



Where creativity conquers conflict

CREATIVE AND SOCIAL ENTREPRENEUR PROGRAMME (CASE)

- Calling for expressions of interest

Enabling Enterprise in Uganda

In Place of War is a global organisation that uses creativity in places of conflict as a tool for positive change. We enable grassroots change-makers in music, theatre and across the arts to transform a culture of violence and suffering into hope, opportunity and freedom.

Our projects are driven by an international alliance of change-makers producing local grass-root solutions. This is supported by a world leading panel of academics delivering research and evaluation around the power of creativity to bring positive change and humanity to some of the world's most challenging environments.

In Place of War works in over 26 countries. In Place of War works to support this network across three pillars: the creation of creative hubs, education and entrepreneurship and artistic collaboration.

About the CASE

The Creative and Social Entrepreneur Programme (CASE) is a short course devised by In Place of War, and certified by our partners the University of Manchester (UK). It offers participants an amazing and unique opportunity to develop and launch their creative project or business via a proven and successful learning framework.

Using real-life success studies from Africa, Asia, the Middle East, Europe and Latin America, the course explores unique and non-conventional methods created by communities to develop social and creative projects. The programme is not a conventional business programme, but will enable participants to become familiar with the key business and soft-skills required to develop creative and social enterprise projects.

The course materials range from video, interviews, illustrations, case studies, practical tasks, discussions, presentations and research activities. The programme is based on a 'learning-by-doing' ethos and way of working, in which you will undertake practical tasks that will inspire and enable you to complete 'the creative challenge' at the end of the training. The 'creative challenge' is the development of a viable business plan for a creative/social enterprise or concept.

At the end of the training, participants will present, and promote, their creative enterprise/project to a panel of experienced experts.



Where creativity conquers conflict

COURSE BREAKDOWN

The course consists of 7 units on various themes relevant to the development of creative enterprises. Each unit consists of two x three-hour sessions. In addition to this, students will have the opportunity to undertake workshops in preparation for the Creative Challenge.

Unit and lesson title
Unit 1:1 - Fundamentals of the Creative Industries: What are the creative industries?
Unit 1:2a - Fundamentals of the Creative Industries: Why are the Creative Industries important?
Unit 1:2b - Creative entrepreneurialism Skills and challenges
Unit 1.3 - Fundamentals of the Creative Industries: Project Planning and budgeting
Unit 1.4 - Fundamentals of the Creative Industries: Evaluation
Unit 2 - Alternative models for creative and social organizations
Unit 3 - Festivals, conferences and events
Unit 4 - Networks and collaborative working (Do It Together)
Unit 5 - Digital and Social Media tools for social and creative enterprises
Unit 6 - Creative Spaces
Unit 7 - Creativity for change: Activating communities
Unit 8 - The Creative/Social Challenge (Student presentations)

The Creative Challenge is the key practical element of the programme allowing participants to apply knowledge and skills gained during the course to develop and present a real life creative proposal. During the workshop sessions, participants will be guided through the process of developing a creative/social idea and turning it into a business plan/proposal that can be developed by the student.

Workshop themes
1) Introduction: In this session, students will be introduced to the creative challenge and begin to develop ideas for their creative enterprise. In addition to this, students will examine how to deliver a presentation.
2) Market Research: In this session, students will undertake market research to understand what the creative industries or social/community sector look like in their country/city.
3) Planning: Having examined their market, participants develop a plan considering how the



Where creativity conquers conflict

external environment may impact on their plan and how they can prepare for this. In addition, participants will analyze the strengths and weakness of their plan and assess how they can mitigate against risks.

4) Financial Case: In this session will develop a financial plan, including costs and potential sources of income for their enterprise.

5) Partners: In session students will undertake research to devise a database of potential partners for their business

6) Online/Offline strategy: In this session students will develop a plan to utilise digital tools to enhance their creative/social project and explore how these tools can work with offline strategies.

7) Presentation practice/ How to register a business in Uganda. - The final session is an opportunity to practise their presentation as well as learning about how to register a business in Uganda.

International and national mentoring network

Participants' 'creative challenge' presentations will be assessed by a panel of creative industry professionals who will invite up to five successful participants per group to undertake mentoring sessions post training.

Participants will be matched with international and local entrepreneurs who will work with them to develop their creative business idea. This is a unique opportunity to learn from some of the best minds in the business who will support you in developing your creative enterprise.

Who is the programme for?

The programme has been designed for emerging entrepreneurs who are keen to embark on a career in the creative industries or interested in using creativity to deal with social/community issues. The course will also cater for those already working in the creative industries at a grassroots or community level, and for those who are seeking to develop their project to a level of sustainability.

