

we are



Drone Divas is a women-only drone training programme that empowers young **women** from townships to become successful in South Africa's male-dominated drone industry.



drone divas

training

As part of the Cultural and Creative Industries project, the Goethe-Institut and **Africa Beyond 4IR (AB4IR)**, a non-profit organisation that aims to bridge the **digital and gender gaps** in access to technology in **South African townships**, co-developed **Drone Divas**.

"We have learnt so much from this programme. Now we can literally stand on our own two feet."

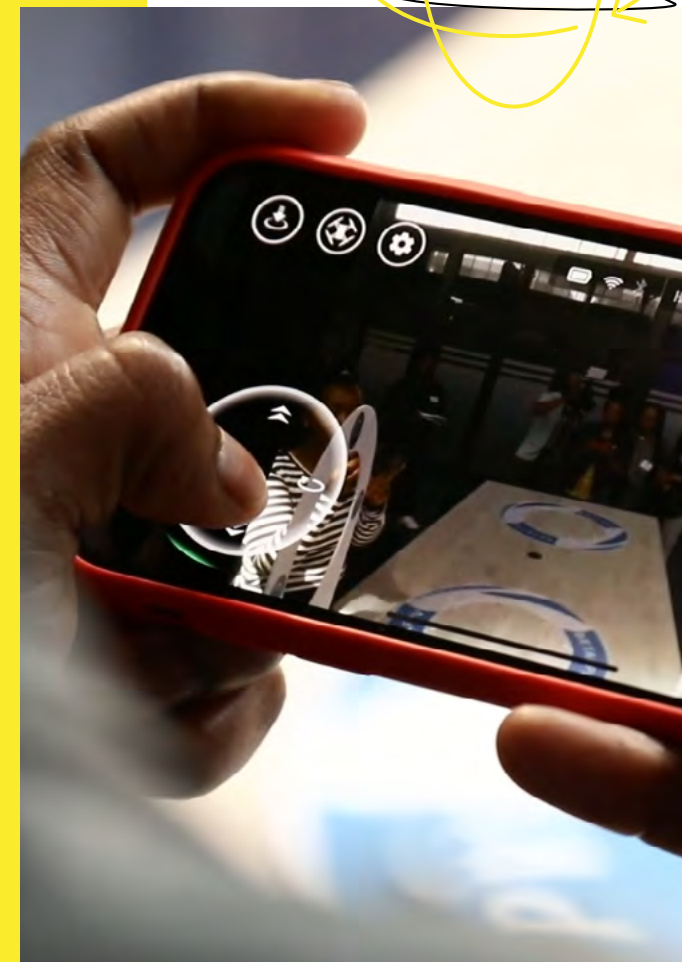
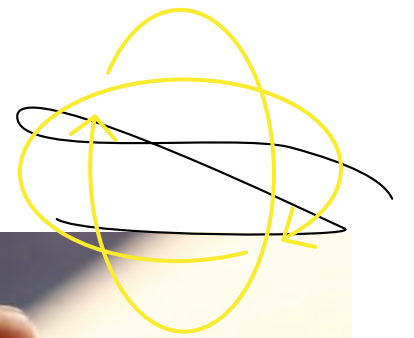
Veronica Nkosana

The four-to-six-week **Drone Divas** training is a very successful collaboration between the training organisation and the private sector as internships form an integral part of the programme.

First, women learn how to operate drones with applications in many creative fields such as photography, cinematography, architecture, and also agriculture, tourism, research and science.

The curriculum provides hands-on **training in drone operation**, programming, filming, 3D modelling, and an introduction to entrepreneurship, including the modules Design Thinking and Business Model Canvas.

The top ten participants then complete a three-month **internship** with a company specialising in drone operation services.



programme

experiment learn



The dream of flying: With 1100 applications for 20 places in 2021, **Drone Divas** has received extraordinary interest. Two years later, more than **90 young women** have successfully completed the training. And there is potential for more women to follow. **Africa Beyond 4IR (AB4IR)** estimates that the South African drone industry could employ up to 80 interns at a time.

Did you know that ... out of ten participants who completed their internship in 2021, five received offers of permanent employment. This demonstrates the success of incorporating an internship into the training programme. For participants who aim to start drone-related businesses after the training, AB4IR offers business incubation opportunities.

"My goal has always been to build a career in the drone industry. After the programme we were initially hired as interns, but then became permanent employees." Ontiretse Molose

repeat succeeded

Learnings

Cooperation: In a highly technological and rapidly developing sector, it is important that the curriculum is developed together with private partners to match the demands of the market. In addition, private companies can finance the costs of internships.

Qualification: Remote Pilot Licences (RPLs) should be awarded at the end of the course. Employers prefer candidates with RPLs, therefore this gives women the confidence to pursue a career in this male-dominated industry.

Think regionally: Rural regions are often not as well-connected to training opportunities in digital creative disciplines than urban areas. To bridge this gap, it is advisable to offer training in lesser-served provinces in South Africa.

Future generations: Women in digital creative industries can become role models. Making their success visible can encourage other interested young women to follow in their footsteps.



"We have involved the interns in real work from the start. They are learning, but they are certainly adding value to our business already."
Kim James, UAV Ariel Works*

*One of the companies that engaged participants as interns for the programme

about the project

The project Cultural and Creative Industries is jointly implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the Goethe-Institut on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

It improves employment and income opportunities for creative professionals in six partner countries; Lebanon, Jordan, Iraq, Kenya, Senegal, and South Africa and operates mainly in the music, fashion, design and animation sectors. In addition to promoting the development of entrepreneurial, digital, creative and technical skills through training programmes, the project aims to strengthen the framework conditions and the ecosystem of the cultural and creative industries.



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