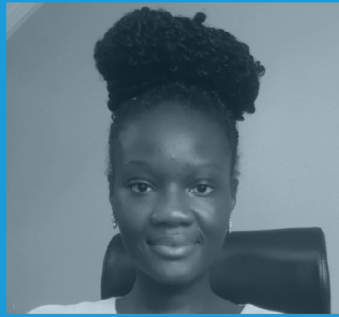




“Creative activities rely on intellectual assets such as creativity, skills and artistry, and not on natural resources such as oil and gas, which can help countries diversify their economies.”

-Patricia Kormeh KORMAWA

Image Source: Late evening concert as part of the Enjoy Jazz Festival at the Heiliggeistkirche, Heidelberg, Germany, with Tania Gianouli (piano) and Sun Mi Hong (drums). Image by Nicolas J.A. Buchoud, all rights reserved ©.



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Africa is rich with creatives doing amazing things, however this isn't being translated into decent work

Digital Tomorrow

Africa should invest largely on digital development because too many of the continent's growing youth population will not be able to realize their full potential at the current rate of economic and social growth. By opening new avenues for rapid economic growth, innovation, job creation, and access to services that were not previously available; digital technologies present an opportunity to rewrite this trajectory. Creative occupations will become much more important to young digitally literate entrepreneurs as digital technology has become a necessary instrument for the creation and distribution of creative content. In the industrial sector, there is less discussion about how human creativity affects machines because creativity already contributes to the integration of complex goods, marketing, graphic design, brand development, and engineering. The global south has an abundance

of creative potential that is unrivaled and waiting to compete on a worldwide stage. However, translating this creativity into decent wages hasn't been easy, particularly on the African continent. Creative activities rely on local intellectual assets as creativity, skills, and artistry and not on natural resources such as oil and gas, which can help countries diversify their economies. We need to encourage and take advantage of our creative talents and entrepreneurs to facilitate their inauguration into the new global model.

Digital Fashion and the growing number of digital job profiles

Many skills are available on the African continent, but let's focus on two areas where we have a comparative advantage: fashion and cultural heritage and how digitization can improve livelihood. The informal sector is where a large portion of creatives are. Notwithstanding, this is the avenue where skilled labour can be harnessed to improve their status quo. When we think fashion, we need to think beyond teaching young people how to sew, draft patterns, and cut clothes; we also need to teach them advanced digital skills for Fashion Entrepreneurs, such how to use Google Analytics to track and analyze website traffic or e-commerce sales, or a digital editor who can use online platforms like WordPress, Shopify, and E-Commerce to be able to access larger markets. They should also take advantage of the technological advancement in the fashion industry such as virtual and augmented reality, 3D printing on fabrics. Novel fabrics development

such as sustainable and durable spider silks and most recently Blockchain; which is mostly used in supply chain for transparency, traceability, and efficiency. Digital jobs in the fashion and textile industry are something we need to invest in as it is evident that this growing sector is gaining more attention, starting from digital communication, online representative up to e-commerce requires well prepared and skilled employees able to navigate in this changing environment with the needed competencies, updated knowledge, and creativity. In doing so it can enable young people to get a decent wage and improve their standard of living. During the pandemic lockdown in 2020 an innovative Congolese designer, brand owner of HANIFA, Anifa Mvuemba launched her collection with 3D runway models via Instagram Live. The digital fashion show is very telling of the times we are in as many other Brands are moving into the same direction; just check the METAVERSE.

Digitalizing Cultural Festivals

We believe there is enormous potential for our youth's future employment when it comes to bringing culture to a digital platform. To ensure that everyone may participate in cultural celebrations, members of a society should actively digitize their traditions. This may aid in fostering a sense of community and purpose among the populace. Festivals in the West, such as those in Europe and the Americas, have transformed into digital events in response to the times. Most of them

maintain active profiles on at least three social media platforms, particularly Facebook, Twitter, and Instagram. Social media has made it possible for festivals to communicate with its attendees directly and reach a larger audience. Companies like Multichoice have been a cornerstone of compiling and sharing African Stories by Africans and they can be a tremendous source of edutainment as well as a potential source of income for the creatives. Web series like "The Fest Guru's," a travel docu-reality program that follows four young Africans as they seek out the best international cultural festivals in Africa.

Many new roles and professions have emerged with the rise of social media. The youth of the African continent should not be left behind by this fourth industrial revolution. We need to reform the way our pupils learn as well as how lecturers teach. We can integrate our cultures with today's technology, not only to preserve our heritage but a way of having custodians ready to tell our stories. The Basic Education System need to include 21 century tools and skills that our young African's will need to compete in this ever-changing world.