

## MAJOR JOINTS

### COCAM comprises :

- **3 press conferences:** official launch, opening, closing, including 1 inaugural conference in the host institution on the general theme of the competition
- **10 awareness/training caravans** in the 10 regions for 11 towns: Maroua, Garoua, N'gaoundéré, Douala, Yaoundé, Ebolowa, Bertoua, Bamenda, Buea, Dschang and Bafoussam.
- **1 National skills-building workshop for actors** called "Académie Nationale des Arts de l'oralité", ANAO Cameroon.
- **1 national public speaking competition in three phases:** online, in the regions and the final phase in Yaoundé.
- **3 cultural and tourist activities of your choice in Yaoundé,** awareness of our partners' values.
- **4 Visits to secondary schools and universities** to raise in the competing sections.
- **1 Grand oratorical exhibition show** featuring the best actors including a visit to the national museum.
- **1 Entertainment TV programme,** produced for deferred broadcast in 10 to 12 sessions of 40 minutes each.
- **Participation in three (03) international competitions** after the Grand Final.
- **1 Feedback workshop** with the winners of the Cameroon National Team (ENOC 237), the federation (FECAP) and partners.

## THEY TRUST US INSTITUTIONS



## MEDIAS



## TECHNICAL PARTNERS



## ACTIVITY TIMETABLE

- ▶ **November 2024:** Registration opens on [www.debatecameroon.org](http://www.debatecameroon.org)
- ▶ **February 2025:** Official launch press conference in Yaoundé
- ▶ **February 2025:** Start of activities in the regions (awareness-raising, training, regional events)
- ▶ **March-April 2025:** Regional elections and online voting for the following sections: storytelling, slam poetry, eloquence.
- ▶ **May 2025:** National Grand Final - Yaoundé "Brainball"
- ▶ **September 2025:** Feedback workshop and preparations for international competitions

## PROMOTE YOUR PRODUCTS AND SERVICES!

In collaboration with the host institution, we can provide you with areas to showcase your products and related activities. We also offer you the opportunity to communicate your products and services to our online community.

For more information, contact us by phone/WhatsApp  
 +237 676 23 95 06 / 6 71 67 47 43 / 698 94 87 99  
 and/or by e-mail at [cocam@debatecameroon.org](mailto:cocam@debatecameroon.org)

with "SPONSORING COCAM 2025" in the subject line.

An official trust of:



"Valuing languages, cultures and traditions"



# COCAM 2025

University of Yaoundé 1

Faculty of Arts, Letters and Social Sciences

From 19 to 24 May 2025



## Cameroon Nationals

Programme to Develop an Endogenous  
 Cameroonian Speaking Culture and Structure  
 the Orality Sector.

SENSITIZATION CAMPAIGNS - TRAININGS - WORKSHOPS  
 MASTER CLASS - CONFERENCES - SPECTACLE - REGIONALS - COMPETITIONS  
 TV PROGRAM - INTERNATIONAL MEETINGS

Cameroon Nationals  
 Registration, partnerships and information online at:  
[www.debatecameroon.org](http://www.debatecameroon.org)

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 Debate Cameroon

Initiated and  
 coordinated  
 by



In partnership with  
 the University of  
 Yaoundé 1





## COCAM- CAMEROON NATIONALS

### What is COCAM?

The Cameroon Nationals ("Coupe Oratoire du Cameroun"-COCAM) is a structuring project aimed at developing Cameroonian oratory skills, managed by the Cameroon Debate Association (CDA) in partnership with over a hundred Cameroonian civil society organisations and institutions, with the goal of raising awareness, training, selecting and putting Cameroonian orators in competition at local, regional, sub-regional, continental and global level on current and future topics in a diversity of languages and artistic or cultural disciplines.

Organised in three phases - preliminaries, regional and national finals - this initiative aims to build the skills of young Cameroonians, civil societies and institutions. It will culminate in a continental competition supported by a dozen Central and West African countries united under a continental federation known as African Confederation of Speech Arts or "Confédération Africaine des Arts de la Parole" (CAAP), based in Ouagadougou, Burkina Faso.

The Cameroon Debate Association, Vice-President of the Confederation, is an initiating and founding member of CAAP. It has been mandated by the Confederation to establish, over the medium term, a truly national federation made up of clubs, associations, institutions and companies working in the field of orality, and more specifically public speaking.

Download the 2023 report here: <https://debatecameroon.org/cocam-reports/>

### MISSION

To contribute to the development of an authentic Cameroonian oratory culture, based on African oral traditions, with the aim of **showcasing** Cameroon's **oral heritage** and **promoting those involved in national and transnational orality**.

### THEME

The theme of the 2025 edition of COCAM is "**Local Languages, Cultural Diversity and Sustainable Development**". COCAM will focus on educational, promotional, scientific, cultural, recreational, competitive, tourist and media activities. Additionally, The second edition also aims to become a TV programme with several broadcasts in support of the SDGs in Cameroon.

