



COCAM
2025

The root of diversity

CAMEROON NATIONALS 2025

Coupled with the 1st edition of the Cameroon
Nationals Schools Debating Championship



**2ND
edition**

**University of Yaoundé 1,
September 15-20, 2025**



**Co-organized by the
Ministry of Youth and
Civic Education**

Designed and managed by Cameroon
Debate Association (CDA)

“Valuing languages, cultures and traditions”

**Disciplines : Public Speaking - Debate - Moot Court
Negotiation - Slam/poetry - Tales/story telling**

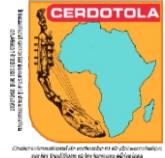
Categories: Juniors, Seniors, Masters; Languages: French, English

Debate Cameroon. Headquaters : Dschang. P.OBox : 139. Adress 1 : Yaoundé, Efoulan, Club de France.

Tel. : +237 620 35 17 86/ 698 94 87 99

Email: cocam@debatecameroon.com

Web site: www.debatecameroon.org



COCAM

Cameroon Oratorical Cup

Project for the Development of an Endogenous Cameroonian Oratory Culture and structuring of the oral sector with a view to improving the education system and professional and public public speaking practices.

2nd edition

Theme: "Valuing languages, cultures and traditions"

Period: November 2024- September 2025

Location(s): 10 regions of Cameroon

National Final: September 15-20, 2025

Location: University of Yaoundé 1

Adresse officielle COCAM 2025

1. Yaoundé, Maison de l'Orateur, Efoulan, Club de France, Tel. : +237 6 99 73 65 43, E-mail : cocam@debatecameroon.org
2. Douala, Be Yourself, Nkotto, Tel.: +237 6 95 24 08 05
3. Dschang, Cameroon Debate Association (CDA), Foréké, Poka, Après station Real, BP: 139. Tel: +237 620 35 17 86

Commissaire National du COCAM

Jean-Pierre KENFACK

Tel. +237 620 35 17 86

E-mail : kenfackjp2001@gmail.com

Président du COCAM

M. Samuel BINYOU

Tel. 698 94 87 99

E-mail : binyou@debatecameroon.org

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SUMMARY



From Monday 15 to Saturday 20 September 2025, the national final of the 2nd edition of the Cameroon Nationals (COCAM), coupled with the 1st edition of the World School Debating Championship- Cameroon, was held, a national program for the development of an endogenous oratory culture and the shaping of debate and speech programs in Cameroon.

Under the high patronage of the Ministry of Youth and Civic Education, COCAM 2025 was co-organized by Cameroon Debate Association (CDA) and the University of Yaoundé 1 in partnership with several other supervisory ministries: the Ministry of Basic Education (MINEDUB), the Ministry of Arts and Culture (MINAC), the Ministry of Secondary Education (MINESEC), and the Ministry of External Relations (MINREX). UNESCO, UNICEF, and AIDUS Cameroon were the program's primary technical and financial partners for this second edition, whose overall theme was: "Local Languages, Cultural Diversity, and Sustainable Development."

The competition began in the ten (10) regions with awareness campaigns, training sessions, and then regional selections, culminating in the selection of winners who served as official representatives of their respective regions. This involved a total of 548 young people and professionals. The final phase in Yaoundé brought together nearly 70 regional champions, including a notable participant: a French national studying at the University of Cambridge (UK). This report recounts the key moments of the second edition of the Cameroon Oratory Cup, from registration in February 2025, through the regional competitions in March-May, to the grand national final in September at Amphitheatre 300 of the University of Yaoundé I¹ and the UBUNTU Cultural Center².

¹ From Monday 15th to Saturday 20th September 2025, the training sessions, elimination rounds and the grand final took place in this amphitheatre.

²The Ubuntu Cultural Centre hosted the finals of the eloquence, slam and storytelling categories on the afternoon of Thursday, September 18, 2025.

ABOUT COCAM

Lancée Launched in 2023, the Cameroon Oratory Cup (COCAM) is a structured project for the development of Cameroonian orality led by Debate Cameroon (CDA) in partnership with more than one hundred Cameroonian civil society organizations and institutions in order to raise awareness, train, select and put Cameroonian speakers in competition at the local, regional, sub-regional, continental and global level on current and future topics in a diversity of languages and artistic or cultural disciplines. The CDA is affiliated with a global network of debate and speech programs in several languages and across several continents. One of the program's objectives is to contribute to maximizing Cameroon's representation in sub-regional and international competitions. In the short term, by 2026, plans include a national championship with ten (10) categories and the organization of the first edition of the Central Africa Plus sub-regional championship. COCAM was created through the merger of national and regional oratory competitions organized by the CDA, the umbrella organization for Cameroonian oratory, from 2009 to 2015 and then from 2019 to 2021, including: CANUDC 1, 2, 3 and ORATORIUM 1 and 2.

MISSION & OBJECTIVES OF COCAM

Mission of COCAM

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 national and transnational oral tradition actors.

Strategic objectives

Strategic Objective 1: To identify and train young, untapped talent in Cameroonian oral storytelling, mentoring them and showcasing their work on the national and international stage.

Strategic Objective 2: To ensure Cameroon's permanent representation in international oral storytelling competitions, in as many international languages as possible, at all sub-regional, continental, and global events and forums.

Strategic Objective 3: To develop, in a competitive manner and with a view to its self-sufficiency, a national transdisciplinary network of public and private actors focused on youth, arts, culture, and development in the 10 regions of Cameroon.

Strategic Objective 4: To encourage the observance and even the promotion of rights, responsibilities, and values related to the Sustainable Development Goals and the ideals of the United Nations through the implementation of innovative socio-cultural projects centered on dialogue.

Strategic Objective 5: To contribute to the democratic structuring of the illocutionary movement in Cameroon and Central Africa by establishing appropriate and efficient management bodies.

