

# AfCFTArt CONTEST 2024

## Background

The AfCFTA KAZINI Caravan is a road movement advocacy campaign to make known the African Continental Free Trade Area (AfCFTA) to youth in Kenya and Africa at large. It's a campaign led by YOUTH MOTION Kenya in collaboration with MABINGWA THEATRE for artists by artists (Performing, Visual and Fine). The caravan campaign has been active for the last 3years having toured atleast 9 African countries namely Kenya, Uganda, Tanzania, Zambia, Botswana, South Africa, Ethiopia, Rwanda and Mauritius impacting over 6000 people including crossborder trade associations.



## Objectives

- To make known the AfCFTA and why it matters for artists and youth in general.
- To artistically elaborate how to take action and benefit from the AfCFTA.
- To explore travel and tourism to understand its relevance in driving the AfCFTA.

## Methodology

The AfCFTART CONTEST is a tailor made project that seeks to drive knowledge of AfCFTA for travelling Theatre artists throughout the routine travelling for setbooks performances. More specifically, the competition calls upon the artists to read, digest and understand the protocol of trade in services of the AfCFTA agreement and its provisions with an aim to disseminate the same for education to other artists and students in high schools, colleges and universities.

## Thematic areas.

The topics of discussion to be considered in the creation of artworks will include;

- Scenic destinations for visit in Kenya, with acknowledgment of the County of location at the moment of recording.
- The African Continental Free Trade Area (AfCFTA)
- Fun Facts about Africa.
- The potential of the business of Art and Culture in the AfCFTA.

## Categories

The three (3) categories of the competition includes;

- Articles - Short articles / blogposts published or posted online.
- Short video clips- 1 Min Max
- Graphic designs- Could be manual / Digitally created

## Submission

Participants should submit their artworks by posting on their social media accounts and tagging YOUTH MOTION Kenya.

## Awards

The competition is designed to have weekly and monthly prizes for devoted artists who create outstanding artistic works in any of the above stated categories that promote the AfCFTA. The competition will run for 2 months (September & October 2024)

- Weekly shopping voucher for the winner in each of the three categories.
- Random airtime giveaways as weekly motivation to drive the campaign.
- A monthly sponsored tour to a selected Scenic / Heritage destination in Kenya for the best three winners; A winner in each of the three categories.

## Branding

Branding materials (T-shirts, Branded Merchandise) will be provided by the caravan team.

## Guiding principles

- Every competing artwork should have the AfCFTA KAZINI Caravan Logo captured and visible clearly.
- An artistic item will only be evaluated for the week submitted.
- The winning item will be decided by the organizing committee with key focus on relevance of content uploaded. Comments and views garnered on social media may be an added advantage.

Competing works must contain factual information, particularly for videos and articles. The judging panel may need to know the source of information presented for consideration