### TARGETS

Cameroon Nationals mobilises two categories of targets: direct and indirect target.

#### ● Direct targets: ≥ 3,000 participants

- ▶ **200 universities, colleges and lycées in Cameroon**, with 20 institutions per region, are actively involved in COCAM.
- ▶ **2,500 direct participants** (2,000 speakers, 100 coaches, 100 volunteers, 100 judges and 200 regional partners) divided by regional quota.
- ▶ **500 spectators** at the finals in Yaoundé

*NB: Calls for applications for direct targets (secondary schools, colleges, universities, institutions, speakers, coaches, judges, volunteers and regional partners, etc.) will be launched in **October** on the official CDA website: [www.debatecameroon.org](http://www.debatecameroon.org)*

#### ● Indirect targets : ≥ 1 million 100 thousand people

- ▶ **100 national partners:** i.e. institutions, major companies and public figures.
- ▶ **The top 10 national partners** will be prominently featured on the top of the list on the event's communication materials and bear the costs of organising the competition.
- ▶ **01 sponsor for the competition**, from the national partners.
- ▶ **100,000 young people engaged** on our online platforms (Facebook, LinkedIn, You tube and Tiktok) every year.
- ▶ **1 million viewers reached through the TV programme every year.**

*NB: Calls for applications for indirect targets (institutions, companies, media, sponsors, advertisers, etc.) will be launched in October on the CDA's official website: [www.debatecameroon.org](http://www.debatecameroon.org)*



### OBJECTIVES

- **O1:** Raise awareness, among **1 million citizens** about values such as peace, social cohesion, combating hate speech, both face-to-face and online etc. in the 10 regions over a period of six (06) months;
- **O2:** Inform and train **100,000 young people and women** on **strategies for showcasing Cameroon's tangible and intangible heritage** through orality and other media over a period of six (06) months;
- **O3:** Engage **3,000 young people and girls** for one year in promoting languages, education, peace and democracy in Cameroon by introducing life skills and building resilient and sustainable communities.
- **O4:** Co-produce and broadcast an annual TV entertainment programme on oral traditions in Cameroon in partnership with one or more media.
- **O5:** Provide to **100 companies and organisations** a privileged setting to exhibit their products and services for 1 week to young Cameroonians.
- **O6:** Mobilise **50 oratory professionals** from the 10 regions, in five (05) categories, to organise a 2-hour sold-out oratory exhibition show called "Yaoundé Brainball" in a production hall.
- **O7:** Strengthen the skills of **100 company directors, promoters and professionals** from all professions in public speaking and oratory management over a period of five (05) days of intensive training.
- **O8:** Create **a dynamic network of talented young Cameroonian professionals and artists** ready to make their skills available to our partners.
- **O9:** Have Cameroon represented at at least **three (03) major international competitions** by the end of the programme.
- **O10:** Host at least **1 international event in Cameroon** every two (02) related to youth, education, arts and culture.

### COCAM 2025 FORECASTS

- ▶ 1 million viewers reached
- ▶ 100 thousand people connected
- ▶ 3,000 participants in the regions involved
- ▶ 500 spectators registered in Yaoundé - final phase
- ▶ 50 professionals from the 10 regions involved
- ▶ 100 artists and orality experts trained
- ▶ 05 flagship sections launched
- ▶ 03 international competitions (Europe, Africa, America) honoured

### COCAM 2025 sections

While awaiting the launch the programme in local languages, COCAM 2025 will be conducted in two international languages: French and English. At the end of the preliminaries (online pre-selections) and the regionals (local competitions), each region will send the five (05) best candidates, all categories combined, in one or more of the following categories:

- ▶ Public Speaking (optional): 01 candidate
- ▶ Debate (mandatory): ≤ 02 candidates
- ▶ Moot Court (optional): 01 candidate
- ▶ Tales-storytelling (mandatory): 01 candidate
- ▶ Slam-poetry (mandatory): 01 candidate

*Note: The general competition rules can be downloaded from the CDA website: [www.debatecameroon.org](http://www.debatecameroon.org)*

### BENEFICIARY PROFILING

The direct beneficiaries of COCAM are: regional or national partners, volunteers, coaches, judges and speakers.

The specific criteria for each category are available on our website and platforms. However, we specify the criteria for becoming a regional partner.

#### Become a regional partner of COCAM

To become a regional partner of COCAM, you must :

1. Be a Cameroonian or foreign association/institution
2. Show a particular interest in youth, culture, education or public speaking
3. Have a physical head office in the regional city for which you are applying.
4. A conference room seating 50 people
5. Commit to training staff in public speaking
6. Undertake to coordinate regional selections

#### Become a national partner of COCAM

To become a national partner of COCAM, you must :

1. Be a company or institution operating in Cameroon
2. Take charge of one or more of COCAM's budget headings
3. Have a code of ethics in harmony with the spirit of COCAM

*NB: A marketing pack sets out the competition's business model and the benefits for each type of partner targeted.*

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