Strategic Objective 6: To promote the presentation of the tangible and intangible heritage of Cameroon and the sub-region through engaging and media-based oral activities for young people in the 10 regions of Cameroon.

OUR APPROACH

COCAM is a structuring project headed by an organizing team or committee established to organize, monitor, and ensure the smooth running of the competition throughout the country, step by step. This committee includes, among others: experts in the fields of oratory, communication, art, and law; teachers; partners; members of the CDA (National Academy of Oratory Arts); and local organizations operating in the field of public speaking. Before the official launch of each edition, the CDA contacts institutions by letter that could host the competition at the national level. The national competition is linked to a National Academy of Oratory Arts where certain participants—students, professionals, and partners—receive the status of national coach. But it all begins at the local level, in the regions.

The Pre-Competition Phase

COCAM begins with preparatory activities in the regions: on-the-ground communication, awareness campaigns, and training for participants and partner institutions. Several activities have been carried out, including identifying the schools and universities that will participate in the competition, sending invitations to the heads of these institutions, establishing databases, and training the candidates.

1. 1- Identification of Schools and Universities

The competition is organized for young people, whether enrolled in school or not. We identified these schools throughout the country, in all regions and by city, through our various coordination and artistic direction teams.

Table 1 : Summary of targeted institutions by region

N°	REGION	SECONDARY SCHOOLS		UNIVERSITY AND VOCATIONAL SCHOOLS		TOTAL
		Colleges	High schools	Private	Public	
1	ADAMAOUA	18	11	09	01	39
2	CENTRE	07	05	15	02	29
3	EAST	08	09	05	01	23
4	FAR NORTH	14	20	05	01	40
5	LITTORAL	15	06	07	01	29
6	NORTH	09	15	06	00	30
7	NORTH WEST	03	02	04	01	10
8	WEST	Dschang	04	05	01	11
		Bafoussam	04	07	06	17
9	SOUTH	Ebolowa	03	04	06	14
		Kribi	14	12	09	35
10	SOUTH WEST	Buea	04	03	06	14
		Limbe	08	03	03	14
TOTAL		111	102	82	10	305

1.2- Official invitations letters to Schools and Universities

After identifying the participating institutions, invitations are sent to them through our regional coordinators.

Participation in the junior category competition is contingent upon parental authorization and endorsement from the student's home institution. This year, the junior competition included an online selection phase at the final stage between the top best regional candidates. The top final candidates received full scholarship from the National Org. committee, to travel to Yaoundé for the national finals.

Table 2 : Summary of Targeted Institutions at the National Level

N°	MIDDLE SCHOOLS		HIGH VOCATIONAL SCHOOLS AND UNIVERSITIES	
	Colleges	High schools	Private	Public
	111	102	82	10
TOTAL	213		92	
				305

A total of 305 institutions (213 high schools and middle schools; 92 universities and higher education institutions) received official invitations to participate in COCAM 2025 by mail.

1.3- Database Establishment

After identifying and sending invitations to the selected institutions, a database for data archiving is established. This crucial phase of the organization allows for the collection of information on the various candidates who registered either online or in person.

For registration and efficient data management, a registration link is set up to enrol candidates, partners, coaches, and judges. Information is centralized at the national level through this link. Candidates without an Android phone or email address are enrolled by regional representatives or the central committee after completing physical forms.

N°	REGION	Debate	Moot Court	Slam-Poetry	Public Speaking	Tales-Story telling	Judge	Coach	Regional Partner	TOTAL
1	ADAMAOUA	6	2	4	5	5	1	0	0	23
2	CENTRE	49	17	21	69	7	0	2	0	165
3	EAST	19	2	5	7	1	0	0	0	34
4	FAR NORTH	2	1	6	4	1	0	0	0	14
5	LITTORAL	13	5	15	25	6	0	0	0	64
6	NORTH	7	3	4	12	2	0	0	0	28
7	NORTH-WEST	12	1	4	7	1	1	2	1	29
8	WEST	64	8	7	19	5	0	0	0	103
9	SOUTH WEST	23	10	16	22	11	1	1	0	84
10	SOUTH	1	0	2	0	0	0	0	0	03
TOTAL		196	49	84	171	39	3	5	1	548

Tableau 4: Summary of Registrations by Region – COCAM Regional Meetings

This represents a total of 548 direct participants in COCAM across the regions after the awareness-raising phase. This only consider online registrations. Registrations on site in Yaoundé, especially for coaches and judges have not been counted here. Note: The number of participants in the national negotiation competition from the various categories is estimated at 29.

1.4- Capacity building for all candidates

Following the aforementioned steps, candidates receive training in their respective regions, both online and in person, covering the various categories, the rules of the game, and the values of our partners in relation to the overall theme of the competition. These training sessions took place in all regions of the country and were led by experienced trainers with proven track records, covering all categories. This hybrid model was chosen to allow as many candidates and all interested individuals as possible to participate and receive training to prepare themselves for the competition itself.



Figure 2 : Presentation of some posters for the training programs

2- The Competition Phase

This second stage is the crucial element of COCAM. It is the competition phase itself. It consists of the preliminary rounds, the regional rounds, and the national final.

2.1- Preliminaries

The participating institutions are asked to select their candidates and, if possible, to put them through an internal competitive selection process. Candidates who do not follow the formal channels of their institutions can participate in the regional competition, even if they are not officially nominated by their institutions. Senior and Master's candidates do not need official confirmation to participate in the national championship.

2.2- Regionals Summary

The regional competitions mark the official start of the competition. Here, registered candidates are trained and compete in preliminary rounds leading up to the regional final in three different categories across five disciplines: debate, advocacy, public speaking, slam poetry, and storytelling¹.

¹ Candidates were divided into three categories: Juniors (aged 12 to 17), Seniors (aged 18 to 24) and finally Masters (aged over 24).

