



© vstekimages

Poetry Promotion and Development Programme

REGIONAL HUB:	Western Africa
CULTURAL SECTOR(S):	Multidisciplinary, literature
BENEFICIARY (IES):	IvoIRégiE
COUNTRIES COVERED BY THE ACTION:	Côte d'Ivoire
PROJECT DURATION:	03/2023-12/2023 (10 months)
BUDGET:	EUR 66 400– EU FUNDING: EUR 22 800 (34.34 %)
WEBSITE:	N/A

The '**Poetry Promotion and Development Programme**' aims to promote and develop Negro-African poetry by harnessing the potential of the old Bonoumin quarter, transforming it into a vibrant cultural space and offering new economic and educational opportunities to its residents.

In this context, giant posters displaying the portraits of 50 poets (25 men and 25 women), along with excerpts from their works, have been installed to highlight the richness of Negro-African poetry and make these works more accessible to the public.

Additionally, market stalls have been decorated with poetic elements enriching the experience of customers. Poetic spaces have been created to eventually become places of gathering and appreciation of poetry for residents and visitors alike.

Furthermore, the creation of poetry-inspired merchandise, sold in both physical and online stores, has generated a new source of income and a means of promoting poetry.

Moreover, young residents of Bonoumin have been involved in the marketing of these merchandise, thus promoting local entrepreneurship and active participation of youth in the cultural enhancement of their community.

Finally, an interactive web platform and a mobile application for Android phones have been developed and used to showcase the selected 50 Negro-African poets, share their works, and engage a wider audience in the appreciation of poetry.

