

PROGRESS REPORT

PROMOTING ENVIRONMENTAL BEST PRACTICES IN CAMEROON THROUGH MUSIC

(Project website: www.camergreen.org)



Three Finalists of the Camer Green Music Competition during the award Ceremony

Reporting period: January - October 2017

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SUMMARY

The main activities carried out between the period of January and November, 2017 included pre-project planning meetings, sensitization and awareness raising campaigns, development of the project website and social media site, registration of contestants, official launching of the project and monitoring and evaluation meetings. Three pre-project planning meetings were held, more than 20 media stations including television and radio were reached for sensitization and awareness raising of the project, a website was set up, a Facebook page is actively running and engaging project participants and the public. Other activities executed include the first national public audition, the boot camp and second audition in the form of a caravan. The Grand National concert was in the form of a car podium and a caravan. At the end of the concert the music awards were given, and further media engagements.

1.0 INTRODUCTION

Improving awareness on environmental issues through the use of music can effectively engage more people to adopt a sustainable lifestyle toward the environment. Music is one of the most powerful mediums to communicate environmental messages to billions of people worldwide – irrespective of race, religion, income, gender or age (UNEP, 2016). In line with the United Nations Environmental Programme music and environment initiative, the aim of the project is to bring together individuals and entities in the world of music in Cameroon who want to be part of the solution to climate change, species extinction, freshwater crisis, pollution and other environmental issues. The project is aimed at mobilizing 500 youths between the age of 15 and 35 year 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 project participants competed for an award dubbed “**Camer Green Music Award (CGMA)**”.

1.1 Project Objectives:

- To promote behavioural changes and increase 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.

1.2 Outcome

The major outcome of the project is to increase public awareness and build local capacity that will promote behavioural change to local environmental challenges and promote the responsible use and consumption of natural resources.

2.0 PROJECT ACTIVITIES AS PER INTIATIAL PROJECT

Activity	Detailed description	Outputs/Deliverables	Delivery date
A.1 Project planning and preparation	<p>- Project planning meeting will involve stakeholders selected from the ten regions. Two representatives will be selected to participate from each region. Participants will be selected from among policy makers, environmental experts, researchers, and media representatives</p> <p>- Publicity and awareness raising will be through stakeholder meetings, the project website (the project website will support information about the project, awareness campaigns, online survey and voting platform), the media, banners (10), mobile phones and project t-shirts (1000). Awareness raising will be focused on promoting knowledge on environmental sustainability and how music promotion can make the difference.</p> <p>- Enrolment for the music contest will be via the project website. Potential contestants must submit a voice record of their song and a head photo of themselves via the project website. Pre-selection will be based on the submitted material, as judged by the jury and votes from the general public.</p>	<p>- Meeting report - List of meeting participant</p> <p>-Report of publicity - Project website - Printed t-shirts/banners</p> <p>- List of enrolled contestant</p>	A.1 DATE March 2017
A.2. Contest hosting, documentation and capacity development for contestants	- Selection of the award winners will be as follow: firstly, 500 contestants will be enrolled (50 per region). Secondly, a regional audition will be conducted to select 50 contestants (5 per region). Thirdly, a concert will be organised in which 10 finalists will be selected from the 50 contestant. Fourthly, a second concert will be held to shortlist three finalists. Lastly, the third concert will be held for the selection of the award winner and handing over of the award. The award to	<p>- List of finalist - Video of concerts - Progress report - Updates on project website</p>	December 2017

	<p>the 3 winners will cover their attendance and participation in an international event related to environmental issues. Participation in UNEA-3 related events is an option under discussion. Final decision on the event will be taken during the project.</p> <ul style="list-style-type: none"> - The capacity of the best 10 contestant will be developed through a 2 week boot camp. Training will follow the details specified in the background of this project. - Production of videos and content that will aid in promoting the adoption of sustainable lifestyle to decrease environmental degradation. 	<ul style="list-style-type: none"> - 10 person trained - Video records - Progress report 	
A.3 Monitoring and Evaluation	<ul style="list-style-type: none"> - Quarterly meetings will be held with stakeholders to assess and strengthen implementation strategies. - Survey will be designed to document and evaluate participants and public opinions on the impact of the project. Survey will be conducted through online and face-to-face interviews as describe in the background section of this project. At the end of the survey, we expect to analyse responses that reveal the level of awareness as a result of the project implementation from 500 contestants and at least 10000 responses from the online and field surveys. 	<ul style="list-style-type: none"> - Meeting reports -Progress reports -Survey report 	June 2018
A. 4 Project documentation, reporting and results dissemination	<ul style="list-style-type: none"> - In all the stages of the project, reports will be developed in both print and audio-visual forms. Documentation and dissemination will be through the media, stakeholders meetings, project website and workshops. - The media will be engaged to promote result dissemination by hosting discussions on the project and broadcasting the concerts and contest. 	-Final project reports	June 2018

2.1 Activities accomplished for reporting period: January 2017 – October 2017

2.1.1 Project planning meeting

Three planning meetings were held prior to project kick up. The first planning meeting was an in-house meeting involving only the staff of the implementing organisation (RCESD). In these meetings, roles of individuals assigned to the project were emphasized and tasks assigned to enable effective coordination and successful implementation of the project. The second planning meeting brought together all local project partners including the Ministry of Arts and Culture (MINAC), The Ministry of Environment, Protection of Nature and Sustainable Development (MINEPDED), Omega Media and

Prints House (OMPH) and the local environmental music star, Mr. John Njabi. The local partners together with the implementing organisation deliberated upon the entire project plan and nominated participants from other regions of the country to seat in for the final project planning meeting. The team is the core project planning team.

