



BIENVENU.E.S SUR LA PLATEFORME AW DJIGUI

DONNER VIE AUX PROJETS DES OPÉRATRICES ET OPÉRATEURS CULTURELS MALIENS

AW DJIGUI

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REGIONAL HUB:	Western Africa
CULTURAL SECTOR(S):	Fashion, design, crafts
BENEFICIARY (IES):	Association Street Movie / Save to Change
COUNTRIES COVERED BY THE ACTION:	Mali
PROJECT DURATION:	09/21- 08/22 (12 months)
BUDGET:	EUR 65 166 – EU FUNDING: EUR 25 000 (38. 36%)
WEBSITE:	www.awdjigui.com

The **'Aw Djigui'** project aims to support local initiatives in neighborhoods, promote traditional craftsmanship, encourage entrepreneurship, and provide professional training, particularly for young women, to empower them financially.

In this regard, a support program for young entrepreneurs has been implemented: 24 training sessions were conducted throughout the year, benefiting 60 youths (including at least 50% girls).

Furthermore, 12 meetings with external professionals were organized.

Additionally, 5 entrepreneurial projects were integrated into incubators; a crowdfunding platform was created to facilitate market access and promote these contents beyond the neighborhood, while also generating a crowdfunding system.

Moreover, a series of master classes for high school students was implemented, with 100 students (including at least 50% girls) participating in these learning sessions. Spaces and creative materials were made available to young people (entrepreneurs, professionals, and high school students), managed by Street Movie, and freely accessible.

Finally, at least 3 artists established artistic residencies within the 1008 social housing units, supporting entrepreneurs and high school students in implementing training and activities.



ACP-EU culture

