



Nurturing talents among youth for the development of the Creative Arts Industry and job creation in Rwanda

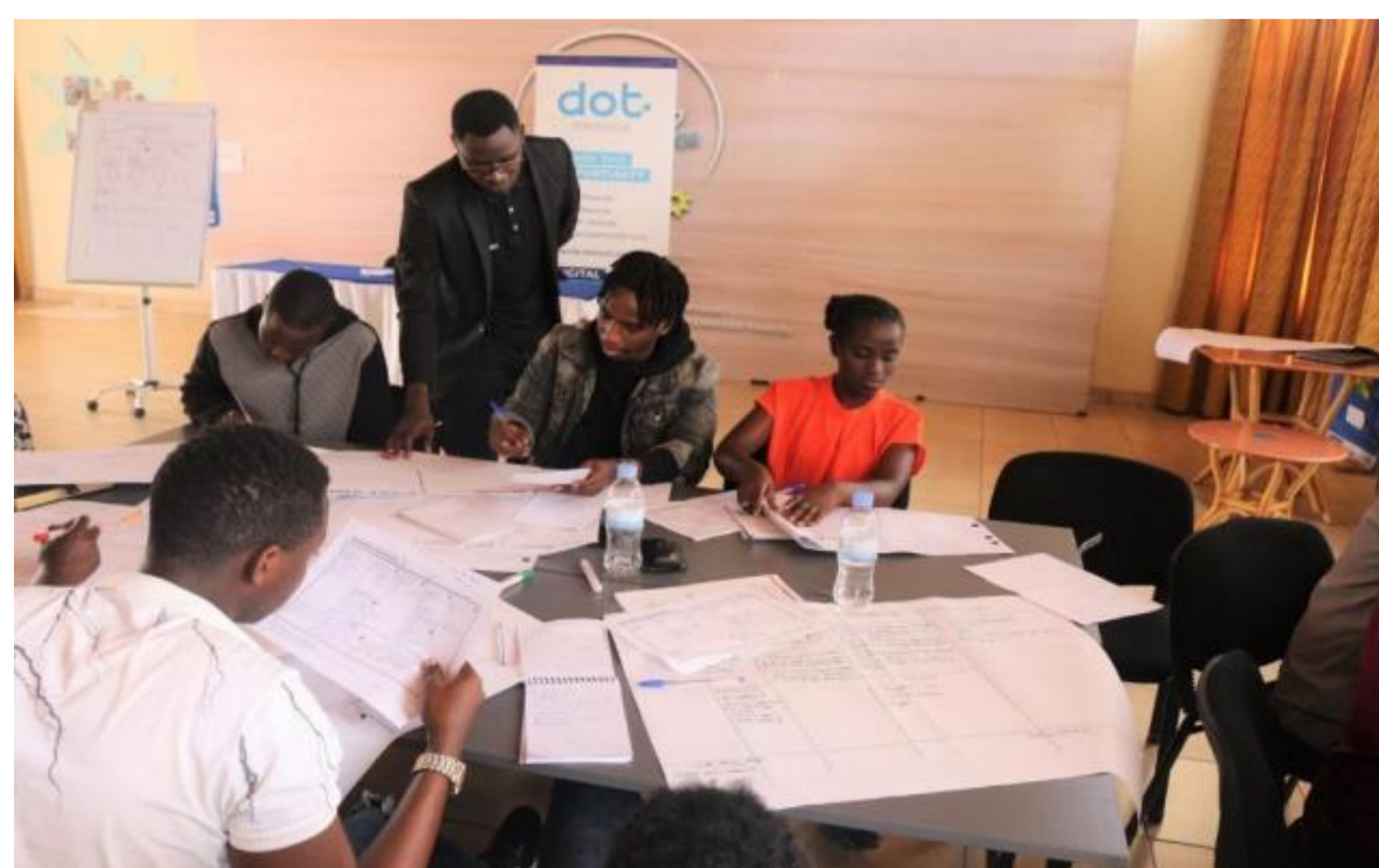
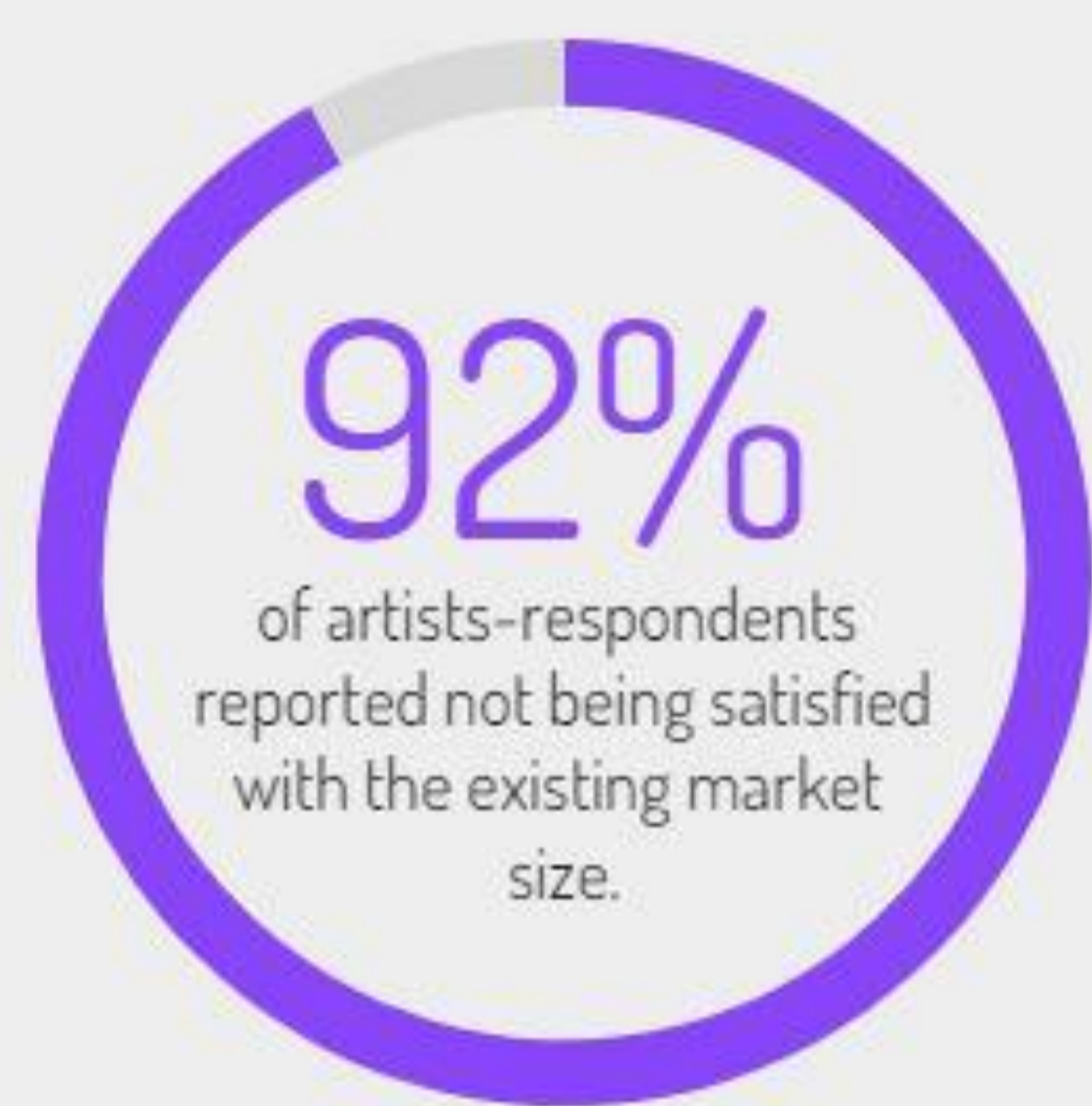


