



Enabling Enterprise in Uganda

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.

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as 100% attendance by participants is a requirement of the course failure to meet this may result in participants being withdrawn from the course.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.

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 be 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](#)

***** 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.

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.
