



“Ecosystem & Value Chain Analysis & Transformation!”



Animation South Africa



Ecosystem & Value Chain Transformation

“Opportunities & Challenges in Animation”

Animationsa (NPC)

November 2022,

Isabelle Rorke - Deputy Chair & Executive Producer

“Transforming Ecosystems”

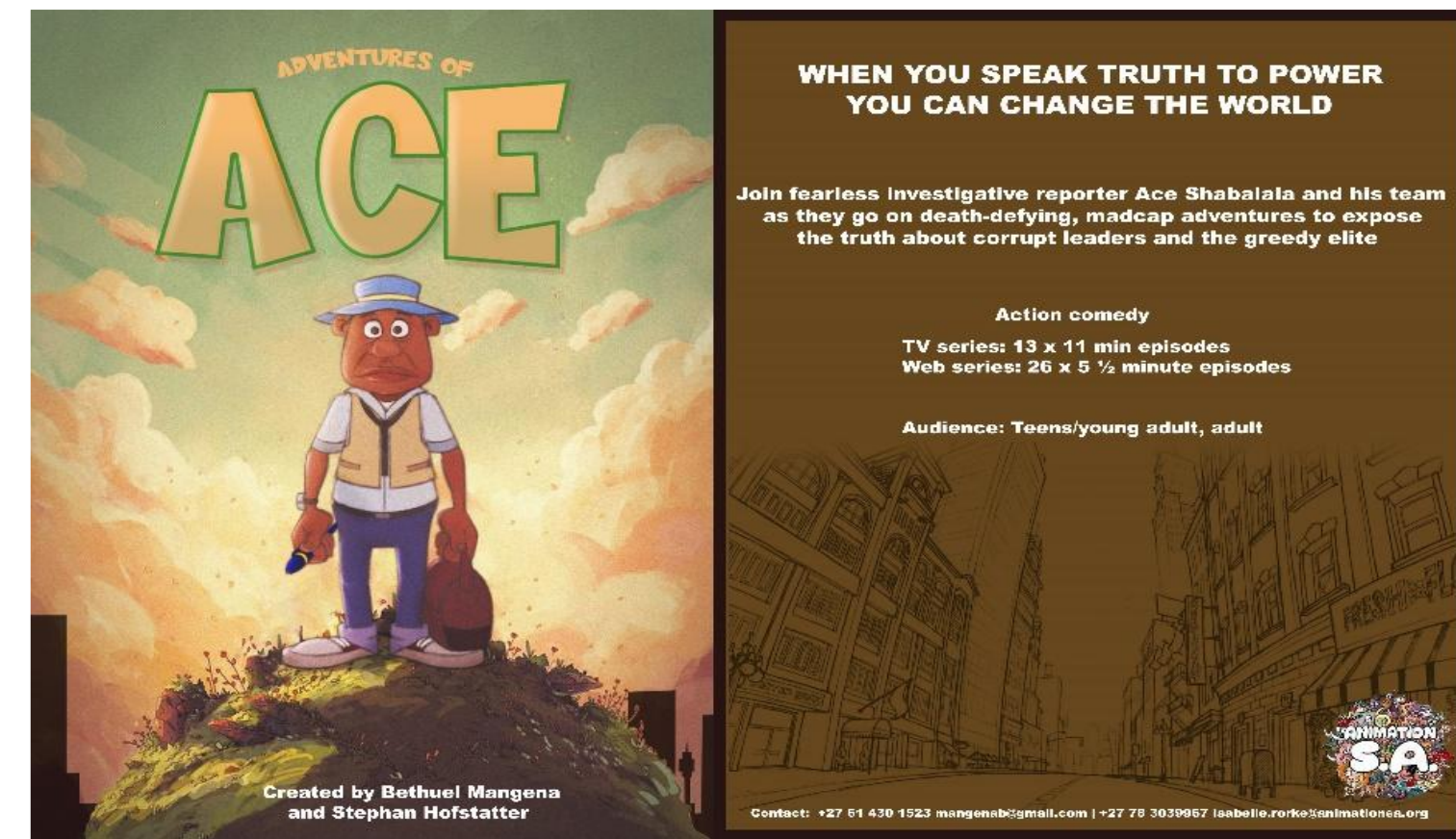
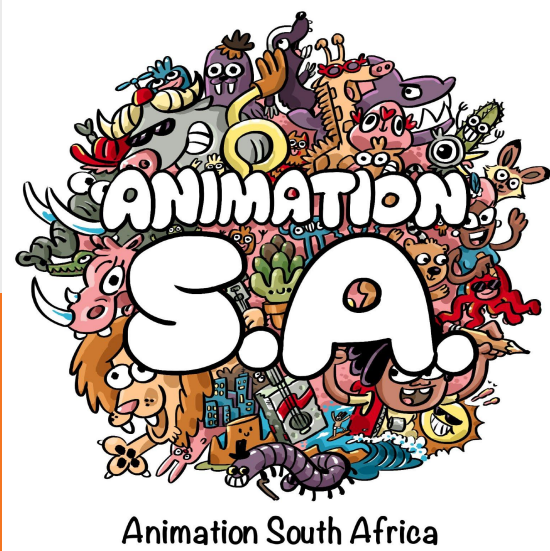
How Can We Build Enabling Ecosystem?

