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**Yobaal**

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REGIONAL HUB:	Western Africa
CULTURAL SECTOR(S):	Multidisciplinary, digital transition
BENEFICIARY (IES):	ACE Communications Executive
COUNTRIES COVERED BY THE ACTION:	The Gambia
PROJECT DURATION:	08/2021 – 01/2024 (30 months)
BUDGET:	EUR 150 000 – EU FUNDING: EUR 150 000 (100 %)
WEBSITE:	<a href="http://www.yobaal.com">www.yobaal.com</a>

The Yobaal project, which takes its name from the Wolof word for 'gift', aims to develop an e-commerce website offering global access to The Gambia's creative industries.

As part of the project, a sustainable e-commerce marketplace has been developed over a three-year period. The marketplace hosts and promotes up to 100 local creative businesses, including fashion and design, heritage, arts, performing arts, and local music). It boosts their productivity while generating sustainable income by selling their products and services online worldwide.

This platform will encourage the creation of links and synergies while supporting the production and distribution of Gambian products on national and international markets.

Finally, the companies selected as part of this programme have access to comprehensive e-commerce training, including shop management, customer interaction and order processing, as well as digital marketing training to boost their visibility and brand image.