

## **THE ART OF INCLUSION**

Women and young artists, craftspeople and creators for change, sustainable development, inclusion and social innovation in the cities of Douala, Yaoundé, Bafoussam and Mbalmayo.

### **The context**

Cameroon, ranked 153 out of 189 countries on the Human Development Index with a poverty incidence of 37.5%, faces the challenge of inclusive growth for the most vulnerable. Vulnerable groups, including women and youth, hardly believe that their situation of social disadvantage can improve.

The employment situation shows higher rates of unemployment and underemployment among youth compared to the general population.

Furthermore, despite some improvements, Cameroonian society remains marked by gender inequalities.

The gender inequality, so evident in the world of work, also limits the participation of women in social and cultural life.

In fact, the representation of women and their leadership role in certain national and political bodies are still marginal.

This is why the project is in line with the priorities of Cameroon Vision 2035 and the National Gender Policy, which aim to fight social exclusion and gender inequality.

### **Results**

#### ***Impact***

The inclusion of women and young people, particularly young women, in the most disadvantaged urban areas of Douala, Yaoundé, Bafoussam and Mbalmayo, is strengthened by enhancing their capacity for innovation and cultural and artistic creation.

#### ***Specific objective***

The role of women and youth, especially young women, artists, craftspeople and creators as agents of change and sustainable and inclusive development in the most disadvantaged urban areas of the cities of Douala, Yaoundé, Bafoussam and Mbalmayo is promoted.

#### ***Other effects***

1. Women and youth, especially young women, artists, craftspeople and creators strengthened in technical and cultural innovation capacities and in entrepreneurial skills enabling them to empower themselves, to have a capacity for self-determination and to make their creativity flourish.

2. Participation in active cultural and social life, geared towards the construction of a fair and egalitarian society, particularly in the relationship between men and women, of women and young people, especially young women, artists, craftspeople and creators, is enhanced.

### **Products and activities**

#### ***Capacity building***

#### **Outputs**

**1.1** Artistic training offer for the development of culture and the creative entrepreneurships strengthened for women and young artists, craftspeople and creators.

**1.2** Availability of a Cultural Hub, spread over the territory, as a creative space with services to support the creative entrepreneurships of women, youth, especially young women, and in general to promote and develop art and creativity.

#### **Activities**

- Qualify teachers of arts schools
- Introduce innovative training options at IFA and LABA
- Organize training and workshops on arts education and the involvement of women and youth in artistic and cultural development
- Organize exchanges, art holidays, master classes for IFA and LABA students
- Conduct specific workshops on innovative fields or fields with high economic potential
- Award scholarships for young girls at LABA and IFA

- Strengthen LABA's cultural HUB in Douala as an enabling environment, a creative work-sharing space and a support for entrepreneurial creation projects
- Strengthen the management and impact of the LABA Cultural HUB through the training of services' coordinators and the organization of services throughout the territory
- Supporting women and young people in planning and preparing their business entrepreneurial projects
- Granting young people and women artists, craftspeople and creators their start-up funds or to strengthen their activities
- Organize a program to present the projects, products and innovative skills of young women in the artistic and cultural sectors to entrepreneurs and donors

### **Participation**

#### **Products**

**2.1** An analysis of gender differences in art and culture

**2.2** Availability of training and capacity building in cultural leadership for women, youth, and especially young women

**2.3** Opportunities for networking and exchange of experiences in the fields of culture and women's and youth rights strengthened

**2.4** An integrated communication and advocacy campaign and promotion of women's and youth rights and gender equality created

#### **Activities**

- Carry out an analysis on gender differences in the art and culture sectors
- Present positive role models and carry out mentoring and empowerment programs for leaders
- Facilitate a common reflection on the obstacles that hinder women and young people from acting as agents of development and change
- Facilitate linkages through community and entrepreneurial networks, associations and organizations, including women's organizations, and strengthen their capacity to represent the interests of women and youth
- Promote the exchange of good practices and experiences in the creative field aimed at social change
- Establish and propose a program of activities at the LABA Cultural HUB for the empowerment, promotion, networking and social mobilization of young and female artists, artisans and creators
- Organize artists' residencies
- Carry out an integrated communication campaign on the rights of women and young people

### **Partnership**



### **Promoting organization**

#### **COE - Educational Orientation Centre Association**

The Associazione Centro Orientamento Educativo - COE, founded in 1959, carries out social, educational and cultural development projects in Italy and throughout the world; it has always paid particular attention to the art and culture sector. The COE has been active in Cameroon since 1970. Since 1991 it has organized the African, Asian and South American Film Festival in Milan.

[www.coeweb.org](http://www.coeweb.org)

## Partners



### **IFA - Institut de Formation Artistique Mbalmayo**

The Institut de Formation Artistique, which, with its courses in painting, sculpture and ceramics, is the only higher artistic school in Cameroon. Since its birth, IFA has been committed to the promotion of Cameroonian culture and artists.  
[www.ifacameroun.com](http://www.ifacameroun.com)



### **ISF-MI - Ingegneria Senza Frontiere Milan**

Technical association active in development cooperation projects, particularly in research, design, implementation and transfer of technology and skills. The association provides its expertise in the technological field (renewable energies and environmental sanitation), as well as in the socio-economic inclusion of vulnerable people (solidarity economy, social business, microfinance) but also in monitoring and evaluation activities and in training.

Since 2013 ISF-MI has been working in Cameroon in collaboration with the COE.

[www.isf.polimi.it](http://www.isf.polimi.it)

### **In collaboration with:**



### **Arterial Network Cameroon**

Artistic and Cultural Association that promotes excellence in the practice of arts in Cameroon, the intellectual development of people from all social conditions through culture. Since 2010 Arterial Network has been organizing training programs, mentoring and residencies aimed at capacity building and leadership in the Cameroonian creative sector. The association has experience in developing networks to lobby on behalf of the creative sector; facilitating access to information on arts, culture and creative industries; promoting human rights and freedom; contributing to the development of new creative markets and channels and ensuring their economic sustainability.

[www.arterialnetworkcameroun.org](http://www.arterialnetworkcameroun.org)

### **With the involvement of:**



### **LABA - Libre Académie des Beaux-Arts Douala**

The Libre Académie des Beaux-Arts of Douala is a Private Institute of Higher Education. The academy is the first institution of higher learning in Cameroon and Central Africa that offers a curriculum of high education and innovation specialized in the fields of Design and Art: Product-Environment-Space Design, Photography and Audiovisual, Illustration and Animation, Fashion Design, Graphic and Web Design, Visual Arts and Art History.

[www.labadouala.com](http://www.labadouala.com)

**And also :**

MJC - Maison des Jeunes et des Cultures of Douala

CED/CPS - Centre d'Ecoute et de Documentation / Centre de Promotion Sociale of Mbalmayo

MJS - Diocesan House of Youth and Sports of Bafoussam

APHA University of Yaoundé 1

University of Douala

University of Foumban



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