For ecosystems to change, there needs to be coordination and direction, significant opportunity, pressure & demand for change & political will

Change can be catalysed by ecosystem facilitators who are partnered with key stakeholders

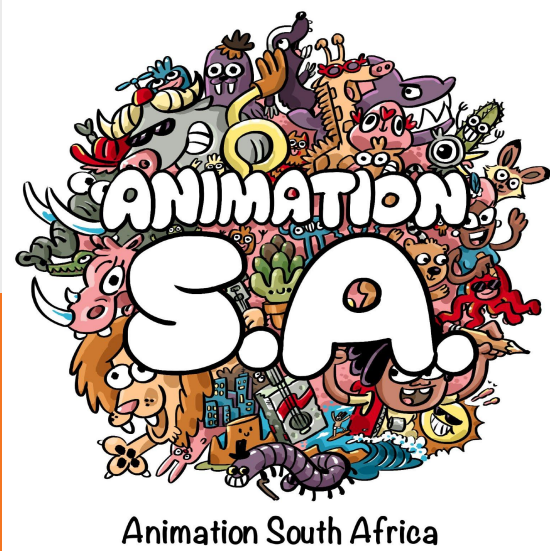
Ecosystem interventions must be multi-pronged, strategic and systemic

Research by Bluelever Education



Systemic Approach to Ecosystem Transformation

Opportunity - Enabling Ecosystems!



Ideally, an enabling ecosystem will foster opportunities for inclusive growth and the development of stakeholders and the industry / sector as a whole,

As well as being sustainable and efficiently and effectively run.

An enabling ecosystem should globally competitive and ready to transform / already transforming, increasing access for all within it.



Where are the Blocks?

Ecosystem Challenges!

High degree of fragmentation, which limits clear industry-wide strategies, coordination, and leadership.

Misalignment of skills-demand and training provision

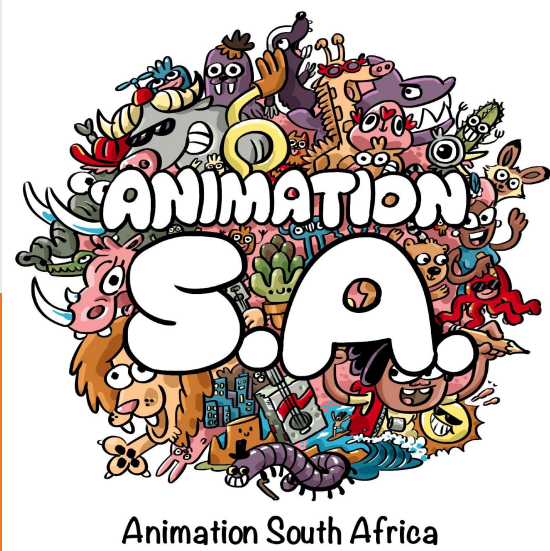
Lack of integration of skills development into the majority of Master Plans (where these exist)

