

## **The UGANDA UPRS AGM 2024 Talking Points for The PSFU Board Member Creatives.**

### **Introduction.**

Uganda's Vision 2040 aims to achieve a Transformed Ugandan Society from a Peasant to a Modern and Prosperous Country within 30 years.

The Private Sector can play a critical role in the realization of this vision because it generates 77% of formal jobs, contributes 80% of GDP.

The NDP IV of Uganda addresses various sectors, including the creative industry, highlighting its potential for economic growth, job creation, and cultural promotion.

The Uganda's creative industry is valued at 140 billion. While the sector has the potential to promote innovation and creativity, it is faced with a number of challenges which need to be addressed.

### **Background of the event.**

UPRS is mandated to collect and distribute musicians' royalties nationwide. For the past four years, it has only managed to distribute UGX 240 million due to low collections. This has been mostly due to low collections stemming from low user compliance and limited working capacity aggregated by very little working capital.

The Private Sector Foundation Uganda (PSFU) is implementing the Young Africa Works -Enhancing Lead Firm Structure for Youth Employment in Uganda Project (LFS). The project is a partnership with Mastercard Foundation whose ultimate goal is to create dignified and fulfilling work for young Ugandans, 70% of whom are young women.

The project supported the development of the PSFU YOUTH ENGAGEMENT STRATEGY which highlighted the need to work with creators including musicians, and influencers among others to mobilize young people for work opportunities within the LFS project.

Over the past 2 weeks, the LFS project has been engaging the UPRS team for a partnership to implement a joint workplan as a cost-efficient way of working with the creatives. It's from this background that the LFS project is a key partner in solving UPRS and the creative sector challenges.

## **Objectives of the AGM and PSFU involvement.**

To bridge the gap between the musicians' fractions and unite them together for one common purpose of commercializing their creative works while improving stakeholder and other value chain actor relationships through strategic engagements and collaborations.

Popularize the PSFU-led National Startup Policy can support solving issues in the creative industry, specifically addressing challenges faced by the Uganda Performing Rights Society (UPRS) and other stakeholders, in the cre

Encourage UPRS to be the unifying factor amongst the various musician's fractions to fully exploit local and international commercial opportunities using various channels like digital, group collections, and on-ground physical presence as well as enhance various stakeholder relationships for better and improved user license payment compliance and business collaborations.

**Audience:** Public ( live stream), UPRS, UCC, Artists, OWC, MUBs, PSFU, creatives, .

**Theme:** "UPRS to be the unifying factor amongst the various musician's fractions to fully exploit local and international commercial opportunities".

**Purpose:** PSFU's commitment to supporting the creative sector while advocating a conducive business environment through initiatives like the start up policy and copyright law.

**Profile:** PSFU interventions supporting the creative industry.

**Result:** Stimulating a discussion and triggering different donor partners to understand the potential in the creative industry.

- Position and market PSFU as a go-to entity for growing the creative sector.

## **1 Introduction**

*Protocol*

- *A case/example that stood out from previous speakers?*

Suggested talking points:

## 2 Key messages

PSFU Creative-related initiatives.

The Private Sector Foundation Uganda (PSFU) aims to catalyze the creative sector to create work opportunities for young people. Here are some key initiatives:

### Recent Achievements

**National Startup Policy:** PSFU has played a significant role in supporting the development of the National Startup Policy, which addresses challenges in the creative industry, particularly those faced by the Uganda Performing Rights Society (UPRS) and other stakeholders, in several ways:

- **Fostering Innovation and Collaboration:** The policy encourages startups to innovate and collaborate, which UPRS can leverage to develop new strategies for efficient royalty collection and distribution, such as Song Boost.
- **Support for R&D:** The policy requires startups to allocate at least 30% of their budget to R&D, encouraging UPRS to partner with tech startups to create advanced systems for tracking and managing royalties.
- **Stakeholder Engagement:** The policy emphasizes stakeholder consultations, helping UPRS engage more effectively with the National Association of Broadcasters (NAB) and the Rural Broadcasters Union (RUB) to find mutually beneficial solutions.
- **Revenue Enhancement:** By promoting innovation and supporting collaborations, the policy can help broadcasters enhance their revenue streams. Startups can develop new business models and technologies that broadcasters can adopt.
- **Educational Programs:** The policy supports the development of educational programs and platforms by startups to raise awareness among artists about copyright issues.

**Support from PSFU and URSB:** PSFU and the Uganda Registration Services Bureau (URSB) can leverage the policy to enhance understanding of copyright laws and agreements among creative industry stakeholders through joint initiatives. By aligning the objectives of the National Startup Policy with the needs of the creative industry, Uganda can develop a more resilient and innovative ecosystem that supports all stakeholders involved.

Youth-Targeted Initiatives

---

- Enhancing Lead Firm Structure Project: PSFU has been implementing its Flagship LFS project, a partnership with the Mastercard Foundation, targeting the creation of 300,000 work opportunities for young people using a market systems development approach. We believe we can crowd in young people in the creative sector for work opportunities.
- The PSFU Youth Engagement Strategy: To increase youth participation in PSFU initiatives, PSFU launched the PSFU Youth Engagement Strategy. aimed to support youth-owned and led businesses, helping them to flourish and grow into larger companies that can become PSFU members. Artists will be key ambassadors in reaching out and mobilizing more youth.

By leveraging the influence and reach of the creative industry, PSFU aims to mobilize and engage more young people, creating opportunities and fostering growth within the creative sector

### **3 Recognition of Stakeholders**

Suggested talking points:

- Appreciate the Government led by H.E. the President of Uganda, the different Youth MPs, URSB, and UCC for strengthening UPRS and the entire creative industry at large.
- Appreciate the PSFU creative sector board member representative.
- Appreciate the current UPRS board chair and board members, the CEO of UPRS, and the PSFU team at the LFS project.
- Thank the Mastercard Foundation, WorldBank, UNDP, and EU for supporting creative sector and youth-oriented initiatives at PSFU and within the country.
- Appreciation to the Lead Firms ( PSFU members) for crowding young people in their various value chains.
- Appreciate the Artists and the role they play in the social and economic transformation of the country.

