



Agenda

Responding to Covid-19's impact on the Creative Industries Sector

Policy Dialogue	Covid-19 and the Creative Industries: Understanding the pandemic's impact to shape effective sector support		
Date	Tuesday 25 Aug 2020	Time:	11.00 am – 13.00 pm
Venue	Zoom Webinar		
Link	Please click the link below to register for the webinar: https://us02web.zoom.us/webinar/register/WN_vg_abuelQa6DYo6tTD_srw		

Policy Dialogue Webinar Objectives

The Department of Small Business Development (DSBD), as part of its efforts to support the creative sector small business ecosystem, believes it is vital to understand how SMMEs and entrepreneurs are being impacted by, and how they are responding to, this new environment, and how new opportunities can be identified and opened up through improved sector collaboration, appropriate policies and targeted programmes.

This webinar aims to understand the impact of Covid-19 on the creative sector, and informal businesses in particular, in Craft & Design, Audio-Visual and Animation, Music and Digital and Print Publishing, with the aim of sharing solutions and identifying new emerging business and market opportunities for creators.

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Item	Time	Content/Topic	Responsible
1.	11.00am	Hosting of zoom call	Daniel Chiwandamira , EDSE
2.	11.00 – 11.10 (10')	Introduction and welcome remarks: The EDSE programme and why the creative economy is an important sector.	Nigel Gwynne-Evans , EDSE Programme Team Leader Representative , European Union Delegation Jeffrey Ndumo , DSBD Acting Deputy Director General
3.	11.10 – 11.20 (10')	Session 1.1: The Creative Economy and the Covid-19 crisis: an overview. <ul style="list-style-type: none"> • Scene setting and Creative Industries, the impact of Covid - 19 	Dr André Gouws , South Africa Cultural Observatory, Economist, Trade, development, and cultural economics



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4.	11.20 – 11.35 (15')	Session 1.2: Challenges and Opportunities <ul style="list-style-type: none"> What are the challenges and opportunities in the context of Covid-19? What strategies are emerging in response? 	Erika Elk , Craft and Design Institute, Founding Executive Director
5.	11.35 – 11.40 (5')	Facilitated Q & A	Daniel Chiwandamira , EDSE
6.	11.40 – 12.30 (50')	Session 2: Understanding the Impact of Covid-19 and the industries creative responses: <ul style="list-style-type: none"> Session 2.1: Music Sector Session 2.2: Fashion and Design Sector Session 2.3: Publishing Sector Session 2.4: Crafts and Arts Sector Session 2.5. Audio-Visual & Interactive Media 	Thiwe Rhantomo , Women in Music, Founding Director Nina Sedumedi , Nina Made in SA, Owner and Director Lerato Letsoso , Lerato Letsoso Productions (PTY) LTD, Managing Director Mbalemyama Radebe , Soweto Arts and Craft Unati Malunga , The South African Screen Federation, Executive Director
	(10')	<ul style="list-style-type: none"> Outside the box ways of doing things The new normal Are there ways to 'build back better' from this experience? 	



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7.	12.30 – 12.40 (10')	Facilitated Q & A:	Dr Kate Philip, EDSE, Lead: Township Economy Team
8.	12.40 – 12.50 (10')	Session 4.1: Sector support and the role of Government <ul style="list-style-type: none"> • Current programmes and support structures • Government response 	Mhlanganisi Masoga, DSBD Director: Sector Development, Products and Markets
10.	12.50 – 13.00 (10')	Summary, take away messages and way forward	Martin Feinstein, EDSE Lead: BDS Team Dr Kate Philip, EDSE, Lead: Township Economy Team