

STANBIC TO INVEST SH1 TRN IN YOUTH, WOMEN DIGITAL SKILLING

PHOTO BY ALOYSIOUS KASOMA

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Stanbic Bank Uganda has announced a ground-breaking initiative to invest sh1 trillion over the next three years in youth and women digital skilling, focusing on empowering the next generation of content creators, entrepreneurs and digital innovators.

The announcement was made last week during the launch of the Stanbic Ongea Digital Creators Summit 2025, a national platform designed to equip young Ugandans with digital skills, business capacity, financial literacy and responsible content creation practices.

The summit, set for December 11 at Speke Resort Munyonyo, is organised in partnership with the Uganda Communications Commission (UCC), Ongea Africa and the Uganda Digital Society. It represents a multi-stakeholder effort to strengthen Uganda's creative economy, one of the fastest-growing sectors driven by youth, innovation and digital entrepreneurship.

Speaking at the press launch at Onomo Hotel in Kampala, Lois Aber Kwikiriza, the head of



Digital and growth marketing consultant John Senkeezi (left), Kwikiriza, the manager of consumer affairs at UCC, Kenneth Tweheyo and Kanyamunyu at the event

marketing and brand manager CIB and BCB at Stanbic Bank Uganda, emphasised the alignment of the summit with the Bank's purpose, saying: "Uganda is our home; we drive her growth."

She unveiled the Bank's commitment under the Women, Youth, and Farmers (WYF) Agenda, which will support young content creators, entrepreneurs and innovators through targeted skilling programmes and scholarships.

Kwikiriza introduced the Stanbic Digital Content Creator Annual Prize, which will recognise creators in various categories, including

overall excellence, emerging talent, social impact, entertainment and financial literacy.

These awards are scholarship-based and will give recipients access to professional and mid-level courses, motion graphics and animation training, as well as business and management insights delivered through Red & Yellow, accessed locally via the Uganda Digital Society.

"These scholarships are designed to give creators world-class capabilities to grow, monetise and professionalise their work. Skills outlive trophies,

and these initiatives speak directly to our commitment to youth empowerment and digital transformation," Kwikiriza said.

She also highlighted Stanbic Bank's youth-centric services, including fully digital accounts with no monthly fees, flexible savings options and financial literacy programmes. These platforms aim to enable creators to operate as professional businesses and access financial opportunities.

ONGEA AFRICA CHAMPIONS CREATOR DEVELOPMENT
Joseph Kanyamunyu, the

summit director at Ongea Africa, emphasised that the summit is a national development platform rather than a single event.

"The Stanbic Ongea Digital Creators Summit is designed to empower creators with skills, business tools, policy awareness, responsible content practices and commercial opportunities," he explained.

The 2025 Summit will feature the Ongea Skills Lab, offering digital and business skill-building, alongside responsible content and digital safety campaigns.

UGANDA DIGITAL SOCIETY ADVOCATES FOR OPPORTUNITY AND GROWTH

John Senkeezi, the president of the Uganda Digital Society, noted Uganda's readiness for digital innovation: "Uganda is ripe for digital opportunities, and content creators are at the forefront of this transformation."

He emphasised that the country's youthful population, growing internet penetration and widespread mobile connectivity create fertile ground for creators to develop highly rewarding sustainable ventures.