The final pre-project planning brought together representative from the ten region of Cameroon. This included representatives from the ministry of arts and culture, representatives from the ministry of environment, nature protection and sustainable development, representatives from the media houses, media production house and representatives from RCESD. A total of 32 stakeholders participated in the final project planning meeting.



Pre-planning meeting with stakeholders

In addition to pre-project planning meeting, a monitoring and evaluation meeting has been held by the core project team to evaluate the progress of the project and to recommend possible amendments for implementation based on activity reports and feedback from the public.

2.1.2 Publicity and awareness campaigns

Publicity and awareness raising campaigns made use of several strategies. Stakeholders meetings were observed as a very important medium for awareness raising. Participants in the stakeholder meetings

were able to reach the targeted population for the project using their social network. WhatsApp and Facebook were the most used media to reach the public on the project objectives and potential outcome. After the first pre-project planning meeting 24 phone calls were received on the next working day from potential participants of the project. This was a clear indication that planning meetings contributed toward awareness raising. Different media were also engaged in publicity and awareness raising. In total, publicity for the project was circulated through seven television stations including Cameroon Radio and Television (CRTV), La Television du monde (LTM), Chillen Media Television (CMTV), HiTV, Canal 2 English, Canal 2 International and Dan Broadcasting system (DBS). The project leaders also participated in popular TV programs in order to effectively reach the targeted population and to increase public awareness on the need of using music as a tool for environmental education.



Media session with Canal 2 English



Media session with Cameroon Radio and Television (CRTV)

Television campaigns as a means of public awareness raising was rated as very relevant. After passing the information about the project through one of the most watch TV station LTM, we received more than 600 calls within a period of one week from individuals interested in the project.

Using the radio, announcements and a spot was run across most influential radio stations in Cameroon at least twice a week. The radio stations used included CRTV, Christian Broadcasting Service (CBS), Media Afrique, Equinox radio, Chariot radio and Swelaba FM. Other methods of publicity included, flyers, banners, a branded car and bill boards.



Billboard advert for the project



RCESD project car branded for publicity of the project

The branding of RCESD project car for the advertisement of the project was also recorded to spark a lot of public attention as several follow-up questions were asked by interested and curious participants on the project. Additionally, a team from RCESD went on outdoor campaigns regularly, to sensitize the public about the project and also to evaluate the level of public awareness vis-à-vis the publicity that was on going.

The project website (www.camergreen.org) and the project Facebook page (<https://www.facebook.com/CAMERGREENCompetition/>) were also setup and has been a medium for providing day to day updates for the project. Awareness raising has been focused on promoting knowledge on environmental sustainability and how music promotion can make the difference.

2.2.3 Registration of contestant

Registration for the music contest was done online via the project website, and manually at the RCESD head office. The website was designed to provide basic and friendly directive for contestants to easily register. Through the website, contestants were able to submit their biography information and to provide pre-registration answers as to why they are interested in the competition and how they have been engaged in environmental conservation prior to registration of the contest. Contestants were also asked to provide a brief explanation of what they expect to achieve by participating in the contest.

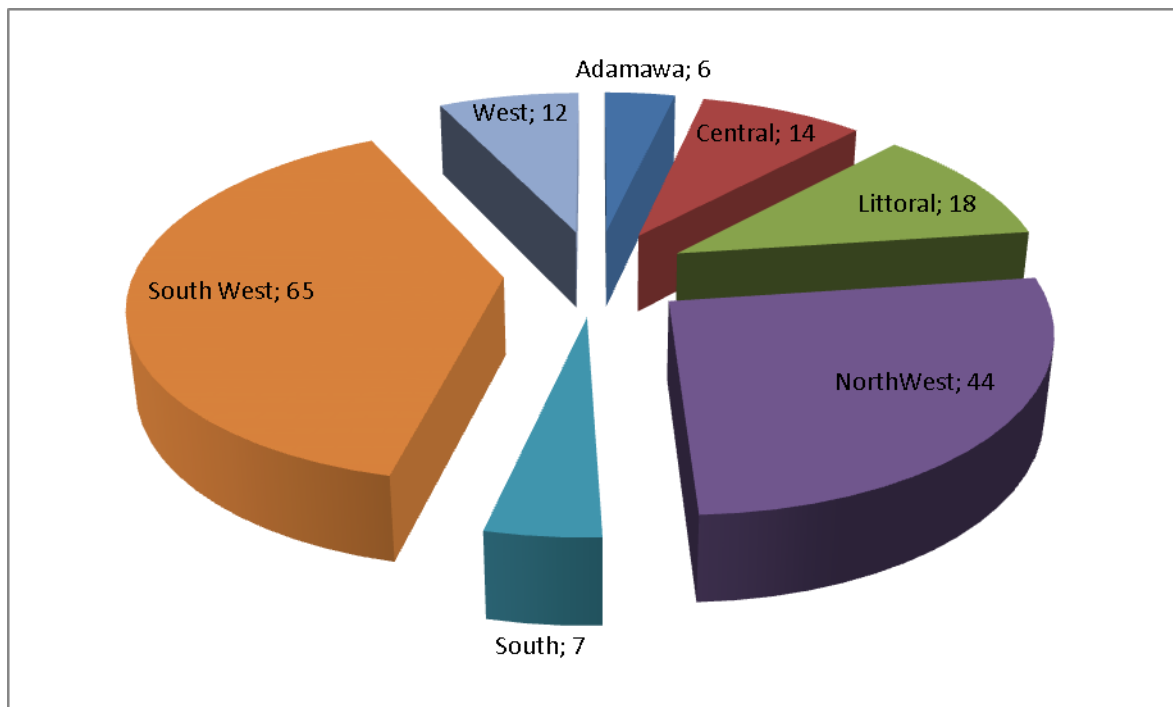
In addition, manual registration was allowed for those who could deposit directly at the RCESD head office. Manual registration permitted us to have a one on one chat with the contestant and to provide them with guidelines on the subsequent phases of the project. We found this interaction with the contestant necessary as many of the participants that registered manually opted to help in one way or the other for publicity of the project and the action. Registration was between the period of March 27 and June 29, 2017. Registration was done both manually and online using the Camer Green website



