



**Project: NATIONAL YOUTH CAMPAIGNS FOR THE POPULARIZATION AND RATIFICATION  
OF THE AFRICAN YOUTH CHARTER BY THE REPUBLIC OF BURUNDI**

**Implementing agency: YOWLI BURUNDI**

**PROGRESS REPORT II**

**Bujumbura, March 05<sup>th</sup>, 2015**

## NARRATIVE REPORT: YOUTH CAMPAIGNS

### 1. General introduction

On December 18<sup>th</sup>, 2014; the association YOWLI BURUNDI (party I) received a fund from the African Union Commission (party II) for project implementation. A Memorandum of Understanding (MOU) was signed between the two parties in presence of the Government of Burundi represented by the Permanent Secretary and the General Director from the Ministry of Youth, Sports and Culture. Media and other stakeholders involved in peace building project were present, and the ceremonies have been officially broadcasted through the radio and television.

The signed MOU is an agreement between the two parties; party I accepted to implement activities convened throughout the project proposal and party II accepted to fund party I with an amount of 75,000 USD (Seventy five thousands United States Dollars) for the project implementation. It was agreed this fund be disbursed into four installments as follows:

- first installment of USD 18,000;
- second installment of USD 18,000;
- third installment of USD 18,000;
- and fourth installment of USD 21,000

The duration of this agreement is three months and half, from December 18<sup>th</sup>, 2014 to March 31<sup>st</sup>, 2015.

Throughout the above MOU, party I accepted to provide one progress report prior to the 3<sup>rd</sup> installment.

The activities that party I agreed to carryout are divided into four main parts:

1. The National Youth Forum on ratification of AYC by the Republic of Burundi;
2. The communication campaign on Radio and Television;
- 3. The Youth campaigns on ratification of AYC by the Republic of Burundi;**
4. The National Youth Forum of restitution.

By the present, party I acknowledge having received the first two installments of USD 36,000 to carry out the National Youth Forum, launch the communication campaign and the two first youth campaigns.

## **2. Objectives and priorities of the project**

This project is linked to “This project is linked to Youth policies and the ratification of the African Youth Charter by the Republic of Burundi.

- Overall objective:
  - Popularization and ratification of the African Youth Charter by the Republic of Burundi
- Specific objectives:
  - Educate young people its rights as defined by African Youth Charter(AYC);
  - To mobilize the youth to the ratification of African Youth Charter by the Republic of Burundi;
  - To the content of African Youth Charter and advocate for its ratification.

## **3. Implementation of the project**

After the National Youth Forum, party I and different collaborators started the Youth campaigns on ratification of the AYC by the Republic of Burundi. The Youth campaigns consisted of the daily campaigns of youth mobilization and sensitization on the ratification of the AYC by the Republic of Burundi being held in each of Provinces. The Young Ambassadors of the AYC ratification Advocacy helped to mobilize local youth who gathered at the provincial city and a delegation of young people from implementing agency, the African Union (Burundi Office), The Ministry of Youth, Sports and Culture, etc. were sent to animate a daily campaign on the ratification of the AYC by the Republic of Burundi. Each province had a specific day of youth caravan.

During the above campaigns, the implementing organization invited “**a musical club**” so as the strategy to mobilize as many youths as possible. The musical club displayed music shows interrupted by the campaign sessions and relevant messages.

Given the fact that the Youth campaigns are to be carried across the 17 Provinces at a daily basis campaign; we carried out two campaigns (the first and second) according to the schedule below:

- **The 1<sup>st</sup> Campaign:** Kayanza – Ngozi – Kirundo – Muyinga
- **The 2<sup>nd</sup> Campaign:** Muramvya – Gitega – Karuzi – Ruyigi – Cankuzo

- **The 3<sup>rd</sup> Campaign:** Bururi – Makamba – Rutana – Mwaro
- **The 4<sup>th</sup> Campaign:** Cibitoke, Bubanza, Bujumbura (Rural) and Bujumbura Mayor.

