

CASE STUDY

2POCC

January 2024



Photo credit: Co-Founder Nana Bempah (left) and 2POCC's Film Club (right)

Background

2POCC is the recently established not for profit arm of [People of Culture Collective \(POCC\)](#). It exists to positively improve the lived experiences of creative professionals of colour for now and future generations. 'POCC' started off as a WhatsApp group in 2018 to create a safe space for creative professionals of colour in the UK to come together, share opportunities, advice and support through consultation, workshops and networking events, where no such spaces previously existed in the industry. What started out as a grassroots movement with 250 members has now grown into a community of 1000+ Black, Brown and ethnically diverse creative professionals.

Approach

The funding provided by the PoP Fund is being used to create a sustainable charitable arm of POCC, known as '2POCC', and maximise opportunities for, and influence by, the growing POCC community to address racism in the creative industries. 2POCC is building a global creative network that positively changes the creative industries for now and future generations through creativity and activism.

Highlights

POCC has built up an impressive talent base of Black and brown creatives and professionals of colour. 2POCC is working to enhance the opportunities for this talent base to connect, share and learn with one another. This includes facilitating a cross-sharing platform on WhatsApp, events such as the Film Club, facilitating cross-network initiatives and opportunities, such as the Art Fund and Film Club, and newly revised safeguarding policies and procedures.

2POCC's work is supporting creative professionals to have more creative and financial freedom. It is enabling businesses to work with Black-led creative agencies as the norm, rather than just working with them tokenistically or on Black-specific issues.

Longer-term vision

2POCC is offering exciting members benefits, opportunities and support which tap into the educational, career and creative needs of its members i.e. Black and brown creative professionals of colour. Its longer-term vision is to build a global creative network that positively changes the creative industries for now and for future generations, through creativity, activism and non-traditional means.



“We are hoping to transform the culture of the advertising and creative industry which is still a hostile environment if you are anything but the default identity: white, straight, middle class and male. We hope to create an industry that is more reflective of the society we live in, where people don't have to deal with racist behaviours while trying to work. Most importantly, the unequal structures that exist within the industry should be broken down and eradicated for good. We'll help create this transformation through creative work, non-traditional ideas, and activism.” – Nana Bempah, Co-founder of POCC and 2POCC.

The Power of Pop (PoP) Fund is a pooled UK fund supported by Comic Relief, Unbound Philanthropy, Esmée Fairbairn Foundation, Paul Hamlyn Foundation and Oak Foundation. The PoP Fund supports organisations working at the intersection of popular culture and social change, with a particular focus on migration and racial justice.

The first cohort of funded partners is made up of: 2POCC, Skin Deep and We Are Bridge. The second cohort is made up of: Counterpoints Arts, Heard and OKRE. Collectively, their inspiring work amplifies the experiences and testimonies of Black, People of Colour (POC), migrant, refugee and marginalised creatives through bespoke support, network building and cultural production.