Only after these various stages of the competition are the representatives of each region determined. These regional competitions took place in all regions of Cameroon.



Figure 3 Illustration of some Regional Selections

Under the guidance of the Regional Coordinators, the competition was held in each region. After registration and training, teams were formed to launch the competition in each category. Only after this phase were the best teams identified, and these regional champions then represented their respective regions.

³Candidates were divided into three categories: Juniors (aged 12 to 17), Seniors (aged 18 to 24) and finally Masters (aged over 24).

Table 5 : Regional summary

N°	REGION	DATE (S)	LOCATION
1	Adamaoua	24-26/04/2025	Alliance Française de Garoua
2	Centre	03-10/05/2025	Tiff Skil Academy, UCAC
3	EST	10/05/2025	DYSDA
4	Extrême Nord	07 Juy 2025	CDA Far-North
5	Littoral	April 2025	Be Yourself
6	North	10/05/2025	l’Institut des Beaux Arts et de l’Innovation (IBAI) à l’université de Garoua.
7	Nord-West	18/04/2025	l’Université Catholique de Bamenda (CATUC)
8	Ouest	15 Avril au 3 Mai 2025	Alliance Franco-Camerounaise de Dschang
9	Sud- Ouest	26 Avril 2025	Limbe & Buea
10	Sud	Juillet 2025	Ebolowa

2.3- The Nationals

It took place primarily at the University of Yaoundé and the UBUNTU Cultural Center from Monday, September 15th to Saturday, September 20th, 2025. In total, nine out of ten delegations travelled to Yaoundé for this final. An additional category was introduced: Negotiations. For this grand final, the qualified senior and Master categories competed in Yaoundé, while the junior category held its qualifying rounds online. This was for obvious reasons: the national COCAM (Cameroon Olympic Committee) took place during a period when the juniors had returned to school. Only the top performers after these online qualifying rounds were invited to Yaoundé for the closing ceremony on Saturday.



a- The UBUNTU Cultural Centre



The Ubuntu Cultural Center served as the venue for the finals of three categories in this competition: Slam/Poetry, Eloquence, and Storytelling. The finals of these different categories were held on Thursday, September 18th, in the afternoon and saw the presence of leading figures in the field, such as the slam poet Rodrigue NDZANA, who also served as president of the jury for this category, the notable presence of Paul YANN, voice-over expert, Marlyse NZOUENGOU (playwright and actress, AIDUS), Professor PANGOP Alain Cyr, and the President of COCAM, Samuel BINYOU, to name just a few.

bThe University of Yaoundé I

Amphitheatre 300 of the Faculty of Arts, Letters, and Human Sciences at the University of Yaoundé and its surrounding areas hosted the training sessions, national qualifying rounds, and final rounds for each category. Several competition-related activities took place: training sessions, entertainment, opening and closing ceremonies, qualifying rounds, and the various finals for pleading, debating, and negotiation, at the junior, senior, and master levels.

The event scheduled at the National Museum was cancelled due to organizational delays.

Participants received refresher training on the competition rules, objectives, and various stages; in addition, they benefited from intensive training sessions until Saturday, September 20th.



Figure 4 : Overall images Opening ceremony (Wed. 17/09/25, Amphitheater 300 U.Y.I)

In its mission to train and mentor young people, the Cameroon Debate Association aims to perpetuate the culture of debate and public speaking by training professionals and equipping them to become coaches and trainers in public speaking. It is with this in mind that it has, As part of the second edition of the National Academy of Oral Arts of Cameroon (ANAO), orators were trained to become trainers and teachers of the discipline in their respective communities. To this end, the learners and future champions of the art of public speaking received cutting-edge training, including masterclasses taught by experts in the field. A total of five masterclasses were offered: Slam Poetry, Poetry, Voice-Over, Advocacy, Communication and Publication, and the Economics of Orality.

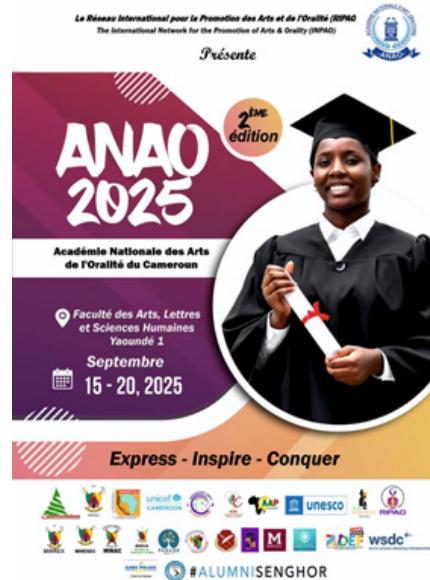


Figure 5 Training poster. National Training Academy.



Figure 5: Master Class posters.

⁴ANAO-Académie Nationale d'Art oratoire

The masterclasses were held from Wednesday, September 17th to Saturday, September 20th, 2025 in Amphitheatre 300. Through slam poetry, performance artist Rodrigue Ndzana shared his knowledge and expertise in the field. Following this, another masterclass, focusing on voice-over work, was presented by expert Paul Yann. Participants expressed their satisfaction with the training. Professor Alain Cyr Pangop and Attorney John Bopou Tchana then took to the stage, respectively presenting on advocacy and public communication. The modules on the economics of orality and storytelling were led by Head Coach Samuel Binyou and Marlyse Nzouengou Fopa, an actress, playwright, and representative of the AIDUS Cameroon network. The experts thoroughly guided the participants on techniques and strategies for delivering effective presentations and making a positive impression. In addition to that, there are the techniques of good communication.



Figure 5: Master Class posters.

The tables below summarize the results. At the national level, we have recorded the training and certification of approximately 30 national coaches/trainers for the year 2025 who can be made available to our partners.

