

National Brainball Competition

Edouard Glissant (1928-2011)

Theme: "The Whole World"



#Brainball2026

National pilot project – Cameroon (November 2025 – April 2026)

Designed and produced by the Cameroon Debate Association (CDA)

With the support of the French Institute of Cameroon

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1. About Debate Cameroon

Founded in 2009 in Dschang during a national forum, Debate Cameroon (CDA) is a federation of civil society organizations, academic and educational institutions, and youth clubs that works to promote a culture of debate, advocacy, and public speaking as tools for education, dialogue, citizenship, and democracy in the ten (10) regions of Cameroon. Officially declared in 2011, the CDA has established itself as a national reference in the field of oral expression and leadership, having already trained more than 10,000 young people in democratic speech and public speaking. It supervises and runs Debate, Eloquence & Leadership Clubs (CEDL) in universities and Reading, Speaking & Debate Clubs (LPD) in schools and primary schools, thus contributing to the civic awareness and personal development of Cameroonian youth. Through flagship programs such as COCAM (Cameroon Nationals), ANAO (National Academy of Oral Arts), and several national and regional competitions, the CDA promotes debate and speech as a lever for social transformation and inclusion. Its expertise has been sought by: the IFC for the organization of *Les Petits Génies*, UNICEF as part of the "Women Voice" project carried out in four regions of Cameroon, and the Friedrich-Ebert-Stiftung (FES) as part of the "Young Leaders Program" for young people involved in civil society and political parties. At the international and regional level, the CDA relies on strategic networks such as the *Maison de l'Orateur* in France and the International Network for the Promotion of Arts and Orality (RIPAO) in Cameroon, thereby strengthening its influence and expertise. In the humanitarian field, the association has also been active since 2019 through the PARADE project (Project for the Empowerment and Socio-Professional Integration of Anglophone Displaced Persons) and PADIC, which supports internally displaced people in the commune of Dschang, Santchou, and its surroundings. With its educational programs, institutional partnerships, and civic engagement, the CDA is now positioned as a key player in the promotion of oral tradition, leadership, and social innovation in Cameroon and Africa.

2. General presentation

The **National Brainball Competition** is an intellectual and fun competition that highlights young people's cognitive skills, quick thinking, team spirit, and creativity. Inspired by the principles of "edutainment" (education + entertainment), Brainball is designed as an "intelligence game" where participants compete in various challenges that draw on general knowledge, logic, innovation, and public speaking (eloquence).

Édouard Glissant's **Tout-Monde** is much more than a literary concept: it is a poetics, an ethic, and a politics of relationship. Contrary to identity barriers and global standardization, it opens a horizon where cultures enrich each other in the unpredictability of encounter.

3. Context and justification

Cameroon is characterized by a large and dynamic youth population: according to the National Institute of Statistics (INS, 2022), more than 60% of the population is under 25, and nearly 300,000 young people leave the education system each year. This situation represents both a major demographic opportunity and a considerable challenge. Youth unemployment remains high, estimated at 30.8% in urban areas (ILO, 2021), while underemployment and precariousness affect nearly 75% of the working population. Furthermore, school dropout and civic



disengagement rates reflect a youth in search of guidance, skills, and appropriate frameworks for expression.

In this context, oral tradition—at the heart of African traditions—represents an underutilized cultural and educational resource. **With more than 250 local languages recorded, Cameroon has a unique oral heritage that is a vehicle for collective memory, social cohesion, and cultural innovation.** However, in the face of globalization and the dominance of digital media, traditional oral practices are eroding and tending to disappear, depriving young people of an ancestral tool for expressing their identity and citizenship. This situation is both a problem—the gradual loss of oral tradition as heritage—and an opportunity: to transform this intangible capital into an educational, artistic, and civic lever for sustainable development.

