

KREAFRIKA

Training theme: Transition of societies

Duration: 17 hours of distance learning, 1 week face-to-face

Languages: French, English, Portuguese

Location: African capitals, Marseille

Registration Instructions: Free access for the online course (Trace Academia app) Application process for face-to-face seminars.

Format: Online and On-site

Overall theme and context

There are essential cultural structures behind a festival, the broadcasting of a TV series, or a visit to a museum. These structures need to be developed before the cultural and creative industries sector can develop and contribute to employment, economic growth, and providing solutions to the challenges of the major social transitions that are underway. Culture is a common good, and ensuring everyone has access to it is a priority for AFD and a driver of its support for cultural and creative industries. This innovative training course, run in partnership with the Université Senghor and Trace Academia, is designed to inform the broader public about careers in the cultural industries and to raise awareness among professionals about the challenges facing the sector.

Learning objectives

- To promote cultural and creative industries as a way to achieve the Sustainable Development Goals and support positive transitions
- To support the professionalisation of the management of cultural services and facilities
- To improve the cultural sector's institutional and regulatory framework by training managers
- To enable the structuring of economic functions through the training, development, and financing of cultural and creative entrepreneurship

Teaching and activities

The course combines interactive online classes for the general public available on the Trace Academia mobile app and face-to-face seminars for African cultural and creative industry professionals.

Registration details

Online courses are available all year round.

Seminar dates vary throughout the year. Call for applications coming soon.

Target audience

- Online course: Young people interested in the cultural and creative sector and AFD staff
- Face-to-face seminars: Professionals in the cultural sector – government executives, operators, entrepreneurs, or creators wishing to develop or finance a cultural or creative activity.

Partners

Université Senghor in Alexandria
and TRACE Academia