Table 5 : COCAM 25-BEST NATIONAL SPEAKERS- HIGH SCHOOLS & MIDDLE SCHOOLS

CANDIDATES - FRENCH TRACK						CANDIDATES-ENGLISH TRACK		
N°	Disciplines	Rank	Names & Surnames	Institution	Phone Number	Names & Surnames	Institution	Phone Number
1	DEBATE	1	NGAKTI Hivana Harouma	Collège Protestant de Ngaoundéré	6 89 75 88 06	Jenifer Dzesinyuy Nyuysemo	GHS BATOKÉ	676 18 23 34
2		2	SOUMEYA ANIA	Lycée de ouro-tchédé Maroua	640502240	Etongo Hensley Iyassa	GHS BATOKÉ	671 34 30 02
3		3	ANOUBONG T. Alex D. Dschang	Lycée bilingue de Dschang	6 72 18 92 21	Sanjeh Lourdes Zinkah	GBHS Bamenda	653 83 91 92
4	SLAM	1	ANOUBONG T. Alex D. Dschang	Lycée bilingue de Dschang	6 72 18 92 21			
5		2	SOUMEYA ANIA	Lycée de ouro-tchédé Maroua	640502240			
6		3	Halimatou Sadia Moussa	École SONARA	678715069			
7	TALES	1	Boungoulé Ntsama Mirabelle	Collège Sonara	640822251			
8		1	Ngakti Hivana Harouma	Collège protestant de Ngaoundere	6 89 75 88 06	SAMJEH LOURDES ZINKAH	GBHS BAMENDA	653839192
9		2	ALFRED JONATHAN SERGE	College privé catholique DON BOSCO	658502387	Jenifer Dzesinyuy Nyuysemo	GHS BATOKÉ	676182334
10	MOOT COURT	3	ELONGO Joseph	Lycée Bilingue de Dschang	677 71 87 40			
11		1				Fuh Blaise Neba Fuh	GBHS BAMENDA	650216227
12								

Table 5 : SENIOR'S & MASTER'S COCAM 25- NATIONAL BEST SPEAKERS

CANDIDATES- FRENCH TRACK				CANDIDATES- ENGLISH TRACK				
N°	Disciplines	Rank	Full name	University	Tel	Full name	University	Phone Number
1	DEBATE	1	EBINEMBEGNE ETOUNDI Marie Elise	Esstic	680615560	BUNGAI Marie Josette Leinyuy	National Higher Polytechnic Bamenda	marieleinuyuy2022@gmail. com
2		2	NDJIENG MPOUMA Borel	Université catholique de Bertoua	686436555	Kum Emmaculate Mbong	University of Bamenda	683241413
3		3	TOUKO EBOL Arielle Stella	Université de Yaoundé 1	689919981	Mawoh Marie Noel Nyuyfonikem	University of Bamenda	mawohmarienoel@gmail. com
4	SLAM	1	KAGONBE KAI/GAMA Joël	Université Catholique d'Afrique Centrale	655497956	Tamajong Ashley Ngegha	University of Bamenda	237 677 659 579
5		2	EBINEMBEGNE ETOUNDI Marie Elise	Esstic	680615560	bungai Marie Josette Leinyuy	National Higher Polytechnic Bamenda	marieleinuyuy2022@gmail. com
6		3	Dikongue Baleba Donald Delphin	Université de Douala	657311835	Tchouameni Melisa Lum	Catholic University of Cameroon (CATUC)	651322512
7	TALES	1	Ibrahim Sarle	Université de N'Gaoundéré	658991087	Mawoh Marie Noel Nyuyfonikem	University of Bamenda	mawohmarienoel@gmail. com
8		2	Wandji NJOMO Steve Alexis	Esstic	688027624	Kum Emmaculate Mbong	University of Bamenda	683241413
9		3	KAMKAN TONBA DORIS CABREL	Université de Maroua	658081684	Nji Emmanuel/ Fru Nji	Catholic University of Cameroon (CATUC)	675 308 316

10	1	SABARA II DIDIER JUSTE- ROI	Université de N'Gaoundéré	691361878	Claris Nyuykongmo Ghakanyuy	University of Bamenda	681 11 65 96
11	2	NDJIENG MPOUMA Borel	Université catholique de Bertoua	NDJIENG MPOUMA Borel	CHI OVINE TAHMUNAG	University of Bamenda	676 05 60 81
12	3	KEABOU Viscael	Université de Douala	695461560	OLOUME BODIONG Aaron Jamel	UCAC	688 49 94 17
13	1	B'WOLE JEAN RENÉ ABRAHAM	UNIVERSITE CATHOLIQUE D'AFRIQUE CENTRALE	686440864	KWI BOYIKIH ALBERT- CLINTON	University of Bamenda	658 138 666
14	2	YONKOU NGUENIA Wilfried Joseph	Université de Douala	690345325	NKEMENYI DONFACK ERICA	Université de Dschang	
15	3	DEBORD DIMITRI	UNIVERSITE DE CAMBRIGE	+33 6 58 38 06 98	Mohammed Awai Adamu	University of Bamenda	674746070
16	1	DEBORD Dimitri	UNIVERSITE DE CAMBRIGE	+33 6 58 38 06 98			
16	2	TOUKO EBOL ARIELLE STELLA	Université de Yaoundé 1	689919981			
17	3	KAMWA TEBEU CONSTY DILANE	Université de Douala	678353937			

