



## Promoting digital content through the creation and production of video games

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REGIONAL HUB:	Western Africa
CULTURAL SECTOR(S):	Video games, multimedia
BENEFICIARY (IES):	Bamabiz Production
COUNTRIES COVERED BY THE ACTION:	Mali
PROJECT DURATION:	08/2022- 07/2023 (12 months)
BUDGET:	EUR 35 902 - EU FUNDING: EUR 25 000 (69.63 %)
WEBSITE:	N/A

The 'Promoting digital content through the creation and production of video games' project, a logical continuation of the recommendations from the third edition of the «Bamako Games Play» video game festival, aims to contribute to the development of the video game sector and to the promotion of Mali's narratives.

As part of this initiative, 12 young individuals, both boys and girls, have received training in the techniques for operating within this sector. A one-month residency was organized to create digital content using African tools and societal values.

The creations of the young apprentices were showcased at the 'Bamako Games Play'. The drawing books and animated films produced were made available to partners and NGOs for paid distribution, as part of their efforts to educate and raise awareness among young people. The other digital video game content was presented to customers through streaming and monetization.

In summary, this project has contributed to the professionalization of the young participants, who have gained more knowledge and skills, particularly in establishing a structured business, thus enabling them to find employment and change their perspectives.

