



Date: March 19, 2020

Redacted Minutes on impact of COVID-19 on the creative industry in Kenya.

Immediate Response:

HEVA Fund instituted measures responding to the crisis, including; closure of HQ, remote working for staffers, cost waivers & moratorium on payments for clients, and an exploration of information on impact on the creative sector in Kenya.

In the last two weeks we have observed a recorded complete slow down, and closure of creative sector business - with the postponement, cancellations and closure of activities (meetings, convening, competitions, awards, exhibitions, residencies) events (live music, weddings, concerts, gathering) and establishments (entertainment, gaming, film theatres).

Creative Sector Updates:

1. National Emergency Committee Consultations

Through our representation at the Kenya Private Sector Alliance, we shall consult with the National Emergency Committee to share a creative sector analysis in the national mapping exercise - the emergency committee has since requested for impact submissions from every sector, especially from the Micro, Small and Medium Enterprises.

We recognize that MSMEs are the lifeline of Kenya's economy and as such it is important to map out the impact of this health crisis, especially on those sectors, with limited working capital e.g. sports, entertainment, gig economy practitioners etc., It is important to map out the loss or postponement of income, as well as other opportunities such as endorsements, sponsorships and buyers meetings, purchase orders, credit lines, pre-payments, delayed supplies in order to map a recovery plan.

2. Economic response to the COVID-19 pandemic

Kenya has announced a series of early measures to reduce the cost burden on mobile phone money transfer transactions, bank to mobile transactions, to restructure and renegotiate business loans as well as to extend the term for personal loans, across all sectors.

Around the world, most countries are considering significant measures to secure workers, and retain assets within businesses and to alleviate household cost pressures - on healthcare needs, rent, water, taxes:

- I. The USA has announced USD 100 Trillion to cover small businesses and 1000 to every America worker;
- II. the UK has announced a stimulus package fund of 42 Trillion to secure loans for small and medium sized business;
- III. Germany has announced a stimulus package of Euros 60 Trillion & unlimited credit to businesses;
- IV. Italy has announced Euros 4.9 trillion targeted at health and unemployment;
- V. Japan has announced as stimulus package of Yens 400 Billion to support small and medium sized business
- VI. Australia- increasing instant asset write off, boosting cash flows for employers, wage subsidies for businesses with apprentices and trainees

We expect many other responses, in the coming week from numerous African Countries as they are now responding to the pandemic and the impact of the pandemic, after its arrival in our continent. These measures are necessary as they are not only useful to reduce the immediate exposure of vulnerable individuals and communities, but they create resilience and would secure local economic activity which is a guarantee for a recovery.

A creative Sector Response

1. Mobilization and Solidarity

We acknowledge and support the numerous and ongoing conversations by the creative sector players in Kenya. We highlight the comments by the Event Organizers Association on national news, the online convening of the Creative Economy Working Groups, and numerous other conversations led by concerned individuals.

We also acknowledge the outreach to HEVA Fund by the Nhimbe Trust in Zimbabwe, who are leading a conversation and are building a local response.

2. Evidence Gathering and Publishing Insights

The second step in our response, with a view to building the resilience of our creative industry community, we shall initiate a process to collect information from our practitioner, we shall review and publish this information to support the ongoing actions by numerous players, including KEPSA, Government of Kenya, development sector, etc.,

Over the next 14 days, through our partners, clients and stakeholders, we shall share a data collection tool, which we shall request artists from all sectors to complete a self-assessment and submit for consolidation and publication. The following are the data points which we shall seek to gather:

Respondent Groups:	Practitioners level: Freelancers, Creative labor in both informal, digital and gig economy Firm level: creative sector businesses, employers, promoters, producers, and organizers Ecosystem level: Representation bodies, guilds, associations, and communities.
Demographic Details:	Age (practitioner, business operation), Gender (practitioner), Location (county and town).
Business Details:	Registration details (type of business, for profit / nonprofit), Premises / Production space (rented, owned, home), Labor (number, gender, employment terms), capital base

	(equipment, working capital, inventory), Business liabilities (loans, rent, salaries etc.), memberships (saccos, associations), Suppliers and support ecosystems.
Current Constraints (Practitioner Constraints)	Lost income Lost opportunities (sponsorships, auditions, residencies) Reasons for loss (unable to gather/ unable to export/ consumer reducing spending).
Current Constraints (Business Constraints)	Lost business Lost opportunities - fairs, buyers' meetings, new contracts, Reason for loss (unable to gather/ unable to export/ consumer reducing spending).
Resilience Strategies (Practitioner & Business)	Existing measures/ responses to lost opportunities Possibility of renewal of opportunity after the crisis passes (postponement/ delay) Any (digital, cross-border) opportunities that can be strengthened / future Proofing Any items within their offering that have withstood the crisis Long-term implications of short-term measures \.
Emergency Needs Mapping	What would be the immediate support (business and personal) to alleviate stress and build resilience.

3. Evidence Gathering Process

Through an online questionnaire, self-assessment emails (case studies) and online focus group discussions, we shall collect and collate insights from 100 respondents, creating a baseline for our assumptions, as well as to inform strategies.

The data gathering tool (draft) will be ready for feedback by Monday, March 23, 2020, and updated draft on Tuesday, March 24, 2020 and Typeform ready for sending out by Thursday, March 26, 2020. Communication and responses on the questionnaire will be facilitated for 14 days from March 27, 2020.

4. Inspiration and useful links

Art Sector Covid-19 questionnaires:

1. <https://surveys.americansforthearts.org/s3/CoronavirusImpactSurvey>
2. <http://winformusic.org/covid-19/>
3. <https://www.surveymonkey.co.uk/r/CWQ73JP>

State intervention strategies:

1. <http://coloradocreativeindustries.org/resources-to-support-the-arts-during-coronavirus/>
2. <https://www.kreativgesellschaft.org/en/news/covid-19-economic-effects-on-the-creative-industries/>
3. <https://www.business.gov.au/Risk-management/Emergency-management/Coronavirus-information-and-support-for-business>

Meeting adjourned.

Next meeting on March 23, 2020.

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