



AFRICAN DEVELOPMENT BANK GROUP



*Investing  
in the Creative  
Industries:*  
**FASHIONOMICS**



*Supported by*

Google  
Digital Skills for Africa

## ***FASHIONOMICS Disrupt! / FASHION! Africa Masterclass @ LFDW2017***

- Date:** 27<sup>th</sup> 28<sup>th</sup> of October 2017 @ Lagos Fashion and Design Week (Nigeria)  
**Venue:** EKO Atlantic, Lagos - Nigeria  
**Keynote Speakers:** Vanessa Mungar, Director - Gender, Women and Civil Society Department (AfDB), Omoyemi Akerele, Founder and Artistic Director of Style House Files (LFDW), Sara Maino, Deputy Editor-in-Chief (Vogue Italia)  
**Lead coordinator:** Emanuela Gregorio, Gender and Innovation Economist (AfDB)  
**Facilitators:** Marnix van Holland (Hivos), Masimba Biriwasha (Hivos) Vuyo Tofile (Entbanc Group) Peter Kolade (Haptics)

## **Background and Rationale**

The African Development Bank (AfDB) under the leadership of the Department of Gender, Women and Civil Society Organizations (CSOs) and in partnership with Lagos Fashion and Design week (LFDW), Hivos International and Haptics supported by Google Digital Skills for Africa, will host a Fashionomics Africa Masterclass called **Disrupt!FASHION!** for entrepreneurs and startups operating in the textile, apparel and accessories sector. The target group for the masterclass will be Creative entrepreneurs operating in the textile, apparel and accessories sector, attending the LFDW2017.

The event will take place on the 27th and 28th of October 2017, alongside the Lagos Fashion and Design Week (held 25-28 October 2017), taking place from 25th to 28th October at EKO Atlantic.

The **Lagos Fashion and Design Week (LFDW) 2017** is a multiday fashion event platform taking place from 25th to 28th of October that aims to drive the Nigerian and ultimately, the African fashion industry; by bringing together buyers, consumers and the media to view the current collections of African designers in the fashion capital of Lagos, Nigeria. As a leading fashion event on the African fashion calendar, LFDW leads the way with initiatives that supports, strengthens and develops the fashion industry. Beyond the runway, the annual event provides a physical platform that's gradually repositioning fashion as a useful tool for commerce and creativity in Nigeria. The central theme of the upcoming LFDW 2017 event is **"Africa: Shaping Fashion's Future"** with a focus on technology and innovation..

The forum will provide an opportunity for the Bank and its partners to implement the Fashionomics Africa initiative, by:

- (i) Building the Fashionomics Africa online platform's database;
- (ii) Foster strategic partnerships with public and private stakeholders;
- (iii) Facilitate the operationalization of trainings and capacity building activities.

It will provide an occasion for the Bank and partners to discuss with a wide range of stakeholders its proposed engagement in this sector, and with established networks of suppliers, manufacturers, retailers and investors that will tap in the platform and connect with African fashion entrepreneurs.

## **Fashionomics Africa Masterclasses - Disrupt!FASHION!**

While Africa often serves as inspiration for fashion collections, it's China, India and Brazil that currently present the greatest growth opportunities as emerging consumer markets. But with large international fashion retailers long-time active in Africa, the time is ripe to ask the question: how can we strengthen Africa to become fashion's next frontier? The **Disrupt!FASHION!** developed by ILO and Hivos does just that: it provides entrepreneurs operating in fashion sector with needed tools, skills, access and innovative new insights in a one-stop-shop unique support program together with local expertise and exchange.

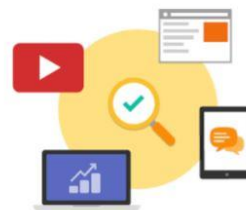
## **Event format**

The Disrupt!FASHION! masterclass event is an event that brings together the frontrunners of the African fashion and textile industry. During the one-day-and-a-half masterclass at least 20 teams of 10 people with their creative ideas will be supported by mentors and experts to bring their businesses to the next level. At the end of the masterclass they will be able to (i) prepare an effective business plan, (ii) pitch their idea/business and have a clear understanding on how to plan and (iii) build and implement a compelling brand from brief to creation and implementation.

Moreover, **Haptics** supported by **Google Digital Skills for Africa**, will deliver a class on: (iv) *Leveraging Online Tools to Run your Business Collaborations*. Below you can find snapshot of the training module:

# Face-to-face curriculum

Topic	Key Elements/Learning Objectives
<b>The Online Opportunity</b>	How Internet access has grown around the world How this growth leads to new business opportunities How marketing has changed and key marketing concepts today How technology affects business
<b>Build your online presence</b>	Why everyone should consider an online presence How to develop an online strategy How to ensure your website design is effective What digital marketing tools are available
<b>Introduction to Advertising Online</b>	Why SEM can make a difference to businesses who market themselves online How SEM works generally and why it is different to SEO What you need to do to use SEM effectively - the key principles of good practice How to use segmentation in SEM How Google AdWords works
<b>Introduction to Mobile (SME Track)</b>	Mobile devices and operating systems Mobile trends Mobile websites and apps Advertising on mobile
<b>Job Opportunities in Digital (Job Seeker Track)</b>	What work opportunities there are in Digital Technologies and in Digital Marketing What digital job might be right for you Understand how you can attract the attention of potential employers and convince them that you are the one they should employ



## Masterclass principles

- Active participation: Making sure all voices feel empowered and encouraged to speak and share;
- Working in groups: Teams of between of 10 people max.;
- Authentic engagement: Actively listen to each other;
- Systemic, creative and generative responses: the program may change according to participants needs.