PUBLIC SPEAKING

MOT COURT

NEGOTIATIONS

TROPHÉES OF THE SIX (06) DISCIPLINES - COCAM 2025

N°	INDIVIDUAL DISTINCTIONS	NAMES	University/Schools	Contact
1	MOOT COURT – 1ST PRIZE- JUNIOR	FUH BLAISE NEBA FUH	GBHS BAMENDA	650216227
2	MOOT COURT- 1ST PRIZE- SENIOR/MASTER	BIWOLE JEAN RENÉ ABRAHAM	UCAC	686440864
3	TALES/STORY TELLING- 1ST PRIZE- JUNIOR	BOUNGOULÉ NTSAMA Mirabelle	Collège SONARA	640822251
4	TALES/STORY TELLING- 1ST PRIZE- SENIOR/MASTER	IBRAHIMA SARLE	Université de N'Gaoundéré	658991087
5	SLAM/POETRY- 1ST PRIZE- JUNIOR	ANOUBONG T. ALEX D.	Lycée Bilingue de Dschang	6 72 18 92 21
6	SLAM/POETRY- 1ST PRIZE- SENIOR/MASTER	KAGONBE KAÏGAMA JOËL	UCAC	655497956
7	DEBATE- 1ST PRIZE- JUNIOR	NGAKTI HIVANA HAROUNA	Collège Protestant de N'Gaoundéré	6 89 75 88 06
8	DEBATE- 1ST PRIZE- SENIOR/MASTER	EBINEMBEGNE ETOUNDI Marie Elise	ESSTIC	680615560
9	PUBLIC SPEAKING- 1ST PRIZE- JUNIOR	SAMJEH LOURDES ZINKAH	GBHS BAMENDA	676182334
10	PUBLIC SPEAKING- 1ST PRIZE- SENIOR/MASTER	SABARA II DIDIER JUSTE-ROI	Université de N'Gaoundéré	691361878
11	NEGOTIATION- 1ST PRIZE- SENIOR/MASTER	DEBORD DIMITRI	Cambridge University	+33 6 58 38 06 98

COCAM 25 TEAM & INDIVIDUAL PRIZES			
BEST FEMALE SPEAKER	EDANG NK'O'O Sydney Daly'e	Université Catholique de Bertoua	699 45 97 82
COCAM 25 SPECIAL JURY PRIZE	WANDJI NJOMO Steve Alexis	ESSTIC, Yaoundé	688 02 76 24
BEST NATIONAL BRAINBALLER	Université de Yaoundé II	Yaoundé	
BEST TEAM WINNER (DEBATE)	1- Bungai Marie Josette Leinyuy 2- Lum Tchouameni Melisa	University of Bamenda	mariieleinyuy2022@gmail.com 6 51 32 25 12
BEST FRENCH TEAM (DEBATE)	1- EBINEMBEGNE ETOUNDI Marie Elise 2- NDIJENG MPOUMA Borel 3- Touko Ebolo Arielle Stella	ESSTIC, Yaoundé Université catholique de Bertoua Université de Yaoundé 1	680615560 686436555 689919981
BEST INSTITUTION	University of Bamenda	Bamenda	
BEST SCHOOL- WSDC	Ecole SONARA	Limbé	
BEST ENGLISH JUDGE	1- Jennifer Akoh, 2- MACHE NGASSING Darcise Doloris 3- KENDU NANZIE Nadia	Yaoundé Yaoundé Buea	6 54 17 40 36 674 46 86 75 683 46 09 14
BEST FRENCH JUDGE	1- YOUSRI Cabrel 2- BESSENGUE Aristide 3- Dr Akamba Marceline	Maroua Bertoua Douala, Université de Douala	6 90 89 62 92 6 83 35 90 71 671 97 17 23
BEST COACH ENGLISH	1- Dr. Lawong Kendra Yaah 2- MALLA Gaëlle 3- Mr GEDEON CHIAH FUH	Bamenda Limbé Bamenda	676 60 72 87 675 99 66 36 6 72 53 24 27
BEST COACH - FRENCH	1- TAKAM Alain 2- KAMDEM Karim 3- KENGNE FOTSO Armelle	Yaoundé Dschang Dschang Limbé	6 99 73 65 43 6 86 69 37 00 6 72 01 60 88
GOVERNOR'S AWARD	Région du Sud-Ouest	Yaoundé	
BEST TECHNICAL PARTNER AWARD	MINJEC		

CHALLENGES

Now in its second edition, COCAM is receiving a positive and resounding response on the ground. Having recently established itself in all regions of Cameroon, the CDA and the organizing committee are encountering several problems, including five (5) main difficulties:

Limited mobilization capacity: This difficulty arose on two levels. Firstly, at the institutional level: some of the targeted schools that could have participated in this second edition were hesitant and did not respond. For example, the Lycée Classique de Dschang declined to participate in the competition. Secondly, some candidates from the represented schools withdrew during the competition for various reasons. This difficulty stems from the fact that we are newly established in most regions of the country, and also because the competition is not yet well-known to the general public or most media outlets and partners.

Insufficient human resources and a need for training: Newly established in the ten regions, Debate Cameroon sometimes struggles to meet all the needs of its unpaid volunteers. Significant resources are required for field visits, awareness campaigns, and training. This represents the largest expense in the budget. There is also a pressing need for support in managing online digital tools and audio-visual production to facilitate coordination efforts.

A rapidly strengthening economic model: This year, over 80% of the competition's financial resources were provided by Debate Cameroon (CDA). Since sending mail across the country required enormous funds, the organizing team had to reduce the number of institutions invited, targeting only a select few. The digital divide also prevents us from reaching all target audiences. The CDA's economic model will reach its peak with the production of a COCAM television program, paving the way for advertisers to finance at least 50% of the direct expenses related to the organization. Facilitating the signing of an agreement with a public or private television station would be one of the project's greatest achievements.

Logistical Instability: To ensure that COCAM is a truly national multilingual championship, a system of partial and full scholarships was implemented to allow the most deserving participants to represent their regions. However, one of the reasons that led some candidates to withdraw, even after the regional phases, is the confirmation of the official competition date, which depends entirely on the logistical partner, the host university. To address this issue, it is imperative to set the final date for COCAM at least 12 months in advance of the event.

