



POWER TO YOUTH

SENEGAL

EXPRESS YOURSELF
COMPETITION PHOTOBOOK



Ministry of Foreign Affairs of the Netherlands



BACKGROUND

This initiative aimed at involving young artists and creators in promoting Youth, Peace and Security and eliminating harmful practices such as FGM and child marriage by enhancing project communication, producing creative content on these issues, and offering coaching to help young candidates excel in their fields.



SLAM Workshop: Led by the African SLAM Champion, this session aimed to strengthen candidates' presentation skills and shared pointers on how to approach topics with greater clarity and impact.

DIRECT EFFECTS

20 young candidates committed to the project's themes

Extensive communication about the project by candidates and their entourage

A stronger partnership between the PtY project and AFRICULTURBAN

AMREF BOARD guests impressed by the creativity of Senegal's young people

A good understanding of the themes by the candidates

Wide distribution of the competition on social networks

Greater visibility for the PtY project and its partners

Promotion of the winners of the first edition

A renewed commitment from the center's director to support the project

HIGHLIGHTS

- Good coordination within the committee
- Ongoing communication between A4C and AFRICULTURBAN partners
- Flexibility of AFRICULTURBAN by transforming its urban arts platform into a space for youth advocacy.
- Technical and financial support for AMREF
- Positive involvement of CSOs with many actively engaged.

AREAS FOR IMPROVEMENT

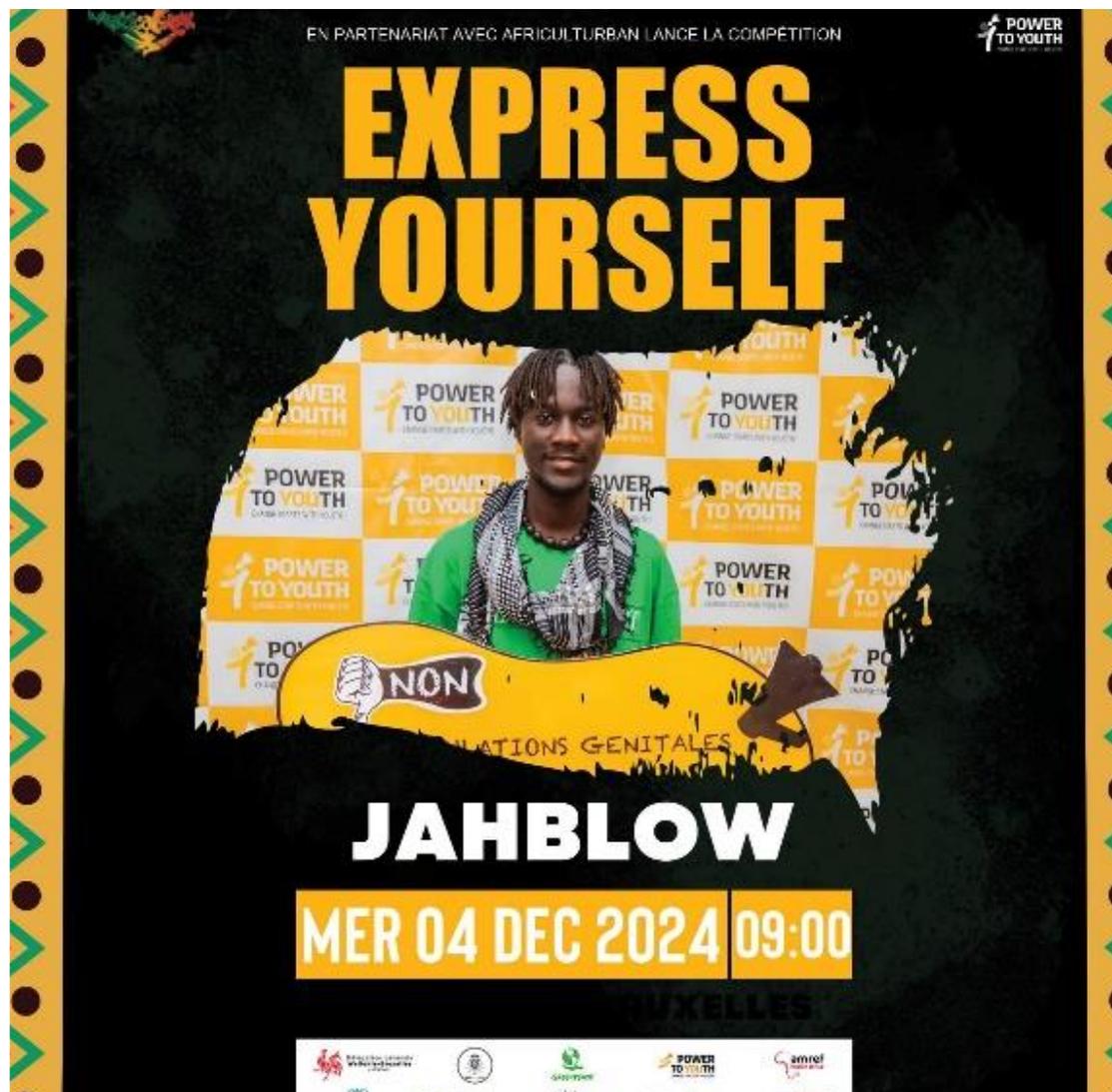
- **Timing of the competition:** Many candidates noted that holding the event on a weekday morning limited attendance, as their main audience who were pupils and students were in class. Choosing afternoons, weekends, or school holiday periods could improve participation.
- **Regional Inclusivity:** The competition should be expanded beyond Dakar to ensure young people from all regions have the opportunity to participate and benefit.





