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Creative Economy Incubator and Accelerator Initiative

REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Fashion, audiovisual
BENEFICIARY (IES):	Culture and Development East Africa – CDEA (TZA)
COUNTRIES COVERED BY THE ACTION:	Burundi, Kenya, Rwanda, Tanzania, and Uganda
PROJECT DURATION:	04/2022 – 06/2023 (15 months)
BUDGET:	EUR 178 215 - EU FUNDING: 178 215 EUR (100%)
PROJECT WEBSITE:	N/A

CDEA's **Creative Economy Incubation and Accelerator Initiative** aims to empower and uplift the creative talents of Eastern Africa. Focusing on 10 Tanzanian fashion brands and 10 women in animation from five neighboring countries, this initiative seeks to equip them with the essential industry skills needed for success.

Each fashion brand has undergone comprehensive training, covering key roles such as fashion design, tailoring, graphic design, and marketing. Concurrently, the project has facilitated opportunities for 20 brands from Uganda and Tanzania to showcase their creativity in valuable market settings.

To enhance the capacities of the beneficiaries, CDEA has introduced tailored e-learning resources on fashion. Furthermore, the initiative extends beyond skills training, providing specialized business development guidance to help fashion brands thrive in the competitive industry landscape. Through improving visual literacy, expanding market access, and promoting e-commerce, CDEA aims to create an enabling environment for Tanzanian fashion brands.



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