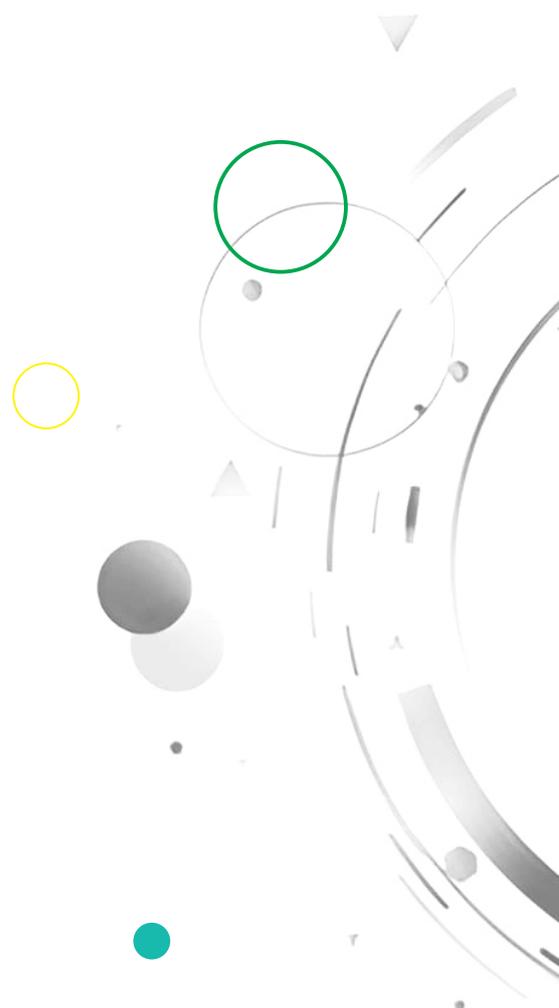Global Gateway

European Union | Nigeria

Nigeria–EU Science & Innovation Day 2026

Lagos | 24 February 2026

PANEL 4

"Mix and Shake: Innovating in Creative Industries and Culture"

www.ngeusciencedays.org

@EUinNigeria

Duration

40 minutes (14:00 – 14:40)

Format

Moderated panel discussion
with six speakers

Co-Moderators

Dr Vincenzo Lorusso, Policy Officer,
EU–Nigeria Science, Technology
and Innovation Cooperation

Ms Fifehan Osikanlu,
CEO, EDEN Ventures

Executive summary

This session creates a high-level conversational platform to explore innovative approaches within Nigeria's creative and cultural sectors, with a particular focus on international collaboration across Nigeria, Africa and Europe. The discussion will bring together six distinguished speakers to exchange experiences, insights and practical lessons from their respective fields.

By foregrounding entrepreneurial creative journeys, the session will highlight the value of interdisciplinary and multisectoral approaches, as well as out-of-the-box thinking, in strengthening innovation ecosystems. Unleashed creativity can generate stronger economic, social and cultural impact.

The session will open with a brief presentation of the booklet Slam Poetry for Innovators, featuring the six winning pieces from the 2024 Nigeria–EU Innovation Days. The panellists will also be joined by renowned Nigerian artist 9ice for a short greeting ahead of his performance during the afternoon break.

Background and rationale

The Nigeria–EU Science & Innovation Day 2026 is convened under the shared ambition to deepen science, technology and innovation cooperation between Nigeria and the European Union. As both partners invest in more resilient, inclusive and globally competitive innovation ecosystems, it is essential to recognise the catalytic role of culture and the creative industries within these systems.

Innovation does not emerge solely from laboratories, research institutes or technology start-ups. It is also shaped by narrative, design, music, visual culture, storytelling and entrepreneurial experimentation. Nigeria's creative industries, among the most dynamic globally, demonstrate how ideas can scale across borders, generate employment, attract investment and shape international perceptions, from music and film to fashion, literature and fine arts.