This entry level continuing professional development course (CDP) seeks to develop practical skills, knowledge and networks in the creative industries and social enterprise sector.



Where creativity conquers conflict

Criteria for participation

There are no formal academic entry requirements for the course. However, participants must:

- Be aged 18-30
- Provide up to date contact details and address
- Have a passion or interest in a creative discipline and/or an interest in creative practice for social change.
- Demonstrate their entrepreneurial potential illustrating awareness of potential audiences or markets for their product / service or original concept
- Have a good level of English (speaking, listening, reading and writing skills in English) as the programme will be delivered in English. Students will be expected to follow explanations of concepts and models as well as deliver presentations to the class in English.
- Be able to attend ALL sessions over a 14-day training period in order to complete the programme. If, for whatever reason, you are unable able to attend the full 14 day session during the dates provided, we strongly advise you to apply to one of the later training cycles. Learners are expected to attend all the sessions and participate fully in classroom activities and will only be awarded a certificate of participation if they complete the programme.
- Understand that as 100% attendance by participants is a requirement of the course failure to meet this may result in participants being withdrawn from the course.
- Be responsible for managing their Creative/Social Challenge project under the guidance of the trainer and appreciate that there will be an emphasis on self-guided learning.
- Be responsible, motivated and driven to fully participate in the programme.

RECRUITMENT PROCESS

There are four cycles of training in 2018 and each training programme will be delivered over a 14 day period. Each cycle of training will be delivered to a maximum of 15 participants. The dates for the four cycles of training are:

Cycle 1: 9 - 22 April 2018, in Kampala

Cycle 2: 28 May - 10 June 2018 (location to be confirmed but may take place outside of Kampala)

Cycle 3: 30 July - 12 August 2018 (location to be confirmed but may take place outside of Kampala)

Cycle 4: 1 - 14 October 2018, in Kampala.



Where creativity conquers conflict

We are currently recruiting for cycle 1 only. Applicants for cycles 2, 3 and 4 will be opened later in the year.

As stressed in the entry criteria participants must be able to available for the duration of the programme. Prospective participants are invited to complete a short online questionnaire as part of the application process which can be found here (Insert link).

***** DEADLINE FOR SUBMISSIONS, CYCLE 1: 25 FEBRUARY, 2018 *****

Video/audio presentation

As well as submitting the questionnaire, participants are asked to send a brief video/audio recording in the style of an elevator pitch or short presentation (of no more than 3 minutes duration). The presentation / pitch should clearly outline a brief proposal for a creative business or a creative project (with social/community benefits). We will accept presentations in the following formats (**AVI, FLV, WMV, MP4, and MOV and MP3**)

It does not have to be a fully developed proposal, but should demonstrate your ability to generate innovative creative enterprise ideas and your potential as a creative or social entrepreneur. We define creative businesses to include, but are not limited to:

- Advertising
- Arts and Antiques Market
- Architecture
- Fashion Design
- Handicrafts
- Design
- Film and video
- Computer Games
- Music
- Performing Arts (theatre, dance)
- Publishing
- Software and computer services
- Radio
- Television

Suggested themes to be covered in your presentation:

- Description of the business idea – simple and to the point
- An overview of the potential customer and market - location / age / unique selling point
- What resources you will need to launch your business – logistics / staff / setup
- How you intend to market and promote your business – how will you reach your customer or market?
- Basic financial projections – investment required and product / service pricing

We are more than happy to see smart, creative and enthusiastic presentations. Enjoy yourselves but be on message.



Where creativity conquers conflict

The questionnaire and videos should be sent to applicants@inplaceofwar.net

The deadline for submission is **25 February**. We will **ONLY** accept the first 250 applications. Applications received after the deadline, or after the first 250 applications – whichever is sooner, will not be considered.

As such we strongly recommend an early application as we are anticipating high demand for limited course places.

All successful candidates will be informed by the 12 March 2018.

***** REMEMBER - DEADLINE FOR SUBMISSIONS, CYCLE 1: 25 FEBRUARY, 2018 *****

Assessment of your application

Your application will be assessed by a panel of creative industry experts and staff at In Place of War. Successful applicants will be notified by email two weeks before the beginning of the course.

Incomplete applications, or applications submitted in formats that cannot be opened or viewed, will not be considered by the panel.

The panel will not correspond with applicants in regard to submissions, and whether they were submitted in time or not. The panel's decision is final and binding.

We will attempt to inform all applicants of their application status but if you have not heard from us by 12 March 2018 it unfortunately means you will not have been chosen for cycle 1.

However, unsuccessful applicants are very welcome to reapply for one of the later cycles.

If you have any questions about the programme or applicant process, please email teresa@inplaceofwar.net or daina@inplaceofwar.net