This training stage was much appreciated by the candidates, who gained experience and knowledge that went beyond the competition aspect.

In addition, shooting sessions were held to prepare the personalized posters, and a Snapchat filter was created for the event for the invitation videos.

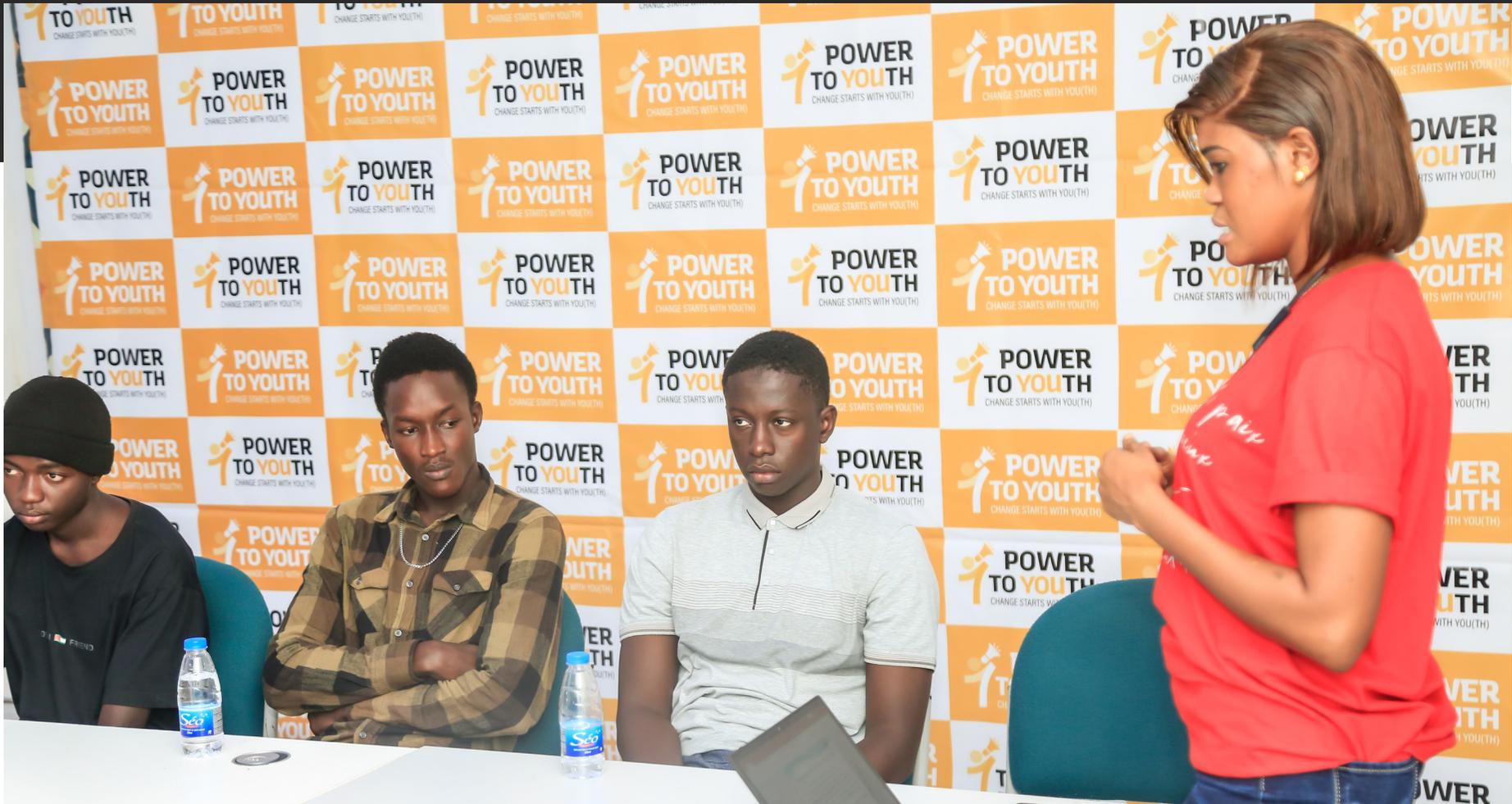


The competition itself took place, with the participation of the AMREF board visiting Senegal.

The delegation enjoyed a guided tour of the AFRICULTURBAN premises to get an idea of the work carried out there.

The contestants were all creative and inspiring, with expressive tableaux on the themes of female genital mutilation and child marriage, and the slammers understood and well developed the PSJ theme. Three winners were rewarded following the jury's deliberations.

It should also be noted that the competition saw the participation of over 20 civil society organizations, young forum theater actors also performed on the themes and our project ambassador MEISSA MARA delivered a special show for the project.



Candidate orientation sessions on PtY themes by AWA NIASSE, Partner B's PtY coordinator.



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A workshop on the themes of PSJ and harmful practices was facilitated by the project coordinator at the new Action 4 Change center. It provided candidates with an opportunity to refresh their understanding of key performance themes and, most importantly, to strengthen their capacities accordingly.



SLAM coaching workshop by WILLIAM,