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Issues

- Rwanda's creative industries are looking for solutions to problems and developing products and services for both domestic and international markets.
- According to a survey performed by the Imbuto Foundation, people are still skeptical of what musicians make due to a lack of entrepreneurs in the music sector, a lack of relevant and suitable chances, and a lack of a reading culture among Rwandans.
- Furthermore, it is thought that society's perception of artists is still low.



Description

- The ArtRwanda - Ubuhanzi is a nationwide talent search project implemented by Imbuto Foundation in collaboration with the Ministry of Youth and Culture and the Rwanda Academy of Language and Culture.
- The project aims at identifying and supporting young and talented Rwandans within the creative arts industry.
- The competition consists of a televised nationwide search for creative youth in six different categories (plastic arts, dance & music, fashion, acting & drama, cinematography & photography, and literature).
- Creative industries generate significant value in the Rwandan economy. The United Nations Educational, Scientific and Cultural Organization estimates that the sector represented 5.2% of Rwandan gross domestic product (GDP) in 2016.
- Data from the National Institute of Statistics of Rwanda confirm rapid growth, the industry grew by 36 times in 2016.

Data collection:

- Project M&E Indicators on monthly basis.
- Data was collected through a survey that was conducted by Imbuto Foundation

Data Analysis:

- The descriptive statistics and bivariate analysis were used to generate the findings using STATA v15.

Lessons Learned

68

- Young artists benefiting from the artwanda-ubuhanzi incubation centre.

93%

- 93% of respondents have income generating activities, while only 6% reported not having any income generating activities

- 411 Artworks produced and sold at the ArtRwanda-Ubuhanzi selling point.
- More than 43 millions, total annual revenues generated by Art-Rwanda ubuhanzi beneficiaries.

81%

- 81% of respondents reported getting various other opportunities as a result of ART-Rwanda ubuhanzi interventions

- Art-Rwanda ubuhanzi beneficiaries reported, additionally getting platforms to sell their products, gaining more exposure, other training opportunities, gained more networks, and were able to attend and perform in different events.

Next Steps

- Mobilize more funds and investors towards sustaining and empowering youth with talents to participate in Rwanda's economic development.
- Scale up of incubation centers to the other location of Rwanda.
- Incorporate digital literacy to vastly expand the frontiers of the creative industries.
- **Key words:** Art-Rwanda ubuhanzi, Nurturing talents, Income generating activities, Job creation, youth.
- **For more information:** www.imbutofoundation.org