The above campaigns have been an opportunity for the implementing organization to emphasize on the message of the ratification of the African Youth Charter by the Republic of Burundi. The Young Ambassadors of the AYC ratification Advocacy have gathered youth participants from all the communes of each province and Local Administrations represented by the Provincial Socio-Cultural Counselors have tremendously facilitated the campaigns.

The National Youth Forum of restitution will be carried on **March 31<sup>st</sup>**, prior to the start of the propaganda campaigns on April 2015.

#### **4. Planned activities of each campaign:**

For each **Campaign**, activities were organized according to the following schedule:

- In the morning, a road-show made of music and public awareness show of the campaign had always been moving across the cities, calling upon young people to respond to the appointment. This road-show has proven its high efficacy in local mobilization; musicians (Lolilo and Black G) were always aboard the vehicle of the road-show;
- After the road-show, young people were gathered a “youth walk” of merely half a kilometer leading to the campaign venue (generally the stadium). This walk was marked by peace songs, music and streamers and other scriptures were carried by young people while the national flag was always carried by musicians and the provincial authorities. Sometimes, for Kirundo, Gitega and Karusi for instance, cultural dancers and drummers accompanied the “youth walk”, making the walk more vibrant and exciting;
- Arrived at the campaign venue, the event was started by the National Hymn (Burundi Bwacu), followed by an introductory note of the objectives of the campaign pronounced by a member of the project committee (a moderator). After this, there was a music performance, Lolilo and Black G played a couple of music show, creating an exciting environment of the public. Afterwards, the provincial authority was given an opportunity to pronounce a speech of welcome followed by the speech of the president (or his delegate) of the project committee throughout which he mentioned the core mission of the youth campaign on ratification of Youth Charter by the Republic of Burundi. Going on with music show and other cultural performances, the authority of the Ministry of Youth, Sports and

Culture was thereafter given the opportunity to pronounce the speech on behalf of the Ministry. Then came a core moment to share the key outcomes of the National Youth Forum that was held in Gitega on January 23<sup>rd</sup>, 2015. These outcomes targeted a behavioral attitude of young people during the electoral context of 2015. It consisted of a teaching session, followed by a brainstorming of big ideas from local consultations (youth ambassadors of peace) where a young people was asked to display and share outcomes of their consultations held at communal level. Each stage of the caravan being interrupted by the music of cultural show; the session was always closed by the National Hymn (Burundi Bwacu) before which, 20 young people (10 women and 10 men) were asked to address key messages linked to. These key messages were scripted onto a white tissue and their compilation will serve to produce a youth pamphlet that shall be named "Flag advocacy for the ratification of African Youth Charter" during the restitution forum planned on March 31<sup>st</sup>, 2015.

At the end of each campaign, the team had to move to the next province and carry similar activities the following day. Pictures and videos have been taken and will be shared to the partners and the public as usual. National media (Television and Radio) have continuously broadcasted the project and emphasized its impact. In Ngozi and Gitega for instance, a part from the media that had accompanied the campaign, we have been direct-broadcasted through RPA and STAR FM radios. In addition, for Karusi and Cankuzo, we started by development activities where all participants were called to clean the roads' surroundings and cut glasses (community work). These initiatives served as a mark for the passage of the campaign and we envision keeping initiating other activities in this line.

## Pictures from the YOUTH CAMPAIGNS TO POPULARIZE THE AFRICAN YOUTH CHARTER



Youth Participants to campaign of ratification of the African Youth Charter (Kayanza province)



Mr. NJARI Jean delivering a message on ratification (Muramvya province)



Officials in campaign (Kayanza province)





Musician Black G dancing with youth (Ngozi province)



Permanent Secretary at the Ministry of Youth, sports and culture (interview)



Youth ambassador for ratification of Ngozi commune



Youth ambassadors for ratification writing their recommendations during campaign



Legal Representative of YOWLI BURUNDI



Cultural dances by youth



General Director of Ministry of Youth, sports and culture(Kirundo province)



Cultural dances by youth (Muyinga province)



Musicians LOLILO and Black G on Youth walk (Muyinga province)







Youth walk (Gitega province)



Youth walk (Karusi province)