Furthermore, while we are extremely grateful for the logistical support of the University of Yaoundé 1 (Amphitheatre 300, 6 rooms for accommodation), the venue made available to us for the event was insufficient for optimal organization. This issue has drawn the attention of the highest authority at the host institution.

National monitoring and international support for laureates: It would be wise to obtain the tacit support of the Ministry of External Relations (MINREX) or the Ministry of Youth and Civic Education

(MINJEC) to facilitate the international recognition of Debate Cameroon and COCAM with foreign diplomatic institutions, but also, and above all, to raise funds that allow national champions to freely participate in international events. For example, for the International Francophone Debate and Public Speaking Meetings (RIDEF 2025), Cameroon was represented by the champion from the Central Region, a Frenchman, Dimitri Debord, who also won the Senghor Prize on behalf of Cameroon. The other candidates were unable to cover their travel expenses. Last year, for the world championship in Paris, the Debate Cameroon (CDA) was able to mobilize all the necessary resources (visa fees, accommodation, airfare, stay, etc.), but the national champion was unable to obtain a visa. The most prominent competition is the World School Debating Championship in Kenya in July 2026. We need technical, administrative and financial support to send a delegation of five (05) participants: three young people, 1 coach and CDA administrator.

PERSPECTIVES

Short term

- **Increased visibility:** Boost online presence through social media and SEO to reach 30,000 followers.
- **TV program:** Launch the organization's first public speaking television program, a first for the sub-region.
- **Training and networking:** Acquire specific skills through training or certifications to improve team effectiveness. Participate in professional events to establish relevant contacts.
- **Sustainability:** Sign national and international contracts with brands and companies + Funding for award winners' micro-projects in disciplines such as creative sales, artistic pitching, etc.

Middle term

- **Project Maturation:** Development of a new artistic discipline called "Brainball," with a national manual available in both languages.
- **Official recognition of CDA by the State of Cameroon:** as an organization authorized to represent it in international public speaking competitions.
- **International Impact:** Launch of the first edition of the sub-regional championship (in partnership with the IFC network) to encourage sub-regional mobility in the twelve (12) sub-disciplines and beyond. Regular representation of Cameroon at international events.

Long Term

Global Expansion of the Concept: Through a media partnership, expand the "Brainball"

competition across the entire continent, starting with Central Africa, West Africa, and North Africa.

- **Self-Financing:** Build a sustainable economic model guaranteeing the financial security of the program and the organization, with the possibility of obtaining public-benefit organization status.

- **Biennial of Arts and Orality:** Potential launch of the International Festival of Arts and Orality (FIAO) by 2028 or 2029 at the latest. It will be held every two years in Cameroon with international visitors.

- **International Cooperation:** Develop international research and development cooperation between France (Europe) and Cameroon in the following areas: artistic creation, experimental research, and audio-visual production. Potential creation of a World Chair of Orality (CMO).

RECOMMENDATIONS

In light of these multiple challenges, the following recommendations are made for improvement and better organization in future editions:

1- Improve the communication strategy: The organizing team must produce sufficient documentation and establish a communication plan to inform the general public about the competition. To this end, they should forge partnerships with local media outlets.

2-Increase the competition's visibility: To enhance the event's appeal, establish collaboration agreements with other partners so they can participate, receive training, showcase their products, discover new talent, etc.

3-Enhance the skills development of the winners: To make the competition increasingly attractive and competitive, candidates must receive comprehensive, high-quality training led by local and international experts in both French and English.

4-Establish a post-competition administrative monitoring system: It would be beneficial for the competition to implement an inter-ministerial and multi-partner post-competition monitoring system that would guarantee Cameroon's participation in international competitions and defend the interests of Cameroon and its national oratory federation within the global network.

5-Diversify the categories and orient COCAM towards the private sector: The “pitch,” “negotiation,” “voice-over,” and “advocacy” categories alone could attract numerous companies seeking talent.

CONCLUSION

Having reached the end of this second edition of the competition, the COCAM organization has been a success overall. This is evidenced by the enthusiasm of the participants, our partners, and all stakeholders involved in the event. The difficulties encountered so far by the organizing committee are largely due to the novelty of the project; despite this, the event was a success, with the participation of nine out of ten regions of Cameroon, as well as a French delegation. Furthermore, we firmly believe that future editions will be even better organized. We would like to thank all our partners who believed in us and continue to do so. Special thanks to the Ministry of Youth and Civic Education (MINJEC) for sponsoring the event, to the University of Yaoundé I with whom we co-organized this second edition, thanks to UNESCO, UNICEF, CERDOTOLA, AIDUS Cameroon, the COCAM Adjutant College and all other public and private partners, gratitude also to all the regional coordinators and participants (competitors) without whom the event would not have taken place. To the entire organizing team who volunteered their time and effort, we extend our sincere thanks. Onward to the third edition!

Done in Yaoundé, September 29, 2025

By Jean Pierre KENFACK,
Secretary General

Reviewed & approved by the President of COCAM
Samuel BINYOU

TESTIMONY OF A NATIONAL LAUREATE

"I learned that multilingualism is not just a topic for debate, but a tool for building sustainable futures"

Dear President of COCAM,



Sometimes one opportunity can change the way a young person sees the world. The COCAM Debate and Public Speaking Competition did that for me. It was not just a contest—it was a doorway into courage, growth, and vision. Through this platform, I discovered that my voice, though small, can carry weight. ***I learned that multilingualism is not just a topic for debate, but a tool for building sustainable futures.*** I now see the world differently: a place where languages unite rather than divide, where ideas can heal as much as they can transform.

Your decision to send coaches across Cameroon to train us in the World Schools Debate Format was more than logistics—it was an investment in us. An investment in young leaders, in dreamers, in voices that the world might never have heard otherwise.