**Target group:** Creative entrepreneurs operating in the textile, apparel and accessories sector. The target group can be any sub-sector within the creative fashion industries. Participants will have more than six months experience in implementing their business ideas.

**Trainers & mentors:** 8 key experts and mentors will deliver the masterclass. Mentors and trainers with excellent inside knowledge on business, African fashion and finance will be invited to guide the TA&A entrepreneurs and strengthen their value and business proposition.

**Branding:** The training event will be branded as Disrupt!FASHION! under the umbrella of AfDB's Fashionomics Africa program. All partners will acknowledge and follow AfDB's lead during the event and the Disrupt! concept as branded by Hivos. In all (press) publications and other resource materials all partners should be mentioned when referencing the AfDB Fashionomics program and the Disrupt!FASHION!.

**Promotion:** The marketing and promotional campaign should be according AfDB Fashionomics program lead.

**Application:** Applicants should register and will be linked to the global networks of AfDB and Hivos. Entrepreneurs will get access to the Disrupt! models and information (including business model canvas, Design Thinking and Theory U).

**Documentation:** The event will be documented, including video, photography, blogger/writer. Materials should be shared with participants upon request. At least 5 blogposts - before, during and after - should be written and published. A group photo and a short video clip - including quotes of the participants and mentors - will be produced.

**Evaluation:** There will be an evaluation with the participants. Hivos will take care of this in collaboration with AfDB.

**Overall objective:** The objective of this masterclass is to connect and support some of the exceptional African fashion entrepreneurs with trainings, skills, tools, access and network. At the end of the event the unique value proposition of their business is tweaked, but also their knowledge on accessing finance and sustainable production is improved. The underlying goal is to show that successful African TA&A entrepreneurs can demonstrate that, given the right investment and access to trainings and resources, they can compete on the regional and world stage.

**Expected outcomes:**

It is expected that participants will have a greater understanding of how to run a fashion business and develop an effective business plan. Additionally, businesses will be presented as pipeline to the network of Hivos and AfDB for future investments. The event will be documented and published on various media, which will increase their outreach significantly. A group photo and a short video clip - including quotes of the participants and mentors - will be produced.

**Deliverables (after event):**

- List of names and contact details of the participants, mentors, judges and presenters
- 5 Blog posts, video footage and all photographs
- Video clip, with an impression of masterclass
- Completed evaluation forms of the participants
- Financial and narrative report, according to the AfDB reporting format

## **Disrupt! FASHION! Program 27-28 October 2017**

### **Program Friday 27<sup>th</sup> of October (Day #1)**

09h00	<b>Arrival and registrations</b>
09h30	Welcome and introducing the facilitation and support team Participants' introduction & Program overview
09h30-09h45	<b>Audience guiding questions to determine their needs and audience type</b>
09h45-11h15	Business model canvas training (split in tables for collaborative work - half-way plenary input)
11h15-11h30	<b>Plenary discussion, feedback and Disrupt! FASHION! entertainment</b>
<b>11h.30- 11h45</b>	<b>Tea Break</b> (with music)
11h45-12h15	<b>Pitching training</b>
12h15-13h45	<b>Leveraging Online Tools to Run your Business Collaborations part #1 (Google Africa)</b>
<b>13h45-14h30</b>	<b>Light Lunch</b>
14h30-14h45	<b>Icebreaker</b>
14h45-14h55	Short interview by Emanuela with entrepreneur (golden circle)
14h55- 15:10	<b>Feedback carousel on what is my social value proposition?</b>
15h10-15h50	Branding, Marketing and establishing Strategic Collaborations (part #2) - How to brand and market your business - How to use digital media and tools effectively for your business - Introducing: Fashionomics platform
15h50-16h20	<b>Pitching training</b>
<b>16h20-16h30</b>	<b>Tea Break</b> (with music)
16h30-17h10	<b>Access to finance &amp; Golden Circle</b>
17h10-1730	Plenary feedback round and input
17h30-17h45	<b>wrap-up, thank you's and agenda for day #2</b>

**END (Cocktail)**

## **Program Saturday 28<sup>th</sup> of October (Day #2)**

09h00 **Arrival and registrations**

09h30-09h40 Welcome and introducing

09h40-09h45 **Icebreaker**

09h40-10h10 **Inspirational Talk by Omoyemi Akerele Founder of LFDW and Sara Maino (Vogue Italia)**

**10h10-10h30 Pitching training**

**10h30-10h45 Tea Break**

10h45-12h15 Investor Pitching

12h15-12h30 **wrap-up and final thank you's**

**END (Cocktail + Light Lunch)**