



Behind the Scenes: Young Women and Gender-Based Inequities in Africa's Creative Sector

Project Snapshot:

- **Goal:** Generate and disseminate evidence on the multiple and intersecting issues impacting young women creatives' access to dignified and fulfilling work in African countries
- **Areas of focus:** Gender norms, work, and women's economic participation
- **Target group:** Young African women creatives
- **Where:** Ethiopia, Ghana, Kenya, Rwanda, Senegal, Nigeria, and Uganda
- **Duration:** November 2023 - November 2026 (3 years)

The Current Landscape

The Creative Sector is Africa's next goldmine and most dynamic economic growth area. By 2040, the sector will generate an additional \$20 billion in annual revenue and create 20 million new jobs in Africa. The potential of Africa's creative economy notwithstanding, it faces several socioeconomic challenges, including limited prospects for women's participation and advancement.

While gender disparities impede women's participation and ability to fully benefit from opportunities in many of Africa's high-value sectors, the specific dynamics of these inequities in the region's Creative Sector are not well understood.

The Behind the Scenes project focuses on the gender-related challenges of young women in the Creative Sectors of seven African countries, namely Ethiopia, Ghana, Kenya, Senegal, Rwanda, Nigeria, and Uganda. The project will leverage the ingenuity and energy of young creatives and researchers in these countries to explore the gender norms and practices affecting young women's access to dignified and fulfilling work in the Creative Sector.

Box 1: Some Creative Sector trends in the study countries

Kenya's Creative Sector is its most rapidly growing sector, generating 5.32%ⁱ of GDP in 2013, and is anticipated to contribute up to 10% by 2025. **Ghana's** Ghollywood currently generates about 4 million dollars annually and will be worth about \$500 million by 2030. In **Senegal**, the video, movie, and film industry alone will be worth more than \$600 million by 2030. **Nigeria's** Creative Sector generated more than \$1 billion in 2020, would create an estimated 2.7 million jobs by 2050, and contribute \$100 billion to the country's GDP by 2030ⁱⁱ. In **Uganda**, the creative and cultural industry contributed \$6.7 million to the country's GDP between 2014 and 2016.ⁱⁱⁱ Projections indicate that the industry's contribution to Uganda's economy will triple by 2030. **Rwanda's** cultural and creative sector represented 5.3% of the country's GDP in 2016^{iv}. Increasingly acknowledged as a future driver of jobs and income for youth in the country, Rwanda's Creative Sector will be worth over 100 million by 2030. **Ethiopia** has a long history of art, music, dance, literature, and other cultural expressions. For over a decade, its Creative Sector has accounted for around 4.2% of the national GDP. Ethiopia's Creative Sector earnings are expected to quadruple by 2030.^v

What We Are Doing

Behind the Scenes project responds to the enormous opportunities and emerging challenges in Africa's Creative Sector. In **partnership with the Mastercard Foundation**, the **ICRW** will work with **project partners** in the seven study countries to provide robust evidence and thought leadership for understanding and addressing the challenges faced by young women creatives.

Activities in the project will include:

- Research and dissemination.
- Capacity strengthening for young African researchers, and
- Multi-stakeholder engagement to translate emerging evidence into actionable initiatives.

Key Project Partnerships

- **Ethiopia** – [Organisation for Social Science Research in Eastern and Southern and Africa \(OSSREA\), Addis Ababa.](#)
- **Ghana** – [University of Cape Coast](#)
- **Nigeria** – [Department of Sociology and Department of Creative Arts, University of Lagos](#)
- **Rwanda** – [The University of Rwanda](#)
- **Senegal** – [LAREM - Laboratoire de Recherches Economiques et Monetaires](#)

Key Stakeholders:

Young female creatives, professional guilds, unions, government officials, producers, Creative Sector value chain players, media, and academic institutions.

The ***Behind the Scenes*** project's comprehensive approach aims not only to generate evidence but to also foster an inclusive landscape where the talents of young women contribute significantly to the vibrant tapestry of Africa's Creative Sector.

By collaborating with key partners and engaging in rigorous research, this project aspires to amplify the voices of young women creatives and contribute to solutions for a more equitable future with dignified and fulfilling work.

ⁱ Muteti T. *Collaboration with creative industry to spur economic development*. Published online 2023.

ⁱⁱ Oodoro M. *Nigeria's creative industry can potentially boost country's GDP by \$100 billion by 2030*. Published online 2023. Bottom of Form

ⁱⁱⁱ Caribou Digital. *Uganda's culture and creative industries in a digital age: A landscape review*. Farnham, Surrey, United Kingdom:

Caribou Digital Publishing, 2023. <https://cariboudigital.net/ugandas-culture-and-creative-industries-in-a-digital-age-landscape-review>

^{iv} AFRIXIM Bank. *African Trade Report: Leveraging the Power of Culture and Creative Industries for Accelerated Structural Transformation in the AfCFTA Era*. 2022

^v African Development Bank Group. *African Economic Outlook*. 2020