winner of the AFRICAN SLAM CUP.



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GRAFFITI coaching workshop by ZENIX,
Senegal's first female graffiti artist.



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CANDIDATES 2023



CANDIDATES 2024





Experience sharing session with Omar,
Program Manager at Africulturban.



CMT SENEGAL Representative KHADIJA TALLA.



SLAM 2023 contest winner JKM.



SLAM 2023 contest winner JKM.



GRAFFITI 2023 contest winner.



2023 winning Graffiti on GBV.

SLAM CONTEST **WINNER**



SLAM 2024 contest winner.



SLAM 2024 contest winner.



SLAM 2024 contest winner.

GRAFFITI **WINNER**



GRAFFITI 2024 contest winner.



Performance by MEISSA MARA , Project Ambassador and SLAMEUR.



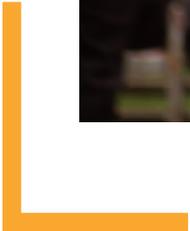
Performance by MEISSA MARA , Project Ambassador and SLAMEUR.

CANDIDATES IN ACTION













Reuf













Members of the organizing team from Action 4 Change (Partner B).

Mastering the Art of Clarity: Highlights from the SLAM Workshop



A SLAM workshop led by the African SLAM Champion to strengthen candidates' clarity and conciseness in presentations.



Business presentation to AMREF Board guests.



Business presentation to AMREF Board guests.



Visit to the 2023 paintings exhibition.



Guided tour of AFRICULTURBAN headquarters (recording studio, shooting room, administration etc.)





MATADOR, Rap Artist and President of the AFRICULTURBAN Association.



Opening remarks by the President of Action 4 Change.

