



CONNECT FOR
CULTURE AFRICA

CfCA E-LEARNING RESOURCE KIT

September, 2026

2025

Online Capacity
Building Series



Background and Purpose

Connect for Culture Africa (CfCA) is a flagship continental programme implemented by Selam in partnership with the African Union (AU), with a focus on strengthening cultural financing ecosystems and advancing the implementation of **AU Assembly Decision AU/Dec.772(XXXIII)**, which calls on Member States to progressively allocate at least 1% of national budgets to arts, culture and heritage by 2030. Recognising culture as a driver and enabler of social and economic development, CfCA works to strengthen the policy, financing, knowledge, institutional and stakeholder ecosystems that enable the cultural and creative industries (CCIs) to thrive. CfCA's implementation has been in collaboration with the Swedish International Development Cooperation Agency (SIDA) and implementing partners in Uganda, Tanzania, Ethiopia, Zambia and Zimbabwe. Within this broader agenda, the **2025 Online Capacity Building Series** was designed to equip cultural actors with practical knowledge, leadership skills and advocacy tools to strengthen their practice, engage policy and financing processes, and contribute more effectively to the case for increased public investment in culture. The series brought together four complementary learning strands: **Advancing Intellectual Property Rights in Africa's Cultural & Creative Industries; Cultural Entrepreneurship and Leadership in Africa; Music Business Accelerator; and Evidence-Based Advocacy Training**. Together, these interventions approached capacity building as professional development, as well as a means of strengthening the wider ecosystem and cultivating informed cultural actors who can become effective advocates for the sector.

Across the four series, the intended outcomes included increased advocacy capacity, greater awareness of the social and economic value of investing in culture, improved ability to apply advocacy and entrepreneurial tools within national and regional contexts, stronger professional and pan-African networks, and the development of practical initiatives and narratives that demonstrate the contribution of CCIs to sustainable development. In this way, the online capacity-building programme was intended to contribute to a broader community of informed, connected and empowered cultural actors capable of influencing policy, strengthening the cultural economy and advancing the **#1PercentForCulture** agenda.

#1PercentForCulture

Connect for Culture Africa (CfCA)

A flagship continental programme for stronger cultural financing ecosystems

1. Advancing Intellectual Property Rights in Africa's CCI's

Brief Introduction

Advancing Intellectual Property Rights in Africa's Cultural & Creative Industries was a six-session online webinar series implemented by Selam in collaboration with **The Music Advocate Africa** between 17 June–22 July 2025. The series explored intellectual property rights as a foundation for protecting, managing and monetising creative work, while strengthening cultural actors' ability to engage in policy and advocacy around the sector.

CFCA WEBINAR SERIES:

Advancing Intellectual Property Rights in Africa's Creative Sector

June 17 – July 22, 2025

Format: 6 Live Virtual Sessions | held weekly | Certificates Awarded

Who Can Apply: Policymakers & Government Officials · CSOs & Cultural Activists · Media Professionals & Legal Experts

Deadline to apply: June 10, 2025



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**THE MUSIC
ADVOCATE**

African Union



Modules / Sessions

Session/ Date	Topic	Key Focus	Watch Session
Module 1 17 June 2025	IP Foundations in Africa: Bridging Policy Gaps	African and international IP frameworks, policy gaps and enforcement challenges.	WATCH ↗
Module 2 24 June 2025	Safeguarding Traditional Knowledge & Cultural Heritage	Protection of traditional knowledge and cultural heritage, with case studies from Ethiopia and Kenya.	WATCH ↗
Module 3 1 June 2025	Digital Revolution: AI, Streaming & Copyright	AI, streaming, digital royalties and metadata rights.	WATCH ↗
Module 4 8 July 2025	Advocacy Strategies: Mobilizing Data for Policy Reform	Using economic impact data to strengthen advocacy and influence policy reform.	WATCH ↗
Module 5 15 July 2025	Monetizing IP: Financing Models for Creatives	Crowdfunding, IP collateralisation and collective management societies.	WATCH ↗
Module 6 22 July 2025	Cross-Border Collaboration & Monitoring Impact	Regional IP cooperation, budget tracking and monitoring impact.	WATCH ↗



2. Cultural Entrepreneurship & Leadership in Africa

Brief Introduction

Cultural Entrepreneurship & Leadership in Africa was a six-week online learning programme jointly developed and delivered by the Institut Kôrè des Arts et Métiers (IKAM) and CfCA (Selam). The programme equipped cultural leaders and creative practitioners with practical approaches to leadership, entrepreneurship, project development and advocacy, drawing on IKAM's Maaya Cultural Entrepreneurship framework.

The sessions were delivered between 15 Aug – 19 Sep 2025 through weekly online sessions with English/French simultaneous interpretation, combining expert input, discussion, practical tools and participant reflection.



Modules / Sessions

Session/ Date	Topic	Key Focus	Facilitator / Speaker	Watch Session
Module 2 22 Aug 2025	Structuring Cultural Projects	Project design, budgeting, coordination and impact measurement.	M. Mohamed Doumbia Mali <i>Manager and Cultural Action Engineer</i>	WATCH ↗
Module 3 29 Aug 2025	Creative Entrepreneurship	Innovation, business models and sustainability in CCI.s.	M. Luc Mayitoukou Congo-Brazzaville <i>Production Manager – Artist Manager</i>	WATCH ↗
Module 4 5 Sept 2025	Resilience & Local Impact	Community-centred cultural action and Maaya Cultural Entrepreneurship.	M. Bourama Diarra Mali <i>Cultural Project Manager</i>	WATCH ↗
Module 5 12 Sept 2025	Cultural Policy & Advocacy	Cultural policy frameworks and influencing public budgets and national policy.	M. Hamadou Mandé Burkina Faso <i>Playwright</i>	WATCH ↗
Module 6 19 Sept 2025	Collaborative Futures	Network-building, partnerships and long-term cultural strategies.	Mme Fatou FAYE Sénégal <i>Marketing and Communications Expert</i>	WATCH ↗

3. Music Business Accelerator

Brief Introduction

The **Music Business Accelerator** was an online learning programme developed and delivered by **Selam within the framework of Connect for Culture Africa (CfCA)** from October to December 2025. It was designed to strengthen the knowledge, skills and networks of emerging music entrepreneurs, covering key areas of the music business including recorded music, publishing, digital distribution, marketing and the live sector.