At
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n, 166 contestants registered. Contestants that registered cut across seven regions out of ten prev
prior to the project implementation.

Contestant v

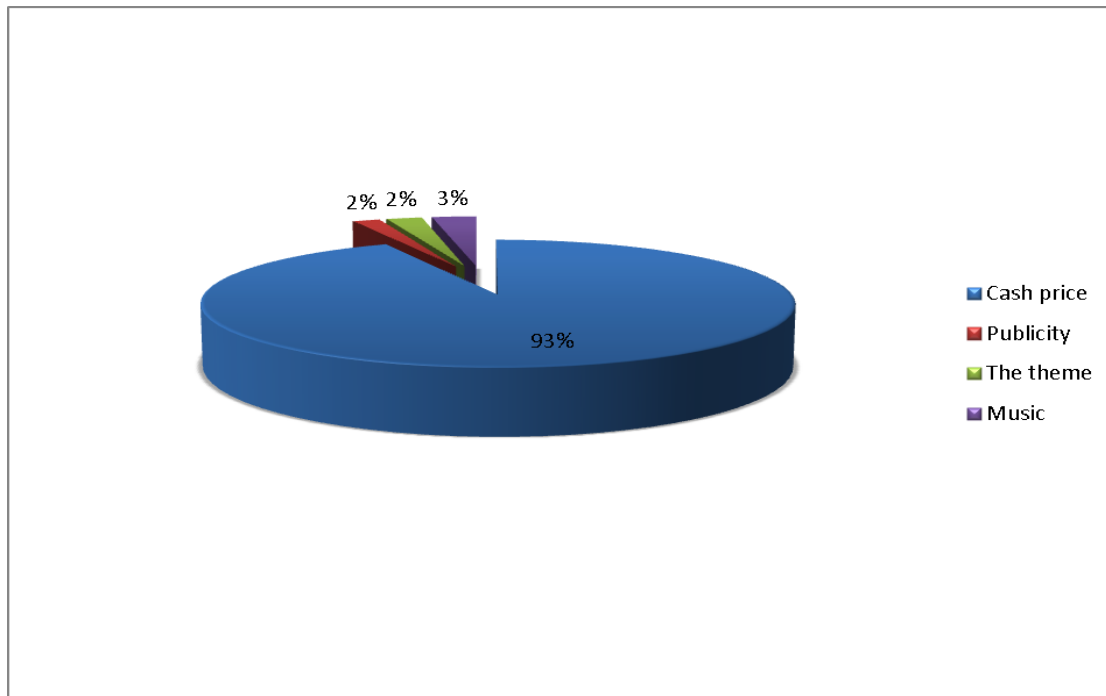


Pie chart showing distribution per region

Prior to registration, contestants were obliged to answer three main question regarding their motivation to participate in the project. The following responses were recorded following the analysis of the questionnaires.

i) What inspired the contestant to enrol for the competition?

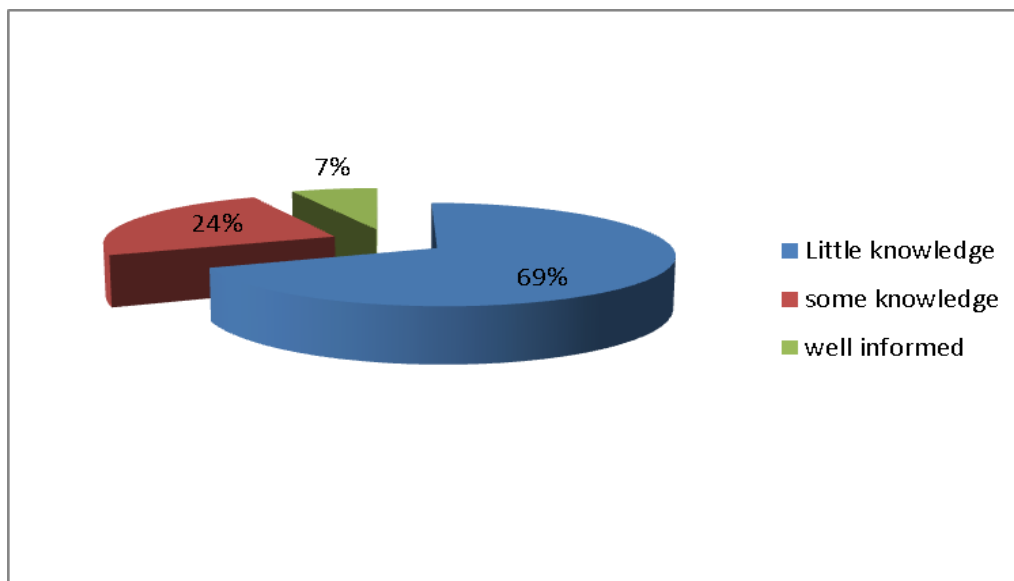
The results of the questionnaire survey revealed that 93% (n=162) of the registered contestant was motivated to register for the contest because of the award price. About 3% (n=5) were motivated to register because of the fact that it was a music contest. About 2% (n=4) registered because of the theme (environmental music) and the other 2% (n=3) registered because of the publicity (they saw it as an opportunity that could advertise them).



