



Digitization & Capacity Building for Kenya's Creative Entrepreneurs

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REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Multidisciplinary, Digital Transition
BENEFICIARY (IES):	The Alchemist
COUNTRIES COVERED BY THE ACTION:	Kenya
PROJECT DURATION:	03/2023-01/2024 (11 months)
BUDGET:	EUR 90 000 – EU FUNDING: EUR 90 000 (100 %)
WEBSITE:	N/A

The '**Digitization & Capacity Building for Kenya's Creative Entrepreneurs**' project aims to empower Kenyan creators by providing them with digital tools and resources to effectively monetize their online presence and creative productions.

In this context, a partnership between The Alchemist, a creative centre in Nairobi, and HustleSasa, an app designed to facilitate online sales, has been established.

As a result, 10 000 creators have downloaded the app and registered, thus fostering the emergence of an autonomous community of designers capable of managing their sales and growth independently.

In addition, 1 000 designers have participated in master classes, acquiring essential marketing and business skills.

Moreover, 5 000 designers have been assisted in creating their online storefronts, and the online work of 100 designers, including women, young people, and the LGBTIQ+ community, was showcased at a major fair, allowing them to gain greater visibility and establish contacts with industry experts.

Finally, the project has been designed so that designers continue to use the app and apply their skills acquired prior to it, thereby supporting the long-term growth of businesses and creative entrepreneurship in Kenya.

