



ARTXCHANGE

# CONNECTING CREATIVE YOUTH IN AFRICA AND EUROPE





The ArtXChange project focuses on **connection, inclusion, and empowerment of youth in the creative sector** in Africa and Europe by supporting young professionals, CSOs and organizations and promoting **collaboration, capacity building and exchanges** in Kenya, Somalia, Italy and Sweden.

## THE PROGRAM IS SPECIFICALLY DESIGNED TO:

- Support and **promote vibrant cultural and creative sectors** in Africa and Europe.
- Increase professionalism, technical **skills and employability** for creatives.
- Provide physical and virtual **spaces, resources, tools and new opportunities** to young creatives.
- Enhance the capacity to develop **participatory, community-driven cultural projects**.

A consortium of five partners from **Kenya** (GoDown Arts Centre), **Somalia** (Somali Academy of Science and Arts), **Sweden** (Nätverkstan Kultur) and **Italy** (CoopCulture), led by CISP (International Committee for the Development of Peoples), are working within their skillsets to create opportunities within and between Africa and Europe and forge new professional networks.

The ArtXChange (AXC) project is co-funded by the European Union and represents the 'Culture, Arts and Sports' cluster of the AU-EU Youth Cooperation Hub, a multi-stakeholder platform, with youth at its core, seeking to test new approaches in the African Union-European Union partnership. The project implementation period is 2019 – 2022.





# WHY THE ARTXCHANGE PROJECT?

Cultural and creative sector is important in terms of its economic footprint and employment opportunities. The 2030 Agenda marks a substantial step forward for culture as it is the first time that the global development framework refers to culture in relation to several SDGs.

East Africa is seeing the growing of quality creative productions, with a vibrant creative and innovative youth population and very strong cultural traditions, heritage and expression, including music, crafts, fashion, visual arts and, more recently, digital media.

The cultural and creative sector, which employs more than 30 million people globally, has been hit much harder than expected by the coronavirus pandemic, urging targeted policies and actions to help it weather the crisis. The project actions are therefore even more relevant today.

## THE 3 MAIN COMPONENTS OF THE ARTXCHANGE PROJECT ARE:

- Capacity building, skills development and exchanges opportunities.
- Access to professional networks, platforms, and job market.
- Co-production of innovative intercultural projects and events.

ArtXChange aims to provide participants with the necessary tools to create and market their work not only locally, but to international audiences as well.



*After crossing all the boundaries and limitations of my culture and environment, I came to an end where I'm now free to express myself.*

--Najma, ArtXChange participant.

# HOW DOES ARTXCHANGE WORK?

## ARTXCHANGE CREATES CONNECTIONS AND INCREASES SKILLS OF YOUNG CREATIVES BY:

- ⊙ Offering **trainings** on creative arts skills, entrepreneurship and management of creative projects.
- ⊙ Supporting **scholarships and exchanges** for selected artists.
- ⊙ Hosting capacity building sessions on **policy orientation** in the creative sector for governments and other key stakeholders, including youth.
- ⊙ Supporting **partnerships, networking and mentorship** initiatives.
- ⊙ Giving “**Business Awards**” for best innovative artistic projects.
- ⊙ Facilitating workshops and residencies for **co-creation** of intercultural projects.
- ⊙ Hosting local and international **cultural events** in Africa and Europe.



## MILESTONES:

- **1 Cultural youth-led Hub trained** and supported in Mogadishu (Somalia).
- **1 Digital Platform** for education, networking, job and funding opportunities in the creative sector.



*The exchange program was important to light a fire, feel more driven and push my passion more.*

--Sharon, ArtXChange participant.

# ARTXCHANGE TARGET GROUPS

**18-38 YEARS OLD CREATIVES FROM SOMALIA,  
KENYA, EUROPE (MAINLY ITALY AND SWEDEN):**

**5.520**

**Young Creative, Artists  
and Youth-led CSOs,  
in particular:**

**120** young artists/youth led  
CSOs members **participating in  
training, workshops, scholarships.**

**400** young artists/youth led  
CSOs members **taking part  
in partnerships, networking  
opportunities.**

**5.000** young artists/youth CSOs  
members **accessing the digital  
platform, events and resources.**

**100**

**Private Enterprises  
in the creative sector,  
involved in the creation  
of networks and  
collaborations to  
enhance market  
access.**

**80**

**Authorities,  
Government Officials  
and other Institutions  
in the creative sectors  
participating in  
workshops on promotion  
of creative industries.**



ARTXCHANGE

Get in touch

[artxchange@cisp-ngo.org](mailto:artxchange@cisp-ngo.org)

[@artxchangeproject](https://www.instagram.com/artxchangeproject)



PROJECT IMPLEMENTED BY



[www.developmentofpeoples.org](http://www.developmentofpeoples.org)

[www.cisp-som.org](http://www.cisp-som.org)

IN PARTNERSHIP WITH

The  
**GoDown**  
arts centre



SOMALI ACADEMY  
OF SCIENCES  
AND ARTS

**CO|CUL**  
**OP|TU**  
**RE**

**NÄTVERKSTAN**  
KULTUR



United Nations  
Educational, Scientific and  
Cultural Organization

CO-FUNDED BY



European  
Union



AUxEU Youth  
Cooperation  
Hub

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of CISP and do not necessarily reflect the views of the European Union.