Motives why contestant enrolled in the contest

ii) what knowledge do you have on environmental challenges

The analysis revealed that 69% (n=120) had little knowledge on environmental challenges, 24% (n=42) had some knowledge about environmental challenges and 7% (n=12) were well informed on environmental challenges.



Contestants knowledge on environmental challenges

iii) In what ways they have contributed in solving environmental crises

About 94% (n=163) of the registered contestants have no previous experience in contributing to solving environmental challenges. About 6% (n=11) have been engaged in one way or the other through participation in tree planting, sensitisation, water management and cleaning campaigns.

2.1.4 Official launching of the Project

The official launching of the project took place on May 12th, 2017 in Buea at CURELF (popularly known as Alliance Franco Camerounaise). The main purpose of the launching was to spark more public engagement and strengthen media engagement in the project. Over 20 media houses were present and showed up during the launching of the project. Other non-profit organisations working in the area of environmental protection and sustainable development were also invited to participate alongside other relevant stakeholders. The launching was preceded over by the Regional Delegate of Environment and the Regional Delegate of Art and Culture for the South West region of Cameroon. Preceding over the event, they openly pledged their full support for the project and urged the public to collaborate for the success of the project.



The Executive Director of RCESD presenting the project to the public during the official launching



The media representative and other participants present during the official launching

2.1.5 Coddling of contestants

This activity took place on July 7, 2017. The exercise was done between 7:30am and 5:30 pm. This activity was carried out in order to assign codes to all registered contestants, to verify errors on the files of the contestants and to harmonize manual and online registration. Prior to this, an in house meeting

was held to set strategies for the coding process, proper follow up and a smooth pre-selection process. In addition, this exercise was to help implementation team to know the total number of contestants who had valid documents for the competition and also to know the different regions of the country represented.



Project staff during coding exercise

This coding exercise was done by 6 staff of RCESD who are part of the project implementation team and have a good mastery of the project. At the start of this exercise, the team was divided into 2 groups. One group, made up of 3 persons were in charge of the manual files, while the other group was in charge of the online files. A common data base was created for both manual and online contestants. This data base carried information such as contestant's names, age, region of registration. Each contestant was assigned a code for identification beginning with CGC (Camer Green Competition). These codes were to be used by jury member for the pre-selection process. The jury members only had access to the codes of the contestants. Also, for contestants who registered as a group, their code carried a capital "G" at the end of the code. For example "CGC017G". This was done to enable distinction of groups from individuals and to help plan for accommodation during auditions. At the end of the coding exercise all the database were combined to produce the 166 contestants eligible for pre-selection. From this one document, considering the fact that we had pre-selection the following day on the 8th of July, another data base was developed for the juries. This data base had just the codes and the evaluation form.

Out of the 174 files submitted for the contest, 166 files were eligible for the pre-selection. 8 contestants were disqualified prior to pre-selection. The main reasons for disqualifying the files

included: the song was not focus on environmental related issues and contestants were above the age of 35. .

- 53 contestants registered manually and 121 registered online.
- 7 regions were represented
- 8 contestants registered as groups
- There was a fair gender balance for registered contestants

2.1.6 Pre-selection of 50 National contestants

Prior to project implementation, ten regional auditions were previewed. However, the ten regional auditions did not hold as planned. This was linked to the fact that the minimum of 50 contestants were not attained per region as forecasted. Secondly, the concept was relatively new and stakeholders that were engaged in the coordination of the different regions were a bit reluctant in embracing the concept fully. The implementation team therefore came up with the strategy to waive the regional audition and focus more efforts on building a success story from the national audition.

Prior to the pre selection of 50 contestants for the camer green award, a planning meeting was held on July 6, 2017.



Planning meeting for pre-selection process

The meeting participants included the project implementation team and the stakeholders. The meeting was aimed at consenting and defining the various requirements and procedure needed for the pre-selection. At the end of the meeting which lasted for about 3 hours, the following deliberations were arrived at:

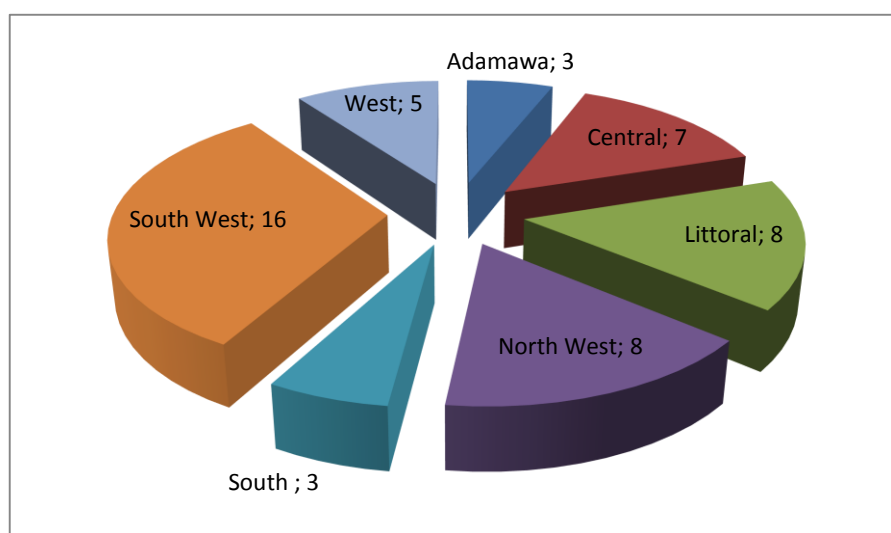
- Contestants will be judged on the following criteria. The contestant General message, melody, creative ability, originality and timing. All this criteria were graded summing up to 40.
- It was agreed that RCESD conference room will be used for this exercise.
- It was also agreed that grading will be done during the pre-selection using the various score sheets made available to the jury.
- It was agreed starting time of the pre selection was 8:00am.

Five members of the jury participated in the pre-selection process and were selected from four regions: a representative from the ministry of culture South West Region, a representative from the green NGO North West Region, A representative from the media in the littoral region, a representative from RCESD, A representative from the education sector (university) from the centre region. During the pre-selection each member of jury was presented the evaluation form for the selection process.



Jury during pre-selection process

Members of jury read and listened to contestants' lyrics and voice simultaneously. A total number of 166 songs and lyrics were evaluated. The pre-selection process lasted for a period of 10 hours including breaks. At the end of the pre-selection process the score per contestant for all jury members were summed and averaged. All contestants with a mean score above 5 out of 10 were short-listed in the first round of selection. Short-listed candidate were then re-assigned to their region of registration. The best five from each region were then selected. After the regional evaluation, candidate were then selected per merit (mean score on 10).



Distribution of 50 shortlisted contestants per region

Some region did not attain the minimum of 5 contestants despite the fact that more than 5 contestant registered because they did not achieve the min score of 5 prior to the regional balance process.

2.1.7 First National Concert (audition)

The first national audition took place on July 29, 2017 in Buea at the Chariot Hotel Banquette Hall. The event started at 10 am with a welcome address from the Vice Director of RCESD, Mr. Leke Tayoh in which he welcomed all the contestants, the juries and the general public for honoring the invitation for the event. He also emphasized on the need to take positive action to ensure sustainable lifestyle and that music offer us one of the best tool to raise awareness on local environmental challenges. This was followed by a word from the head of jury, Mr. Ateh Francis who is a senior Journalist at the national

TV station CRTV Yaoundé. He congratulated the contestants for making it to the second round of the competition and gave them a brief rundown of the criteria for grading. The parameter for evaluation included message of the song, stage performance, vocals, and originality of the song. The jury members were made of up seven persons, a staff of RCESD, a representative from the ministry of culture, an environmental expert, a vocalist, a communication expert, a member from another environmental NGO and an environmental musician.



Members of the jury during first national audition

Each contestant was assigned a serial number which corresponded with the juries evaluation form. Serial numbers ranged from CGC-001 to CGC 055. The serial numbers were alphabetically assigned and contestants were called up to stage according to the serial numbers. Messages of contestants' song cut across various environmental themes including pollution, waste management, climate change and deforestation. These messages were passed to the audience in different brands of music including Pop, RnB, Soul, and Afro pop. Some used recorded instrumentals and others sang with musical instruments like the guitar and the piano. Out of the 55 finalists who had to perform, 3 were absent. This gave a total of 52 contestants who competed for the first 10 positions. Each contestant introduced him/herself and performed their song for a period of five minutes. Participants were open to the media after their performance. Questionnaires were administered to contestants before and after their performance. This was to enable the team access their difficulties and views to make the next phase much better.

Questionnaires were also administered to the public to appreciate their opinion on the concept of music for the environment.



Contestant during stage performance

The concert also witness the performance of other guest environmental artists including Mr. John Njabi who performed one of his environmental songs titled “Earth song”. This performance was aimed at inspiring the contestants and giving them a guide of what is expected from them. The audition was graced by other urban artists like Big G, K Major and other renowned bloggers.

At the end of the audition, all contestants were awarded certificates of participation issued by the implementing organizations. The certificate handing over was done by representative from the regional delegation of Environment, Nature protection and Sustainable Development, the juries and some other NGOs present.



Contestants and jury members at the end of the audition

The event ended with a speech from the representative of the Regional Delegation of the Ministry of Environment, Nature Protection and Sustainable Development, Mr. Fonweban Hans, who thanked everybody who made it to the event and encouraged everyone to live a green life.

Selection of 10 finalists

The members of jury reconvened at RCESD conference room on July 30, 2017 for the selection of the 10 best contestants. The sum of the total score for each candidate was summed up by the 5 jury members and the average taken. The top ten based on the grading of the jury members was taken and results published in the local media and one online.

2.1.8 Contestants and public views about the project concept and first national audition

During the first national audition the opinion of contestants and the general public about the competition was sampled before and after the concert. The survey focused on key issues as reported below.

- i) Means through which contestants learned about the competition

	Frequency	Percent
Friends	21	42,9
Social media	12	24,5
Public advert	16	32,7
Total	49	100,0

- ii) Type of challenges faced in composing the song

	Frequency	Percent
Song type	14	28,6
Duration of song	2	4,1
Composing the song lyrics	18	36,7
None	15	30,6
Total	49	100,0

iii) How do you think the competition will help you?

