



# Sahelles Connect

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ACP-EU CULTURE REGIONAL HUB:	Western Africa
CULTURAL SECTOR(S):	Multidisciplinary, digital media
BENEFICIARY AND CO-BENEFICIARIES:	Assalamalekoum Cultures
COUNTRIES COVERED BY THE ACTION:	Mauritania
PROJECT DURATION:	08/2021 – 01/2024 (30 months)
BUDGET:	EUR 302 768 – EU FUNDING: EUR 149 796 (49.48 %)
WEBSITE:	N/A

The '**Sahelles Connect**' project aims to contribute to the promotion, development, and growth of the cultural and creative industries by establishing structured artistic and digital training courses dedicated to women and young people. This initiative seeks to facilitate access to new markets in the arts, culture, and digital sector, thereby fostering collaborative dynamics in the Sahel region connected to the global context.

In this context, the target audience, namely Mauritanian youth and women, will receive professional training in arts and culture-related professions within the Mauritalent Campus. Additionally, an incubator for 15 cultural enterprises led by Mauritanian women in cooperation with organizations from the G5 Sahel region and other neighbouring countries will be established.

Furthermore, artistic products created by young Mauritanian artists in collaboration with female artists from the region will be developed and showcased at partner festivals of the LPU.

Moreover, a "Green Festival" label will be developed, and the Assalamalekoum and WIF festivals will be aligned with the Ecofest Africa charter.

Finally, the project will support the structuring of the music industry and emphasize access to digital technology.



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