

Creation Africa Ghana Incubation Program: Call for Applications for entrepreneurs in Ghana's Cultural and Creative Industries

The French Embassy in Ghana, in partnership with Impact Hub Accra, is proud to announce the Call for Applications for the second edition of its flagship Creation Africa Ghana Incubation Program, designed to equip cultural and creative entrepreneurs with the knowledge, networks and capital required to scale their ventures and compete globally.

The beneficiary-centered program targets the Cultural and Creative Industries (CCIs) which are sectors involving the creation, development, production and distribution of goods, services and activities with cultural, artistic and/or heritage content specifically, Architecture, Design, Books & Publishing, Music, Cinema, Audiovisual content, Digital creations, Museums & Heritage, Media, Visual Arts, Video Games, Fashion & Luxury goods, Performing Arts and Culinary Arts.

As the implementing partner, Impact Hub Accra will lead the execution of the program, serving as the innovation engine behind its design and management. The hub is renowned for engineering collaborations between startups, investors and development partners, turning fragmented initiatives into structured, scalable value chains. Through its network of spaces and programs, IHA acts as a lab where local innovation meets global capital, shaping Africa's next generation of ventures across sectors such as the creative industries, technology and the circular economy.

The Creation Africa Ghana Incubation Program forms part of the broader Creation Africa Ghana initiative aimed at bridging the gap between artistry and entrepreneurship by inspiring innovation, promoting cultural diversity and supporting creative professionals thrive as cultural ambassadors and key contributors to sustainable economic growth. Over the course of four weeks, 30 selected participants will engage in intensive hybrid bootcamp sessions, culminating in the selection of 10 finalists who will benefit from extended mentorship and a grant of up to 30,000 euros each.

Eligibility Criteria

To be eligible for the program, applicants must:

- Be Ghanaian citizens or legally resident in Ghana.
- Be aged 18 - 40 years at the time of application.
- Operate in one or more Cultural and Creative Industry (CCI) sectors: Architecture, Design, Books & Publishing, Music, Cinema, Audiovisual content, Digital creations, Museums & Heritage, Media, Visual Arts, Video Games, Fashion & Luxury goods, Performing Arts and Culinary Arts.
- Be able to commit to the full duration of the program (April 2026 - May 2027), including training, mentorship, and reporting requirements.
- Be fluent in English (working proficiency required).
- Be formally registered in Ghana or obtain registration in Ghana before the start of the incubation program.
- Have been operational for at least 6 months, demonstrating consistent creative or commercial activity.
- Have a clear business or creative model with defined products, services, or creative outputs.



Selection Criteria

The top 30 projects will be selected based on the following criteria:

- Innovation: Originality and creativity of the idea.
- Feasibility: Clarity of business model and execution plan.
- Impact: Potential to create jobs, promote culture, or advance sustainability.
- Scalability: Readiness to grow locally and internationally.
- Team Capacity: Strength and experience of the team.

NB: Special attention will be given to ensuring gender parity in the selection of the final projects.

Selection Process

To arrive at the top 30 projects, applications will be reviewed in a three-stage process:

1. Screening: All submissions will be reviewed to confirm eligibility and completeness.
2. Shortlisting: A panel of judges will evaluate applications based on innovation, feasibility, impact potential, scalability and team capacity.
3. Final Selection: 30 entrepreneurs will be invited to join the incubation program, leading up to a Demo Day where 10 finalists will receive up to €30,000 each in grants to scale their ventures.

Selection Committee & Mentors

The selection committee will include French and Ghanaian experts from the cultural and creative industries as well as investors. Mentors and facilitators will be drawn from leading creative enterprises, academia, and business development institutions to ensure high quality guidance throughout the program.

Program Timeline (November 2025 - May 2027)

- November 2025 – January 2026: Call for Applications
- February 2026 - April 2026: Top 30 Selection Process
- May 2026: Orientation & Needs Assessment
- May 2026 - June 2026: Bootcamp (Hybrid capacity building sessions)
 - The 4-week hybrid bootcamp will include masterclasses and hands-on workshops in key areas including strategic planning, brand storytelling, fundraising, production scaling, and financial management.
- July 2026: Demo Day (Pitching & Selection of the top 10 Grant Winners)
- August 2026 – September 2026: Mentorship & Fund Utilization Planning
- October 2026 – May 2027: Implementation phase & Post-program Support

Why join the Creation Africa Ghana Incubation Program?

- Mentorship: Coaching from experts specialized in the cultural and creative industries.
- Peer Learning: A collaborative environment that enables peer-learning, fostering knowledge exchange.
- Networking: Connectivity to investors, strategic partners and creative networks.
- Brand visibility: Opportunities for visibility through various media platforms and showcasing events.
- Market Access: Post - program opportunities for local and international market access.
- Funding: Grants of up to 30,000 euros awarded to each of the top 10 finalists selected at the end of the bootcamp phase.



Application Deadline

16 January 2026, 11:59pm GMT

To Apply and learn more:

Visit www.creationafricaghana.com

Info Sessions

Information Sessions will be held during the application period. Stay connected for all relevant updates:

- Website: www.creationafricaghana.com
- Instagram : @franceghana
- X : FranceandGhana
- LinkedIn : French Embassy in Ghana/Ambassade de France au Ghana
- Facebook: French Embassy in Ghana/Ambassade de France au Ghana