	Frequency	Percent
Help me become popular	12	24,5
Gain more knowledge	13	26,5
Get more opportunities	16	32,7
Become an environmental activist	8	16,3
Total	49	100,0

iv) What is your plan if you win the competition?

	Frequency	Percent
Host shows for environmental songs	11	22,4
Become an environmental artist	11	22,4
Promote environmental awareness	17	34,7
Promote sustainable development	10	20,4
Total	49	100,0

v) What you would have loved to change before the auditions?

	Frequency	Percent
Nothing	28	50,9
Work on my confident	12	21,8
Work on my vocals and Stage performance	7	12,7
Improve my message	8	14,5
Total	55	100,0

Public survey

I. What do you expect from the auditions?

	Frequency	Percent
Listen to good songs	8	25,0
Gain more environmental knowledge	9	28,1
Successful ending	15	46,9
Total	32	100,0

II. Will this concert affect your view of the environment?

	Frequency	Percent
Promote environmental awareness	12	37,5
Best means of communication	16	50,0
See the environment differently	4	12,5
Total	32	100,0

III. What is your opinion about auditions?

	Frequency	Percent
Educative	8	17,8
Interesting and fun	25	55,6
Inspiring	12	26,7
Total	45	100,0

IV. What did you learn from the auditions

	Frequency	Percent
Proper dispose of my waste	20	44,4
Plant more trees	13	28,9
Be an environmental ambassador	12	26,7
Total	45	100,0

2.1.9 Boot Camp

The boot camp started on October 8, 2017 and end October 17, 2017. It took place at hotel Augusta, Bonaberi-Douala. The boot camp brought together contestants, environmental, communication and music experts to exchange knowledge on the aspect of music and sustainable lifestyles. Each day, activities started at 7:30 am and ended at 8 pm with series of breakfast.

Objectives of boot camp included:

- To bring the ten national shortlisted contestants together for exchange of knowledge
- To empower environmental ambassadors to promote the concept of music for the environment.
- To build the capacity of contestants to enable them be effective ambassador for the environment
- To enhance environmental music that has great potentials of influencing environmental friendly behaviors.

Activities carried out during the boot camp

Training: Training involved several environmental experts who came in to enhance the participant's capacity on environmental challenges. Some of the areas of focus included local environmental challenges, music and awareness raising, communication and awareness raising, elaboration of purpose of the boot camp and expected outcome, motivational talks, project writing, creative leadership, biodiversity conservation, climate change and local environmental challenges, agriculture and the environment, the role of women in waste disposal and others. These training sessions were very interactive and also very creative. At the start of these training a name tag exercise was carried out for easy identification and to get each other's dream as regards the environment. Questionnaires were administered to get the expectations of the contestants from this boot camp. Also during these training

sessions, several world café sessions were held to get the participants ideas on environmental challenges and other pressing issues concerning the environment. Contestants also had the opportunity to participate and lead in several public presentations as a way to improve their public speaking and presentation skills.



Contestants and facilitators during training sessions

Table showing aspects of trainings, brief explanation and facilitators

Days	Training aspects	Brief explanation	Facilitators
Day 1	Motivational talk on setting a vision	Putting your vision in front of you helps you accomplish your dreams.	Jingwa Laura
	CAMER GREEN project, elaboration of purpose of boot camp and expected outcomes	Project context and justification, objectives, outcomes, phases of the project. Purpose of boot camp and expected outcome.	Naseli Okha Dioh
	Environmental challenges	Understanding of local environmental challenges, causes and mitigation means.	Mbunya Francis -Hans Fonweban
Day 2	Motivational talk	Putting up a winning attitude and taking the crucial step of believing you can succeed in any endeavor before even starting.	Jingwa Laura
	Project Development	Steps in project writing, from conception of the project topic, developing "SMART" objectives,	Mbunya Francis

		right to the project conclusion.	Hans Fonweban
	Biodiversity conservation	Understanding of what biodiversity is all about with focus on Cameroon's biodiversity.	Emmanuel Ebai
	Climate Change and Local Environmental Challenges	Climate change and its impacts on man and the environment, local measures of mitigating and adapting to climate change.	Dimo Cedric
	Music and awareness raising	Raise awareness through music, the message in your music has to be very clear.	John Njabi
Day 3	Motivational talk	Freeing yourself of executives in order to achieve any goal in life.	Jingwa Laura
	Creative leadership	To be a creative leader, you have to work on being pro-active, and also to lead by example.	Fombu Christel
	Effective communication and awareness raising.	Choosing the right words when sending out a message.	Ndieh Elah
	Waste Management	Understanding waste management and applying the 3 Rs (Reduce, reuse, recycle) of waste management	Ada Acobta Ebangha Niake
	Women and Waste management	Role of women in waste management since women are the ones mostly in charge of managing household was.	Nah Genevieve
	Career development	Visualizing your career beyond the competition, and consider the competition as a stepping stone to the next level of their career.	Bakia Achankap Mbunya Francis Nwet Achakeng
Day 4	Team building	Important of togetherness. He used the popular African proverb which states "a hand can't tie a broom". Aspects that could help build a good team.	Mbunya Francis Nkemnyi
	Media communication and	Importance of repeating sensitive	Leke Regina

	awareness raising.	aspect to the public in other to get the attention and feedback needed.	
	Voice training	Finding strength in your voice	John Njabi
Day 5	Motivational talk	Getting off your comfort zone. Achieving your dreams and how to succeed in life.	Mbunya Francis Nwet Achakeng
	Music and career	Finding your life in music	Toton Budour
Day 6	Meeting the public	Outdoor practice on awareness: engaging with the public	All
Day 7	Field trip	All day event	
Day 8	Day at the studio	All day event	