As small as my voice may sound, I urge you: do not stop. Do not relent when others resent your institution. Think of the lives you have touched, the futures you have shaped, the dreams you have awakened. Remember our stories—remember my story.

Today, as the Best Speaker of the Competition, I do not see this as the end of a journey, but the beginning of a larger calling. You have shown me the power of speech, the importance of vision, and the strength of believing in oneself. And for this, I will always be grateful.

Thank you for giving me—and countless others—the gift of possibility. Thank you for daring to be the shoulder on which the young can stand and see the world.

With deepest gratitude and renewed purpose

NYUYSEMO JENIFER DZESINYUY, Government High School of Batoke (Limbé, South-West), COCAM 2025 champion, Junior Best Speaker- English track.

Table 6 : LIST OF COCAM PARTICIPANTS TO THE NATIONAL STAGE

N°	FAMILY NAMES	GIVEN NAME	INSTITUTION	ADRESS MAIL	TELEPHONE
1	ANGO ONANA	ALFRED JONATHAN SERGE	College privé catholique DON BOSCO	ango3007@gmail.com	658502387
2	Ania	Soumeya	Lycée de ouro-tchédé Maroua	aniéoumeya8@gmail.com	640502240
3	ASSOLA AYISSI	MARTINE MIRIELLE SAMIRA	Université de Yaoundé 1 (AGAB UNICEF Yaoundé)	samirassola85@gmail.com	683705895
4	Azawy	Glo Erika	École supérieure des sciences économiques et commerciales de Garoua	azawyerika4@gmail.com	694583777
5	Azombo	Belinga	Université de Douala	josephebelinga87@gmail.com	672906834
6	BADA NDI DAÏWALE	Elisabeth	CDA bertoua	elisabethndi919@gmail.com	691573328
7	BIWOLE		UNIVERSITE CATHOLIQUE D'AFRIQUE CENTRALE	jeanrenebiwoleabraham@gmail.com	686440864
8	BONG N/NA	BONG	GHS Limbe	bongnina987@gmail.com	674948985
9	Boungoulé Ntsama	Mirabelle	Collège sonara	boungoulenstamamirabelle@gmail.com	640822251
10	CHI OVINE	TAHMUNAG	University of Bamenda	chiovine40@gmail.com	676056081
11	Claris Nyuykongmo	Ghakanyuy	The University of Bamenda	ghakanyuyclaris43@gmail.com	681116596
12	DEBORD	DIMITRI	UNIVERSITE DE CAMBRIGE	alainbarth92@gmail.com	699736543
13	Dikongue Baleba	Donald Delphin	Université de Douala	delphindikongue7@gmail.com	657311835
14	Djanpomm Noutat	Gemmimah Flaure	RAS	gemmimahn@gmail.com	675300580
15	Djimo Pokam	Eric Nathan	Eime	nathandjimo@gmail.com	673570522

16	DJOUKU NGUETCHUISSI	Noella	Université de Yaoundé 1	djiouku.noella@gmail.com	658480753
17	Dr Akamba	Marceline	Université de Douala	marcelineakamba81@gmail.com	671971723
18	Dr.Lawong	Kendra Yaah	The University of Bamenda	kendrayaaahlawong@gmail.com	676607287
19	EBINEMBEGNE ETOUNDI	Marie Elise	Esstic	etoundielsy9@gmail.com	680615560
20	Edang nko'o	Sydney Dalyle	Université catholique de Bertoua	enbendarosendine@gmail.com	699459782
21	EKOUMOU MEYE	Madeleine Andrea	UNICEF	madeleinemeye@gmail.com	692187210
22	Epolé	Florine	SJI	florine.epole@gmail.com	659930489
23	Etongo Hensley	Iyassa	GHS Batoke	etongohensley@gmail.com	671343002
24	Fuh Blaise Neba	Fuh	GBHS BAMENDA	fuhblaise484@gmail.com	650216227
25	Halimatou	Sadia Moussa	École SONARA	halimatousadiamoussa72@gmail.com	678715069
26	HALIME	/	Université de Yaoundé 2	halimemahamat89@gmail.com	652254919
27	HAMIDY AKBAR	Mac Pherson Njinghuozen	Université de Yaoundé 2	hamidymacpherson@gmail.com	658758829
28	Ibrahim	Sarle	Université de Ngoundere	Sarleibrahima99@gmail.com	658991087
29	Jenifer Dzesinyuy	Nyuysemo	GHS BATOKE	Batoke	676182334
30	KAGONBE KAIGAMA	Joël	Université Catholique d'Afrique Centrale	kagonbejoel@gmail.com	655497956
31	KAMIKAN TONBA	DORIS CABREL	Université de Maroua	kamkantonbacabrel@gmail.com	658081684
32	KAMWA TEBEU	CONSTY DILANE	Université de Douala	Kamwaconsty@gmail.com	678353937
33	KEABOU	Viscael	Université de Douala	Viscaelkeabouay@gmail.com	695461560
35	KENFACK	Joséphine Elza	Institut Sous-régional de Statistique et d'Economie Appliquée (ISSEA)	kenjosel2020@gmail.com	671722171
36	Kum	Emmaculate Mbong	University of Bamenda	Kummbong549@gmail.com	683241413

