



CREATIVE DNA: ETHIOPIA INCUBATION PROGRAMME

The British Council Arts programme supports the creation of new art and fosters partnerships between the creative sectors of the UK and East Africa. The programme is committed to working with creatives and their communities to promote innovation and creativity, whilst promoting equality, diversity, and inclusion. As part of the SSA Arts Creative Economy programme, British Council SSA Arts has initiated Creative DNA - Ethiopia.

The Creative DNA Ethiopia programme will offer business incubation support to 10 Ethiopian based early-stage fashion enterprises. Created to provide business skill development, strengthen networks in Ethiopia and in the UK and offer action-based learning through digital coaching sessions, co-created online campaigns, and market opportunities.

The programme is focused on promoting alternative and innovative approaches to the global fashion system with the ambition of demonstrating that the fashion sector in Ethiopia is a professional choice for young people and a valuable contributor to the creative economy.

The Creative DNA Ethiopia 3.0 incubation programme will be implemented by Iceaddis & Creative Hub Ethiopia and will feature the following components:

Business Incubator (6 weeks):

- Intensive bootcamps.
- Tailored coaching sessions focusing on business strategy, market access, and sustainability.
- Interaction with a diverse network of global experts and mentors.

Networking and Access to Market:

- Opportunities to establish connections with key players in the Ethiopian and UK fashion industries.
- Provide tangible market opportunities through co-created online campaigns
- Access to market opportunities through collaborations and partnerships.

Microgrant:

- Financial support through microgrants to facilitate the implementation of innovative ideas and strategies.



programme Partners

The British Council:

The British Council is the United Kingdom (UK)'s international organization for cultural relations and educational opportunities. Our work in arts and culture stimulates creative expression and exchange to nurture creative enterprise programmes that are underpinned by research, focused on young people (18–35 year olds) via three programmematic areas which are Creative Economy, Cultural Exchange, and Cultural Heritage. We support Arts and cultural organisations to raise their profile, showcase their arts and increase their economic value and their partnerships, our programme partners have the vision and understanding of their creative communities. They are best placed to lead and tell the stories of their local art sectors.

Further information can be viewed at <https://ethiopia.britishcouncil.org>

Iceaddis:

Iceaddis, (ice stands for Innovation, Collaboration, Entrepreneurship) is Ethiopia's first innovation hub and tech startup incubator established in 2011.

Recognizing the indispensable role of innovators, Iceaddis positioned itself as a pioneer, serving as the first startup incubator and innovation hub in Ethiopia. Its inception is credited with laying the groundwork for what has evolved into a thriving startup ecosystem within the country.

Iceaddis is devoted to amplifying the impact of startups, focusing on youth-driven private sector initiatives. Its mission extends beyond mere facilitation, actively fostering constructive engagement among tech enthusiasts, entrepreneurs, investors, and individuals from the creative industries. Through these endeavors, Iceaddis continues to contribute significantly to the growth and dynamism of Ethiopia's entrepreneurial landscape.

Further information can be viewed at: <https://www.iceaddis.com/>

The Creative Hub Ethiopia:



Creative Hub Ethiopia supports creative innovators, designers, and SMEs in various fields by deepening their understanding of global design and industrial concepts, providing state-of-the-art working tools and resources, and enhancing the link between young innovators, and industrial and governmental entities.

Further information can be viewed at <https://creativehub.et/>