



Art Education for Change

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REGIONAL HUB:	Western Africa
CULTURAL SECTOR(S):	Performing Arts, dance
BENEFICIARY (IES):	Institute of Travel and Tourism of the Gambia
COUNTRIES COVERED BY THE ACTION:	The Gambia
PROJECT DURATION:	08/2022- 07/2023 (12 months)
BUDGET:	EUR 50 049 – EU FUNDING: EUR 25 000 (49.95 %)
WEBSITE:	N/A

The project '**Art Education for Change**' aims to improve the training, employability, empowerment, and entrepreneurship of young performing artists, while raising awareness of their artistic potential, both locally and internationally.

In this context, a department of artistic education was launched at the Institute of Travel and Tourism of The Gambia (ITTOG), the first of its kind in The Gambia. An innovative practical training program for young people in the performing arts has been implemented. Thirty scholarships have been awarded to the top young students, ensuring gender parity and 80% graduate satisfaction. Beneficiaries have been trained in video production, professionalizing their performances, and marketing their businesses to increase their potential income.

The communities in the rural Gambia, along the Ninkinanka Trail (NNT) river excursion, have thus benefited from visibility through the documentation and promotion of this trail experience.

Furthermore, as part of their practical work, students have collaborated with female cultural groups in the villages of Ndemban and Janjanbureh to assist them in their organizational structure and make their traditional dance repertoires more appealing to visitors.

Finally, an art café and resource center have been established, benefiting both students and practicing artists in general, offering work opportunities.