JURY



JURY



 **CLICKS** & LIKES



CLICKS & LIKES





CLICKS & LIKES





CLICKS & LIKES





CLICKS & LIKES





 **CLICKS** & LIKES





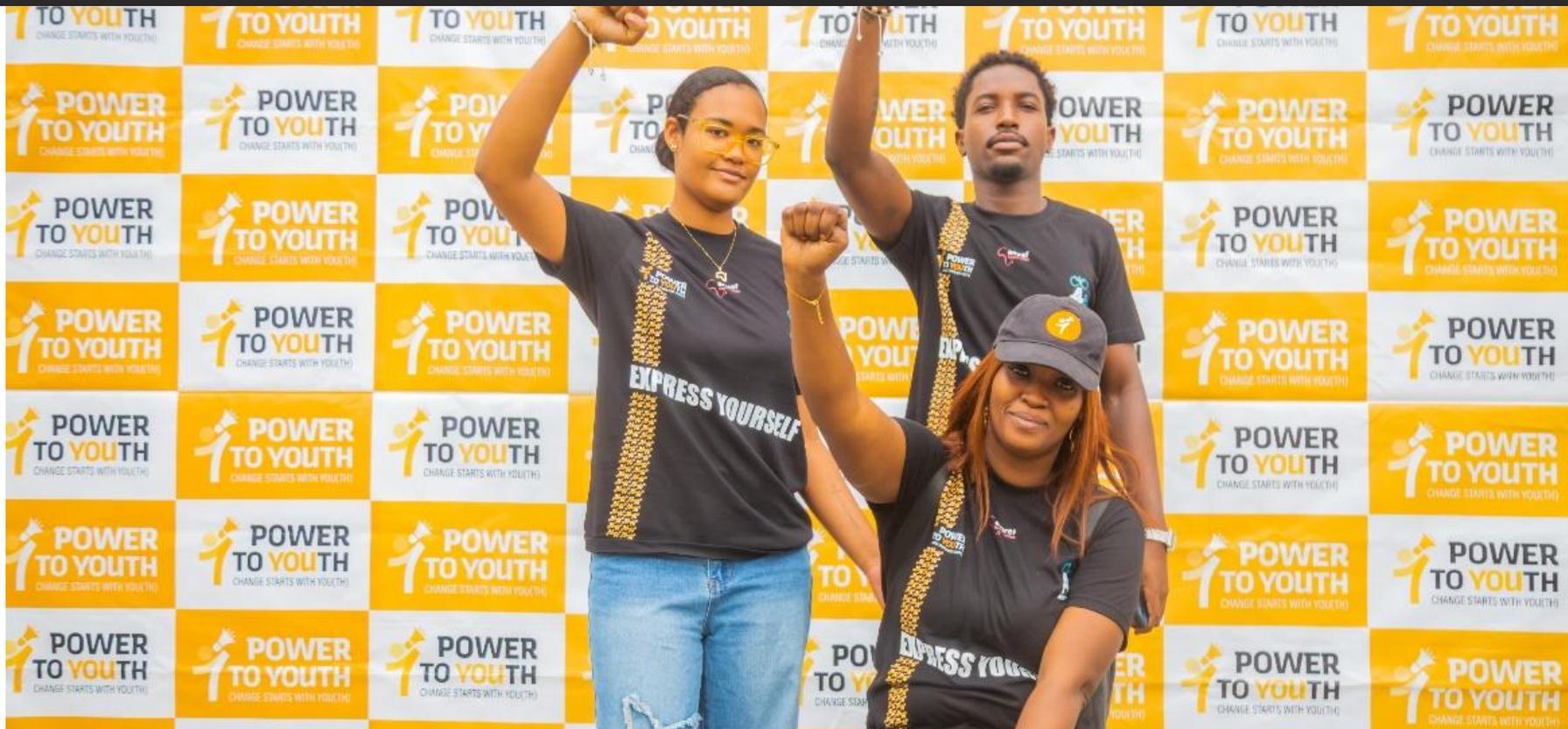
CLICKS & LIKES





 **CLICKS & LIKES**





Two young French volunteers from AFRICULTURBAN, along with the representative of the PtY Senegal CMT.



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