

**Press Release *For immediate release***

**African Knowledge Exchange (AKE)**

**Creative Media Venture Start Ups Launch and Projects Showcase**

**Nairobi, 6th December 2016**: The Global E- Schools and Communities Initiative (GESCI) marked the end of the first phase of our Digital Creative Media programme.This one year initiative , with the 21 participants, having completed their training in Animation, Games and Apps design and development and Music and Sound Design, were awarded certificate in AKE – Digital Creative Media and progressed to the final phase of the programme – the formal launched a number of seven start up companies

Present were : representatives from Kenyan law firms, Ministry of Education, Kenya, and Côte d’Ivoire, Ministry of ICT, Kenya, the private sector,Technical,Vocational and Education Training (TVET) and Creative Media in Zambia.

GESCI implemented AKE as an innovative contribution to addressing unemployment among the youth in Kenya; to build a model of training in the creative digital arts which can be replicated throughout Africa. Speaking at the event, GESCI’s CEO, Jerome Morrissey, said “Youth unemployment is a central challenge to be address throughout Africa and AKE is pioneering skills development in new areas influenced by digital technologies for job creation .

The seven start ups cover the skills acquired in Games and Apps, in animation and in music and sound to provide relatred services. The start ups which are registered under the business act of the Kenyan Government.

Ms. Jane Muchiri, Director Youth Affairs in the Ministry of ICT said that Kenya is in the process of adopting whole school use of ICTs which will help our youth have ICT skills to fit in the job market.

Aboubacar Coulibaly from Ministry of Education Côte d’Ivoire pointed out that we can provide solutions to youth unemployment in Africa. We have opportunities to solve these problems and to develop models of training and enterprise supports that AKE is currently developing.

**African Knowledge Exchange-Creative Media Venture**

AKE is knowledge partnership, established by GESCI and the Ministry for Foreign affairs of Finland to identify new technology-driven training scenarios that enable new skills development, which will facilitate employment and job creation in the emerging knowledge societies in Africa.

**About GESCI**

The Global E-Schools and Communities initiative (GESCI) is an international non-profit organisation based in Nairobi, Kenya. GESCI was founded by the United Nations in 2003, GESCI's mission is to assist governments in their efforts to promote socio-economic development, through the successful and widespread integration of Information and Communications Technologies (ICTs) for the development of knowledge societies.

More information available at www. gesci.org

**For more information:**

Journalists seeking further information on AKE Can reach the following persons:

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