Contestants driven programs: contestants were divided into groups and had to work as a team, to come up with very creative ideas and project ideas on solving environmental challenges starting with their local communities. Some of the topics raised by the various groups included:

- Facilitating proper household waste management within the Limbe 1 municipality.
- Promoting environmental education for a clean environment and healthy livelihood in the Muea community.
- Restoration of the mangrove forest in Limbe
- Engaging the community in environmental care and sustainability
- Community collection of food peels and remains as feed for pig rearing
- Mobilizing school communities for plastic bottle collection, reuse and recycling.
- Mobilizing households in the Limbe waft for plastic bottle separation and recycling.
- Community composting

Other activities undertaken by contestants during the contestation driving programs also included the development and presentation of the Camer Green theme song, dramas and other interactive games.



Contestants working in teams during contestants driven programs

Music sessions: There were several music sessions with music experts and the contestants. This was to improve on their writing styles and music content, making sure it doesn't deviate from its original point of focus, which is awareness raising and education. This was also an interactive discussion with contestants. During these sessions the contestants equally had trainings on vocals, music content, originality of your music and many others aspects that could strengthened their music to pass on their message effectively. Contestants were shared into group of 3 on the fourth day and given a task to blend their auditions songs into 1. This assignment was to re-enforce team work and creativity.

Clean-up campaign: The team also visited the local council of Bonaberi. At the council, they were welcomed by the mayor, Mr Ndafuet J. The team shared the vision of Camer Green with the Mayor and the mayor was impressed with the initiative and offered his technical support to the camer green team when need arises. The clean-up campaign theme ("pickam-usam campaign) was done around the Bonaberi- rail market. The team moved in small groups, singing environmental songs that called the attention of the public on the need of cleaning up the streets. The team also staged some environmental music to the public, which left them asking questions on how important environmental cleanliness can impact our lifestyles. Many local people during this campaign also asked how they could be part of the project team? Why the team picked plastics? What they planned doing with the plastics? The people also expressed how happy they were with the work



Camer green team during the clean-up campaign

Field visits and video shooting: Contestants went out for field visit to Limbe. This was to enable contestants to have time to observe and experience nature and to be able to tie it to what they have been learning throughout the week. Areas visited included Bakingili (volcano eruption site), Limbe Wildlife Centre, Limbe down beach to view the impact of plastic disposal on the environment.



Contestants during field visit

Studio sessions: There was a studio session on day 8. This session was to expose the contestants to studio life and also to enable them work as a team to record the camer green team song.



Contestants during studio session

One on one career coaching: Contestants were encouraged to visualize their career beyond the competition, and consider the competition as a stepping stone to the next level of their career. Contestants were also advised to strive to not only be like their role models, but better than them. During the career coaching exercise, contestants were divided into 3 tables with career coaches where they had discussions on aspects of their career over lunch on the third (3rd) day of the boot camp. After lunch was a one on one career coaching where in, each contestant was allocated 3 minutes to talk to one expert about issues relating to their career. At the end of the session, each contestant consulted 10 career coaches. One of the career development experts then gave a talk on building a career, after which he gave each contestant a free copy of his book title ‘get off your comfort zone’.



Contestants and career coaches during career development session

3.0 Second public auditions in the form of a caravan

The second public auditions by the ten shortlisted contestants present during the boot camp, took the form of a car podium public caravan. This took place in Douala on the 11th of November, 2017 involving the implementation team and the 10 finalists. The main rationale for this was to raise

awareness on environmental issues and the importance of best environmental practices. The different locations visited during this caravan included Ange Raphael (Douala university junction), Parcour vita, Carrefour makepe, Carrefour Ndokoti, Omnisport Bepanda.

The event began with a planning meeting with all the contestants on the modalities and arrangements for the Caravan. Authorization was obtained from the Senior Divisional Delegate for Littoral Region to secure the event. All the contestants alongside the implementation team met at “Dream Night Hotel” for the commencement of the program.



Contestants and implementation team starting the caravan

The public caravan began at 1 pm, starting from the University of Douala roundabout (Ange Raphael as it is commonly called) with three of the contestants who performed. This was because it was the most active part of the day when a lot of students were moving in and out of the university campus for lectures. This drew a lot of attention from all audience as the contestants did give some environmental preaching through music on why our priceless environment has to be protected. From the university junction, the caravan team moved to Parcour-Vita sharing flyers and singing, sensitizing the community. The Makepe roundabout was the next area visited, where another three contestants did perform to the general public, calling on every to take actions and a step of positive change towards our environment. Flyers were distributed to the audience, questions were asked to the public and prizes given to winners which consisted of camer green block notes and pens carrying environmental messages.



Question and answer session with the public



Distribution of fliers by a contestant

From Makepe, the next area for another public demonstration was the Omni-sport Stadium Ndokoti, where three contestants did sing, and after that giving room for freestyles and performance from the viewers to get them engaged.



Contestants sensitizing the public with their music

Outcome of the caravan

1000 questionnaires were distributed to the audience

20 participants received prizes for answering questions geared towards the environment.

