



POTTERS GALLERY STRATEGIC FRAMEWORK

STRATEGIC OBJECTIVES	KEY RESULTS	APPROACH (KEY ACTIVITIES)	EXPERTISE REQUIRED	STAKEHOLDERS
Promoting market access for creative works of persons with disabilities	Development of local and international consumer markets	Media, marketing, network development	Marketing strategist and marketing plan	Marketing experts, media, marketing networks
	Local action and plan on marketing	Develop local marketing structures and linkages	Community mobilization and relationship building	Marketing companies. Creative hubs, social enterprises.
Support advocacy for the inclusion of persons with disabilities into the arts and creative economy ecosystem	Domestication of relevant laws and convention at all levels	Media and stakeholders dialogue	Advocacy and policy analysis	National Assembly, CSO, Media, Actors Guild, Directors Guild, Script Writers Guild, Movie Producers Association.
	Community action for social inclusion	Develop local community structures for civic engagement	Expert Knowledge, advocacy tools	Disability organizations, creative hubs, media, development partners.
Support Capacity building and content creation for effective showcasing and delivery of services to different audiences	Creative Hub for persons with disabilities	A development plan for content creation	Local businesses, business relationships	Creative hubs, media, impact investors
	Mentorship and leadership development for persons with disabilities	Monthly leadership development forum for persons with disabilities	Expert Knowledge	Local Business Networks, Disability Networks
Develop innovative platforms for business support services	Local business support for creatives and persons with disabilities	Engage government on social intervention program	Stakeholders mapping and mobilization	Government, development partners, disability organization, creative community leaders
	Local business network for persons with disabilities.	Develop local community structures and linkages	Networking and community mobilization	Disability organizations, creative hubs, creative community leaders.