This panel positions creativity not as a peripheral sector, but as a core driver of innovation. It will explore how lessons from the creative and cultural industries can inform research and innovation policy, ecosystem design, entrepreneurship models and international cooperation between Nigeria, Africa and Europe.
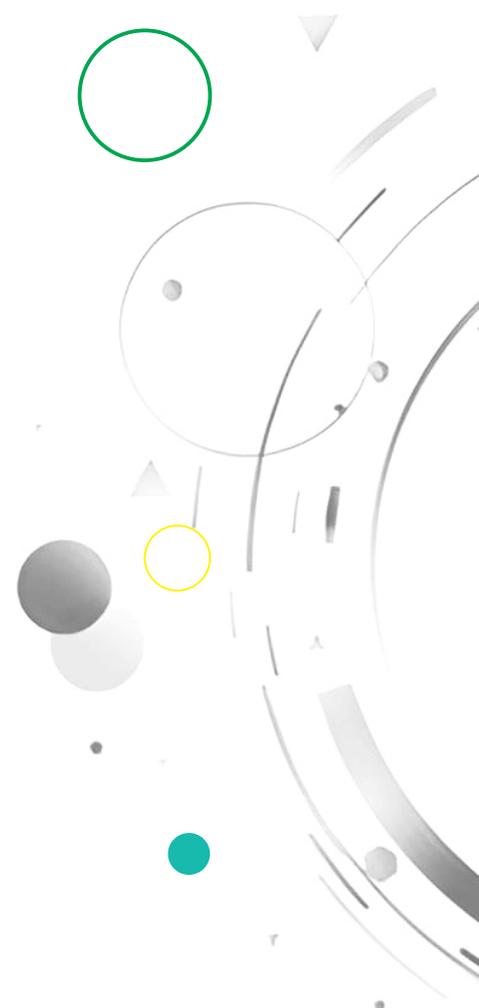
The session will provide a high-level platform to:

1. Showcase innovative approaches within Nigeria's creative and cultural industries

2. Examine models of international collaboration across Africa and Europe

3. Explore what research and innovation ecosystems can learn from the agility, interdisciplinarity and market orientation of the creative sector

4. Highlight the role of culture in shaping inclusive, people-centred science and innovation partnerships

Each panellist will be invited to respond to two guiding questions:

1. Which innovative approaches have proven successful in your sector, particularly in scaling and internationalising creative outputs and expanding their impact?

2. Based on your experience, what can Nigeria's science and innovation ecosystem learn from the creative industries to enhance its global competitiveness?

The discussion will contribute to the broader ambition of the Science & Innovation Day to connect policy, practice, enterprise and creativity in building sustainable ecosystems that deliver societal and economic value.

Format

The session will be structured as a 45-minute moderated dialogue featuring six speakers drawn from government, cultural leadership, finance and the creative industries.

The co-moderators will facilitate an interactive exchange designed to encourage practical insights, cross-sector learning and forward-looking reflection. The format prioritises conversation over formal statements and will include brief audience engagement where time permits.

The session will open with a short presentation of the booklet Slam Poetry for Innovators, symbolically reinforcing the link between creative expression and innovation thinking.

Guiding themes

The discussion will be anchored around two core areas:

Innovative approaches within the creative industries

- New business models and distribution platforms
- Cross-border collaboration and market expansion
- Digital transformation and intellectual property management
- Cultural entrepreneurship and job creation

What research and innovation ecosystems can learn from the creative industries

- Rapid prototyping and experimentation
- Interdisciplinary collaboration
- Audience engagement and communication
- Storytelling as a driver of adoption, visibility and impact

By highlighting entrepreneurial creative journeys, the session will demonstrate the importance of multisectoral partnerships and non-linear thinking in unlocking innovation potential.

Proposed speakers

H.E. Ms Hannatu Musawa
Honourable Minister of Culture

Mr Bayo Omoboriowo
Tikera Africa and MAD House

Ms Lola Shoneyin
Ouida Centre

Jude Abaga (MI Abaga)
Nigerian rapper & singer

Dr. Nadine Siegert
Director, Goethe-Institut Nigeria

Mr Adekunle Adebiyi
MBO Capital

CO - MODERATOR

Dr Vincenzo Lorusso
Policy Officer, EU–Nigeria
Science, Technology and
Innovation Cooperation

CO - MODERATOR

Ms Fifehan Osikanlu
CEO, EDEN Ventures

Expected outcomes

The panel is expected to:

1.

Elevate the role of culture and creativity within Nigeria–EU science and innovation cooperation

2.

Generate actionable insights for policymakers, ecosystem builders and investors

3.

Strengthen networks among creative entrepreneurs, researchers and institutional actors

www.ngeusciencedays.org