

# CREATIVE ECONOMIES IN AFRICA

Ph. Credits: Earth's Skin, El Anatsui

**MARCH  
12  
2025**

**Venice School of  
Management  
Campus San Giobbe  
Saraceno Room  
15.00 - 16.30**



**Roberta Comunian**

Professor of Creative  
Economies, King's College  
London

Prof. Roberta Comunian will present her recent work on **Creative Economies: Cultures, Innovation and Sustainability (CoRE)**, a research initiative exploring the intersections of culture, technology, sustainability, and policy in African creative economies.

CoRE investigates how Africa's rich cultural influence, expanding youth and middle-class, and strong informal economies shape socio-economic impact. While **African creative industries** have gained global recognition, they operate under unique models that challenge conventional economic frameworks.

Despite their potential to drive economic resilience and sustainable development, they face barriers such as limited investment, infrastructure gaps, and regulatory challenges.

The seminar will discuss interdisciplinary approaches to unlocking the sector's transformative potential.

**The CoRE network** currently includes several African universities: University of Cape Coast and University of Ghana in Ghana; University of Nairobi in Kenya; University of Lagos and Obafemi Awolowo University in Nigeria; Rhodes University, Stellenbosch University, and Witwatersrand University in South Africa; Makerere University in Uganda. European partners include University of Aarhus in Denmark; King's College London in the UK; Groningen University in the Netherlands; and Humboldt University in Germany.



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