

**PROJECT:**

Promoting Environmental Best Practices in **Cameroon** through Music

**Implementing entity:**

Resource Centre for Environment and Sustainable Development (RCESD)

**Project partners:**

Ministry of Arts and Culture, Ministry of Environment, Nature Protection and Sustainable Development; Canal 2

**Amount:**

Budgeted: USD118,750
Spent: USD118,750

**Duration:**

25.01.2017 -28.08.2018

**Project objective:**

The project aims at mobilizing 500 music talents across the ten regions of Cameroon to develop and present creative and educative content in the form of music, with the aim to influence lifestyles that will contribute to environmental sustainability. The participants will compete for an award dubbed "Camer Green Music Award (CGMA)". This award will be first of its kind in Cameroon and will be developed through the project. More specific objectives are:

- To promote behavioural changes and increased awareness on environmental challenges through music in Cameroon;
- To enhance local capacity and promote ambassadors for the environment through the use of music;
- To engage and strengthen media discussions and collaboration in promoting music as a tool for education, awareness and policy lobbying on sustainable lifestyles towards the environment in Cameroon and beyond.

Project status: Completed

01

Music for environment contest was organized in Cameroon, entitled CamerGreen.

02

A number of promotional events related to the contest in various regions of the country contributed to increased awareness of the general population on issues related SCP. The events covered 20 media stations including television and radio, as well as caravan-style shows.

03

Ten finalists, young environmental musicians, were given an opportunity to participate in a training camp where they received training on local environmental challenges, biodiversity,

waste management; the link between music and awareness raising; as well as practical lessons on career coaching and how to deliver a powerful message;

04

3 finalists were selected at the final concert. With the funds available as a prize for their respective place they proceeded with the development of a project plan to strengthen their message through music for environment.

05

The winner of the project, Lesline, recorded an environmental song called "**Stand for Peace**" together with a group of Cameroonian artists as her development project.