Between 24 Oct – 2 Dec 2025, the Accelerator combined live expert sessions, case studies, breakout discussions, practical assignments and Q&A, with participants developing projects throughout the programme and culminating in a final pitch.

CfCA E-LEARNING SERIES:

Music Business Accelerator –

E-Learning Course for Emerging Music Entrepreneurs

Course Duration & Format

 **24th October –
28th November 2025**

 **Final Pitch:**
5th December 2025

 **Format:** Online (via Zoom)
6 Modules (90–120 minutes each), including a final pitch presentation

Expert-led lectures, case studies, Q&A, and interactive group work

 **Language:** English

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Modules / Sessions

Session/ Date	Topic	Key Focus	Facilitator/Speaker	Watch Session
Orientation 24 Oct 2025	Introduction & Project Launchpad	Introduction to the Accelerator and CfCA, participant project presentations and project development.	Malki Afram Sweden <i>Lawyer</i>	WATCH ↗
Module 1 30 Oct 2025	Introduction to the Music Industry	Industry structures, value chains, revenue streams and emerging trends.	Andreas Andersson Sweden <i>Founder and CEO, DMG Education</i>	WATCH ↗
Module 2 5 Nov 2025	Recorded Music, Label Business & Publishing	Record labels, production, distribution, contracts, publishing and sync licensing.	Andreas Andersson Sweden <i>Manager and Cultural Action Engineer</i>	WATCH ↗
Module 3 11 Nov 2025	IP, Copyright & Royalties / Music Law	Copyright, royalties, collective management, music law and branding.	George Robert Asewe Kenya <i>Intellectual Property and Entertainment Lawyer</i>	WATCH ↗
Module 4 18 Nov 2025	Digital Distribution	Streaming platforms, DSPs, algorithms, playlisting, metadata and artist branding.	Beth Achitsa Kenya <i>Music Executive, Head of The Orchard East Africa Office</i>	WATCH ↗
Module 5 26 Nov 2025	Marketing, Communication & Branding	Digital strategies, social media, audience development and creative storytelling.	Sulekha Daar Sweden <i>PR and Marketing Manager</i>	WATCH ↗
Module 6 2 Dec 2025	Live Music & Events	Touring, booking, event production, performance fees and live partnerships.	Stefanie Schumann Germany <i>Founder, Delicious Tunes Germany</i>	WATCH ↗
Final 2 Dec 2025	Pitching of Projects	Presentation of participant music business concepts and feedback from industry experts.	Malki Afram Sweden <i>Lawyer</i>	WATCH ↗

4. Evidence-Based Advocacy Training

Brief Introduction

Evidence Based Advocacy Training was a CfCA online capacity building programme designed to strengthen the ability of cultural and creative sector actors to use evidence strategically in advocacy and policy engagement. The training focused on evidence generation, advocacy strategy, stakeholder engagement and the development of credible advocacy proposals.

The series combined expert input with practical exercises, case studies, group discussions and participant reflection, enabling participants to apply advocacy concepts and tools to their own national and sector contexts.

The training aimed to support participants to develop more evidence informed and strategically focused advocacy initiatives, strengthen engagement with policy and financing processes, and contribute to the case for increased public investment in culture, arts and heritage.



CFCA E-LEARNING SERIES:

Evidence-Based Advocacy Training

For Cultural and Creative Sectors Actors in Africa

Strengthen your voice. Influence policy. Drive change.

This training equips cultural actors, CSOs, artists, and policymakers with the knowledge and tools to lead impactful, evidence-based advocacy in their communities and beyond.

WHAT YOU WILL LEARN

-  Foundations of Evidence-Based Advocacy
-  Data Collection, Analysis & Use in Advocacy
-  Strategic Messaging & Stakeholder Engagement
-  Policy Influence & Systems Change
-  Advocacy Campaign Design & Evaluation



DATES

October 17 and October 28, 2025



FORMAT

Online via Zoom



DESIGNED FOR

CCI actors, CSOs, Government representatives, Private sector



CONNECT FOR
CULTURE AFRICA

SELAM

Building Evidence. Elevating Voices. Shaping Policy. **Transforming Africa.**

Modules / Sessions

Session/ Date	Topic	Key Focus	Facilitator / Speaker	Watch Session
Session I 17 Oct 2025	Designing Advocacy in CCIs	Policy cycles and entry points, indicator identification and framing, data-driven problem statements, and data ethics, validation, and storytelling.	Espera Donouvossi Benin <i>Project Manager/ Doctoral Researcher- Cultural Policy & Governance</i>	WATCH ↗
Session II 28 Oct 2025	Translating CCI Data into Narratives and Influence	Persuasive messaging, strategic communication for policymakers, media and public audiences, media engagement, digital platforms, contested data, and misinformation management.	Ezekiel Onyango FRSA Kenya <i>Founder & Executive Director PAIPEC-CCI</i>	WATCH ↗

CfCA is being implemented by Selam in collaboration with the African Union, supported by the Swedish Government.

Le CfCA est mise en œuvre par Selam, en collaboration avec l'Union africaine, avec le soutien du gouvernement suédois.

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