37	KWI	BOYIKIH ALBERT-CLINTON	University of Bamenda	boyikihkwi1@gmail.com	658 138 666
38	Malla Mounchihpou	Cephisse Gaëlle	École SONARA	cephisemalla@gmail.com	6759966636
39	Mani	Renée Carine	université de yaounde 1	Manireneecarine@gmail.com	692308100
40	Marie Noel Nyuyfonikem	Mawoh	University of Bamenda	mawohmarienoel@gmail.com	672541692
41	Mohammed Awal	Adamu	University of Bamenda	adamu74mohammed@gmail.com	674746070
42	Nde	Emile	Dschang Université Catholique de Bertoua	artkermiss@gmail.com	657361196
44	NDJIENG MPOUMA	Borel	Institut supérieur des sciences de la santé de l'Est (ISSSE)	borelmpouma@gmail.com	686436555
45	Ngono Dieudonné	Pascal	Institut des Relations Internationales du Cameroun Catholic University of Cameroon (CATUC)	ngonodieudonnep@gmail.com	681373622
46	NGUEPI TIOFACK	Nelson	CDA	nelsonngueupie@gmail.com	693326919
47	Nji Emmanuel Fru	Nji	Derick	niie96.cm@gmail.com	675 308 316
48	Nkenfack			nkenfackd@yahoo.com	676035447
49	NOSSUPUWO TASSA	Emmanuelle Claude	ISSEA	nauhrevans@gmail.com	683511033
50	NOSSUPUWO TASSA	Emmanuelle Claude	ISSEA	Nauhrevans@gmail.com	683511033
51	Nseke Ebouma Mbella	Yves Cedric	Université de Douala	cedricnemyc5@gmail.com	697040205
52	Nzouanke Njikam	Faith shery	Institut bilingue NZIHI à Douala	chouesthgbab@gmail.com	655845075
53	OLINGA	Yannick Daniel	UCAC	se.danielolingga@gmail.com	694009310
54	OLOUIME BODIONG	Aaron Jamel	UCAC-ICY	jameloloume@gmail.com	688499417
55	RAMATOU	//	CDA Bertoua	rachyrara14@gmail.com	656701883
56	SABARA II	DIDIER JUSTE-ROI	Université de Ngaoundéré	sdidierjusteroi@gmail.com	691361878
57	SAMEH	LOURDES ZINKAH	GBHS BAMENDA	sanjehlourdes@gmail.com	653839192
58	SIHONOU	ANNE GRACE PRINCESS	Université de Dschang	annegracesihonou@gmail.com	693248075
59	Tamajong	Ashley Ngegha	University of Bamenda	tamaiongashley@gmail.com	677 659 579

60	Tchouameni Melisa	Lum	Catholic University of Cameroon (CATUC)	tchouamenimelissa@gmail.com	651322512
61	TINWE NGUEKAM	Ulrich Cabrel	IAL- Cameroun	ulrichcabreltinwe@gmail.com	692917667
62	Touko Ebolo	Arielle Stella	Université de Yaoundé 1	Stella6ngolo@gmail.com	689919981
63	WAMBA NGOMPE	Jarod maxwell	Université catholique d'Afrique centrale	maxwellngompe29@gmail.com	693200260
64	Wandji NJOMO	Steve Alexis	Esstic	SteveWandji709@gmail.com	688027624
65	YONKOU NGUENIA	Wilfried Joseph	Université de Douala FASA (centre régional spécialisé en agriculture forêt-bois)	yonkouwifried44@gmail.com	690345325
66	YOUIMBI MINGUE	Mégane		pavelleyouimbi@gmail.com	690835367
67	ZOUNDA MILLI	PATRICIA STECY	IRIC	zoundastecy27@gmail.com	673686895

Note: This database is for informational purposes only and does not include paper registrations.

TABLE 7 : LIST OF NATIONAL CERTIFIED COACHES- YEAR 2025

N°	NOMS	PRÉNOMS	ADRESSE E-MAIL	NUMÉRO DE TÉLÉPHONE
1	Bilounga	Samuel	s70908050@gmail.com	688449085
2	Soumeya	Ania	aniasoumeyya8@gmail.com	640502240
3	AMADOU	GARA	garaamadou3@gmail.com	674534331
4	HALIME	-	halimemahamat89@gmail.com	652254919
5	MOCHE KAMDEM	DIVINE MONIQUE LARISSA	mochedivine@gmail.com	692895702
6	MANI	Renée Carine	manireneecarine@gmail.com	692308100

7	NOSSUPUWO TASSA	EMMANUELLE CLAUDE	nauhrevans@gmail.com	683511033
8	OTABELA IRIS	CARMEN DANIELLA	irisotabela@gmail.com	692191965
9	EKOUMOU MEYE	MADELEINE ANDREA	madeleinemeye@gmail.com	692187210
10	Sihonou	Anne Grace Princess	annegracesihonou@gmail.com	6932238075
11	Bong	Nina	bongnina987@gmail.com	674948985
12	DANBA Dawi	Philippe	danbadawiphilippe@gmail.com	693336973 et 653326879
13	MBONGO ENEGUE epse EKOBENA	MARIE ANTOINE	marieantoineekobena@gmail.com	676151310
14	Ngono Dieudonné	Pascal	ngonodieudonnep@gmail.com	686808265/681373622
15	Nseke Ebouma Mbella	Yves Cedric	cedricnemyc5@gmail.com	697040205
16	WANDJI NJOMO	Steve Alexis	SteveWandji709@gmail.com	688027624
17	DJOUKU NGUETCHUISSI	Noella	djouku.noella@gmail.com	658480753

Finally 17 national coaches graduated this year at the national level + 13 people at the regional level = 30 national coaches for the year 2025.

APPENDIX IMAGES COCAM 25- FINAL



Best moments- COCAM 2025



Partnership agreement with the University of Yaoundé 1



Adamaoua



East



Littoral



South-West

Regional COCAM have been an astonishing success in localities prior to the national gathering. Local authorities were even sometimes present, the case in Douala, with the presence of a prominent figure of the Cameroonian political arena: Honorable Nourane FOSTER. In other localities, for instance, Dschang (West) and Ngaoundéré (Adamoua) we received partial or full technical, logistical and financial support for trainings and regional competitions from the French Language Alliance network in Cameroon.



North-West



Ouest



South

PICTURES OF SOME REGIONAL SELECTIONS

