

## Launching Your Creative Enterprise

### COURSE SUMMARY

#### **YOUR ROLE IN THE CREATIVE ECONOMY**

- they have the ability to help solve global problems, influence policy, and diversify our economy.
- knowing what your values are is important
- the ability to learn from failure is also vital in the design thinking process.
- Sustaining a business is hard work and requires motivation even when things get very tough.

#### **EXPLORING CREATIVE ENTREPRENEURSHIP**

- A unique characteristic of the creative industry is its flexibility
- Entrepreneurship is when you act upon opportunities and ideas and transform them into value for others.
- Creative social enterprises are a hybrid of both creative and social enterprise
- Some social entrepreneurs can be cultural entrepreneurs and vice versa

#### **AFRICA'S CREATIVE ECONOMY POTENTIAL**

- Creative Economy can be defined as those areas of human, social and economic activity
- The interface between creativity, culture, economics and technology, has the potential to generate income, jobs and exports while at the same time promoting social inclusion, cultural diversity and human development

# 1 African Creative Economy