Inefficiency and waste of resources

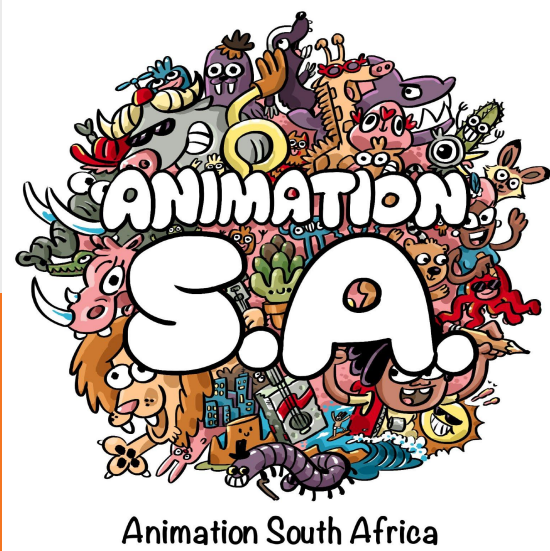
Lack of a systemic approach to resources

Lack of a systematic approach to ecosystem management.

“Projects” run in isolation within ecosystems as an approach to challenges, as opposed to creating coordinated systemic solutions



Value Chain Challenges

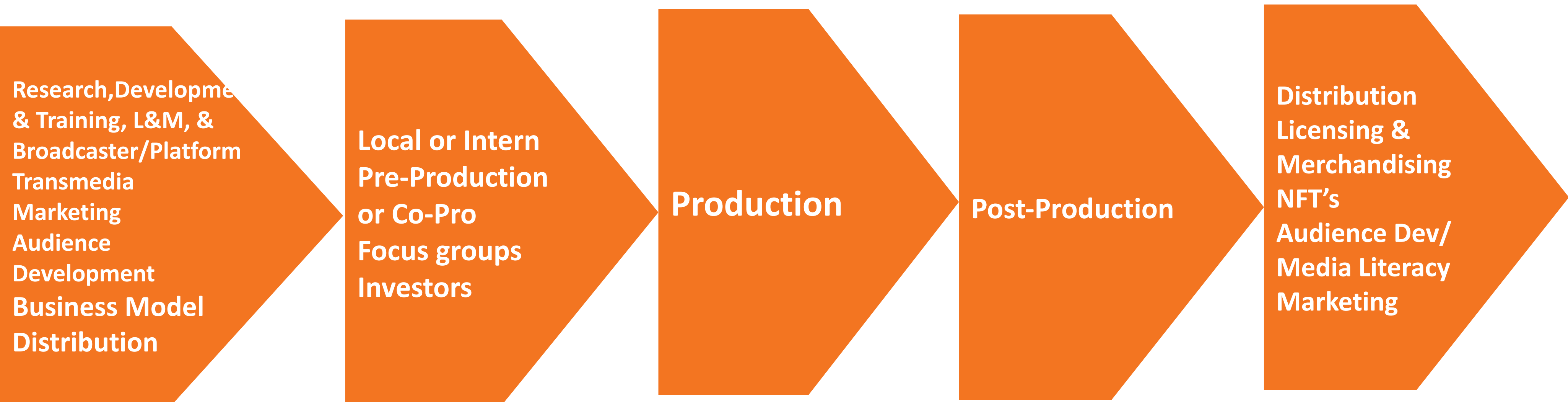


Value Change Transformation

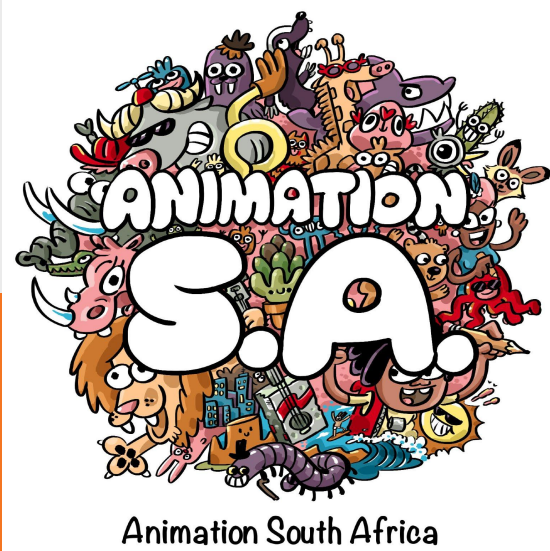
Impact in the various stages of development to ensure a better result and an increase in skills transfer, employment and ROI

What was wrong with it? What needed to Change and Why?