More than 1000 inhabitants were sensitized during the Caravan Event

About 300 copies of news letters about the camer green project were distributed

4.0 Final concert of the camer green competition

This was the last phase of the Camer Green competition where the 10 finalists had to compete for the first three positions. The grand concert took place on Saturday the 25th of November 2017, at the Buea Omni sport Stadium. The final concert was in two parts, first a public caravan, and next was the actual show which entailed the 10 contestants performing to the general public including some government officials and five (5) diversified jury members.

The first activity in line with the concert was a caravan around the main towns of Buea. This caravan started at 10 am and lasted for two hours. The caravan was done by contestants and the implementation team using a local communication advert house popularly known as “papa promo”. The caravan team went to different parts of Buea including Mile 17, Molyko, Buea Town, Bokwango, Muea and the Buea central Market. At 2 PM, the team returned to the concert venue.



The South West regional Delegate of Arts and Culture presenting her opening speech

The second activity of the day was the concert proper, which began at 2:30 pm with an opening speech from the Regional delegate of Arts and Culture, Madam Ngo Grace. In her speech she welcomed and thanked the general public for making out time to come witness the event. She also congratulated the contestants for the efforts they have put all through the competition and also the RCESD team for the great initiative. She ended her speech by thanking the Regional delegate of MINEDEP for his support of the idea and she called on everyone to be attentive and get the message

which the contestants are passing out and to ensure they spread the message to their families and friends. Her speech was followed by that of the executive director of RCESD Mr Mbunya Francis Nkemnyi, who made the objectives of the project known to the general public as well as the different stages in which the competition has been through. He also stressed on the importance of changing our view of the environment by singing about it. His speech was followed by an introduction of the Jury for the day by the master of ceremonies (MC). There were five juries who had to decide the faith of the contestants. The juries were made up of, a member of the RCESD team, a representative from the regional delegation of Arts and Culture, a representative from MINEDEP, an artist and a representative of a local environmental NGO “ GEF”. The criteria for selection were read out to the public, which included stage performance and movement graded on ten, message/10, audience command/10 and originality of music/10.



View of the general public during the final concert

Before the start of the competition proper, there was a question and answer session with the general public. During which prizes were awarded to the winners of the quiz. This was to get the public fully engaged in the concert. At the start of the concert, all contestants were introduced by the MC so the public could know the contestants. Before each contestant had to do their song, they all did the team song titled “Keep it green”. In the course of their performance the environmental science club from Government Bilingual High School Muea, did a habitat game demonstrating the role different animals

play to our environment and why it's important to conserve these animals. Also an environmental musician by name Mr John Njabi did sensitize the audience with his songs title “time bomb and work chop no burn bush”. All these were to get the public well sensitized on best environmental practices.

The event ended by 6 PM with the proclamation of results from the secretary of the juries. Amongst the three winners, the first was from the south west region, another from the littoral region and the other from the centre region. They were all awarded symbolic cheques of 1.5 million FCFA, 1 million FCFA and 750 thousands FCFA each.



Presentation of award to the Camer Green Ambassador by the Regional delegation of Environment and CEO of RCESD

The event ended with a closing speech from the Regional Delegate from the Ministry of Environment, Nature protection and Sustainable Development, Mr. Set Ekwadi who thanked everybody who made it to the event and encouraged everyone to live in a green environment.

At the end of this event, the three finalists had interview sessions with media stations present. These media stations included HiTV, Media Afrique, reference TV, Cam 1 TV, CMTV, CRTV, LTM, radio Bonakanda and others.

5.0 MILESTONES OF THE PROJECT BETWEEN JANUARY TO NOVEMBER 2017

- All project planning meetings held, project website published and pre-project awareness raising completed.
- Results for the pre-project survey on participants and public opinion available.
- Media engaged in broadcasting the project action and discussions.
- Contestants have registered and submitted their voice clips for the contest.
- Media engaged in discussion of music for environmental awareness.
- Project progress action and evaluation report developed and submitted
- Results for the pre-project survey participants and public opinion available in records of calls towards the project available, facebook inquiries about the project equally available, regular messages and emails for inquiries on the project, whatsapp chats available, and daily visits to the office for information on the project.
- Over 25 media houses have broadcasted the project action.
- Partnership letter signed with three media station, the ministry of culture, the ministry of environment and other event organizers
- 174 enrolled for the contest
- Pre-selection for contestants completed
- First national audition for 50 contestants completed
- Ten finalists for the contest published
- Boot camp to train the ten finalist completely executed
- Media tour with ten final contestants commence
- Second national audition completed
- Second and final national concert completed

6.0 CHALLENGES

- The political instability ongoing in the country has affected the normal target number of contestants anticipated for the project. Many potential contestants from the French region of the country have raised concern about their fair participation in the project giving the ongoing “Ambazonian crisis”. The termed it as an “Ambazonian thing”. Some parent also raised concern of the safety of their children participating in this competition, given the current

instability in the country. Notwithstanding, the interest rate so far have reached a threshold for a successful progress as we have recorded more than twice the number of potential participants needed for the second phase of the project.

- Many potential contestants have raised concerns that the fact that it is a new initiative, it is challenging and need time to come up with creative and competitive messages. To solve this challenge we extended the registration time till June 7, 2017.
- The regional audition was waived given that a minimum of 50 contestants was not reach for all the regions. However, contestant registered from 7 regions out of the ten regions previewed.

7.0 SUBSEQUENT ACTIVITY AND PROPOSED TIMELINE

Activities	Period of execution	Milestones
Media engagements	December onward	More public engagement
Completion of public survey analysis	January 2017	Public opinion about the project published