youth for Digital & Creative Work

ADMI is a strategic partner in the Shortlist Professionals' Cloud Work Program, an initiative supported by the Challenge Fund for Youth Employment to place 8,500+ youth into ICT jobs.

As part of this effort, ADMI will train and deploy 100 creatives in audio-visual fields such as sound engineering, photography, videography, graphic design, and music production, equipping them for sustainable careers in the global digital economy.





Expanding Industry Partnerships

Ajiry Centers: Expanding Digital Learning Accessibility

A major milestone in 2024 was ADMI's partnership with Ajiry Centers, establishing them as ADMI satellite campuses. This collaboration ensures high-quality training in digital and creative media is available to more young people, particularly in Nakuru, Makueni, Kisii, Bungoma, Kiambu, and Laikipia.

TransPerfect Media Collaboration: Elevating Creative Standards

ADMI strengthened its industry ties by partnering with TransPerfect Media, a global leader in dubbing and localization. This collaboration aims to train students in international film localization and open pathways for internships and employment in global media networks.



Recognizing Excellence: Awards & Achievements

Institutional Awards

🏆 Best Creative Media & Tech Training Institution – 7th Annual Digital Tech Awards 2024

Industry Awards

Kalasha Awards 2024

🏆 Winner – Special Awards: Best Student Film (God Forbid)

Kitale Film Week 2024

🏆 Winner – Best Student Film (God Forbid)

48-Hour Film Project

🏆 Best Editing & Best Cinematography – ADMI Film & TV students (Mapacha Film)

Smartphone Film Competition

🏆 People's Choice Award Winner





Global Engagement & Thought Leadership

Africa Impact Summit Delegates

- ADMI hosted delegates from the Aspen Network of Development Entrepreneurs (ANDE) attending the Africa Impact Summit. The delegation engaged with ADMI's Learn-and-Work model, which blends hands-on training, mentorship, and job placement.

Industry Collaboration & Learning Exchanges

- Nollywood & Bollywood Film Masterclasses – Hosted renowned directors Ekene Mekwunye (Nollywood) and Susi Ganeshan (Bollywood).
- Gaming Innovation – Welcomed teams from Xbox & Halo Studios to explore game development opportunities.



Looking Ahead: Scaling Impact in 2025

Our Strategic Priorities

One Million Techies by 2035

Contributing towards ADMI's goal of training one million African tech professionals through scalable digital skills and creative media programs.

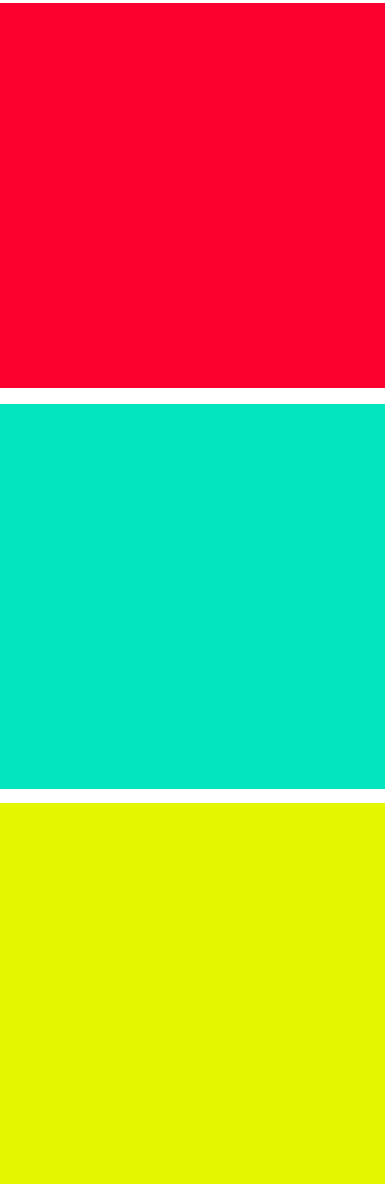
Global Talent Pipeline

Expanding internship, job placement, and industry collaborations to connect ADMI graduates with high-value opportunities worldwide.

AI for Africa Campaign

Driving AI adoption, digital transformation, and upskilling to position African talent for the future of work.





Get Involved

Email:

partnerships@admi.africa

Website:

www.admi.africa