Upgraded Animation Value Change



Intermediaries Value Chain !



Why Change is Needed!

Efficient and effective skills development is a key enabler within ecosystems, and a factor that can soften other challenges

Outdated Animation Value Chain

Social Impact

Inform
Attract
Select
Direct
Develop

Human Capital Innovation

Quality Education
Internships
Learnerships
Incubators
Accelerators

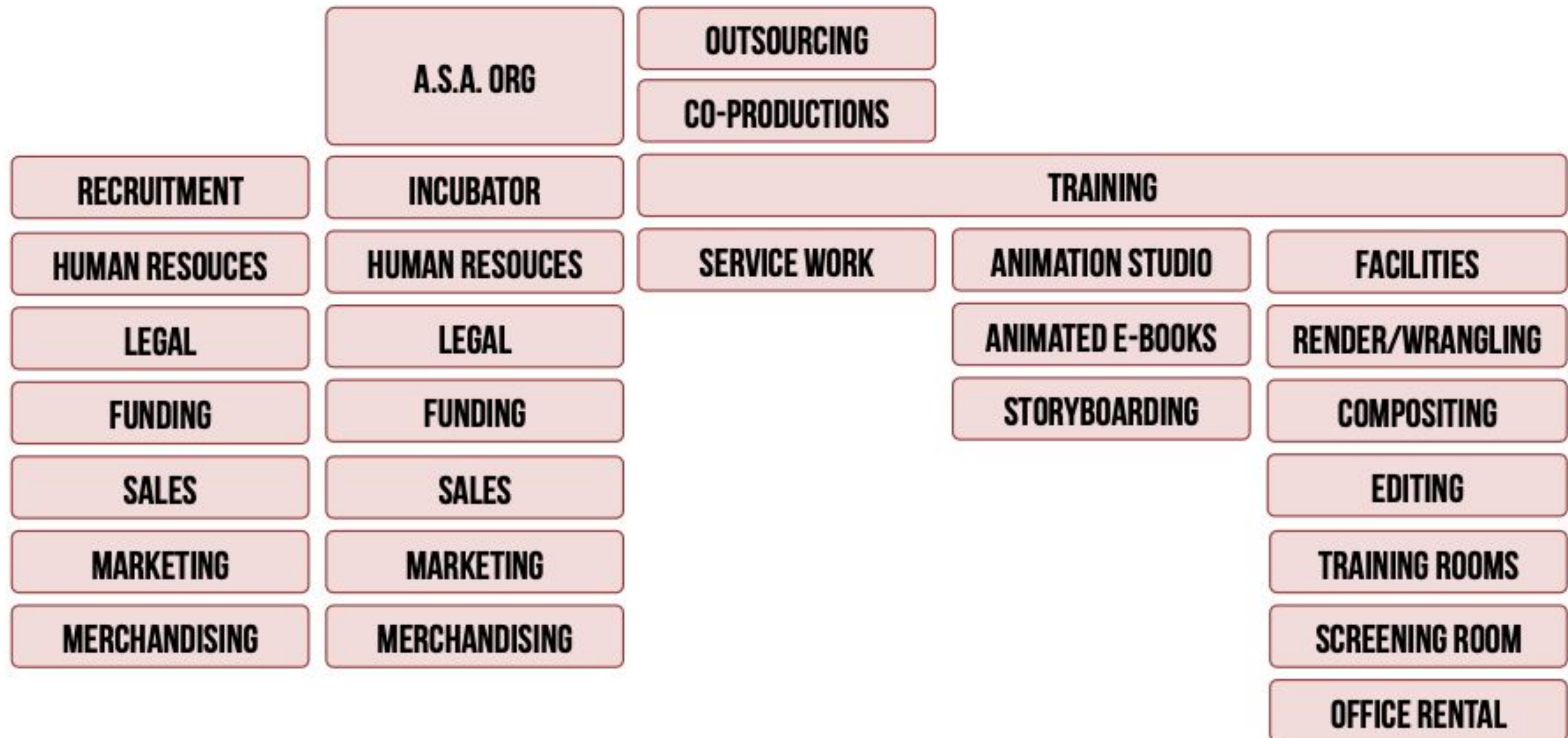
Supply / Capex

IT
Software
Hardware
Future Tech

Development
Pre-Production
Production
Post-Production

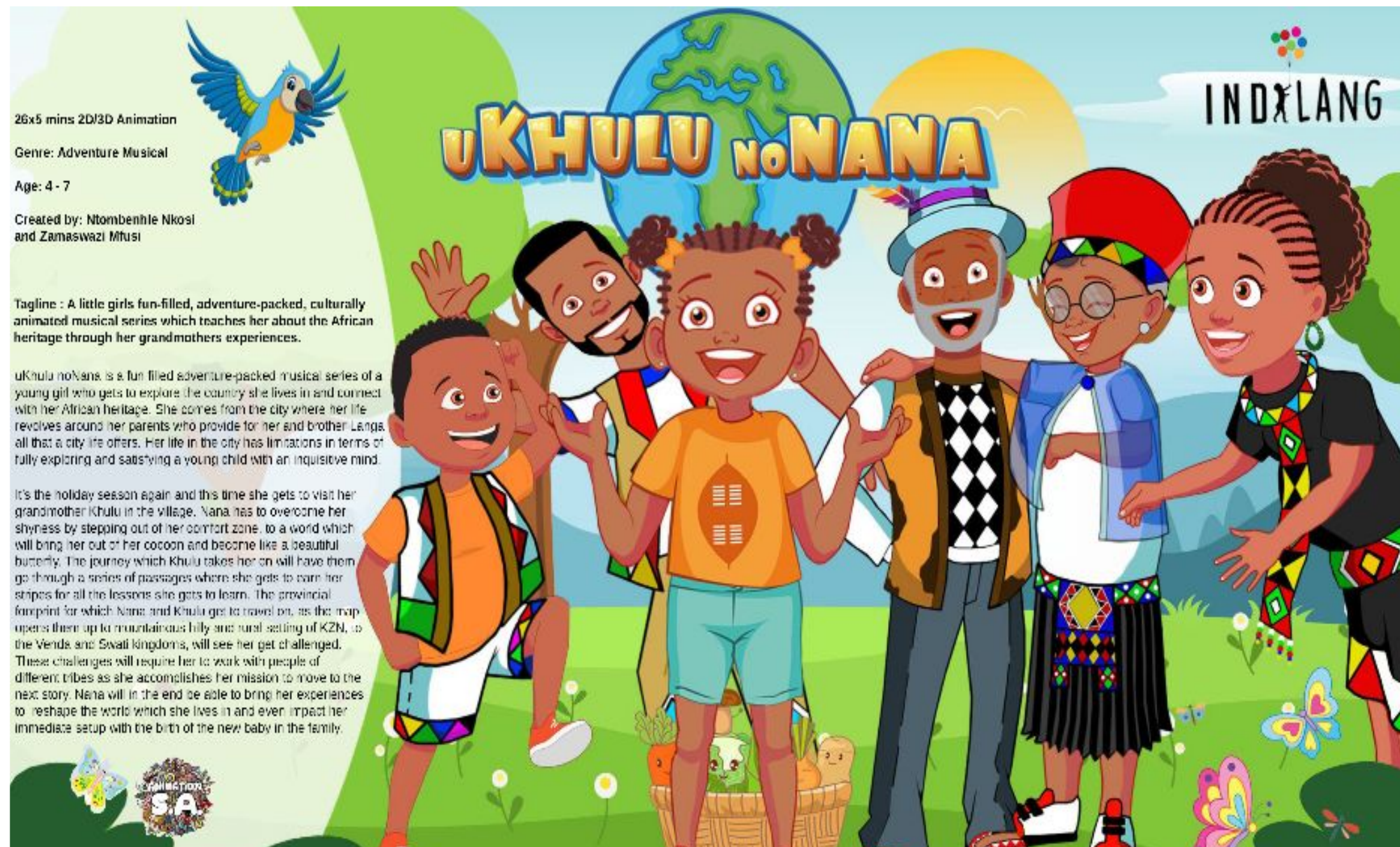
Distribution,
Licensing &
Merchandising
& Marketing

Start-Up Studio & Business Builder Models



AnimationSA Your Partner in Ecosystem Transformation

Contact Us Let's talk



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