The Brainball project: Arts and Orality Competition around Édouard Glissant is part of this dynamic. Inspired by the thinking of the Martinican philosopher and poet, focused on creolization, cultural diversity, and the Tout-Monde, **it proposes a national and inclusive initiative that places speech at the center of youth development.** Brainball aims to strengthen young people's public speaking and critical thinking skills, promote Cameroon's intangible cultural heritage, create spaces for intergenerational dialogue, and mobilize young people around an artistic, educational, and civic project. It contributes directly to the Sustainable Development Goals (SDGs), in particular SDG 4: Quality Education, SDG 8: Decent Work and Economic Growth, and SDG 16: Peace, Justice, and Strong Institutions.

The expected results include the mobilization of 10,000 young people in 100 schools and universities, the direct training of 50 young public speaking leaders, the organization of 10 regional competitions and a national final bringing together the 20 best speakers in the country. The project will thus create a network of ambassadors for oral communication, capable of promoting the values of diversity, dialogue, and active citizenship in all regions of Cameroon.

The organizational context provides a solid foundation: the Cameroon Debate Association (CDA), which is leading the project, has more than 15 years of experience in promoting debate, public speaking, and leadership, with more than 10,000 young people trained and recognized institutional partnerships.

However, constraints and risks are to be anticipated: limited availability of funding, regional disparities in access to infrastructure, security fragility in certain areas of the country, and a weak culture of civic participation among some young people. To address these challenges, the project favors an inclusive and innovative approach, integrating digital tools¹ (online selections, virtual workshops), a territorial network via regional focal points, and diverse institutional and cultural partnerships.

Ultimately, the importance and justification of the Brainball project lie in its ability to turn a constraint into an opportunity: to transform oral tradition from a declining practice into a platform for expression, innovation, and citizenship for Cameroonian youth. In a country where cultural diversity is sometimes a source of tension, **Brainball proposes to convert it into a**

¹ This approach was successfully tested during the second edition of the Cameroon Oratory Cup (COCAM), particularly with the junior category in high-risk areas (Bamenda, Buea, Limbe, Maroua).



shared asset and a driver of national unity, while positioning Cameroon as a leading African hub for the promotion of public speaking and cultural innovation.

2. Objectives

General objective

To contribute to the promotion of freedom of expression, based on the thinking of Édouard Glissant, by April 2026, by setting up activities in oral expression, civic engagement, and artistic creativity for at least 10,000 young people from the 10 regions of Cameroon to promote languages, cultures, traditions, and the values of diversity, intercultural dialogue, and inclusion.

Specific objectives

- **Raise awareness** among at least **10,000 young people in 100 schools and universities** (10 per region) about the relationship between oral tradition, writing, languages, traditions, and modernity by stimulating **intelligence and creativity** through innovative public speaking competitions.
- **Strengthen team spirit and cooperation** among participants by hosting 100 in-person workshops and 10 online workshops for professionals, secondary schools, and universities.
- By April 2026, **train** at least **50 young Brainball Ambassadors** (five per region) in oral expression, advocacy, and civic leadership techniques, encouraging them to freely and independently carry out initiatives involving reflection, communication, and social problem-solving.
- **Select the 20 best speakers** (two per region) during regional and national competitions promoting public speaking and the thinking of Édouard Glissant.
- **Create and run a national network of oral tradition ambassadors**, active in all 10 regions, to promote cultural diversity and intercultural dialogue **by setting up a national platform (WhatsApp group)** called BrainBall Cameroon
- **Prepare 10 winners to represent Cameroon** in similar regional or international competitions through the CDA's global network

3. Target audience

- **Participants:** young people aged 15 to 25 (school pupils, students, young professionals).
- **Teams:** 7 members per team, including 3 substitutes = 10.
- **Audience:** public, teachers, educational institutions, cultural partners.

3.1. Direct targets

The direct targets of the Brainball project include all those physically involved in the implementation and competitions of the project.

Category	Estimated number	Description
Brainballers (young participants)	10,000	Young people aged 15 to 25 involved in Brainball competitions
Coaches/Supervisors	20	Responsible for technical and educational supervision
Brainball ambassadors	50	Actors involved in mobilization, promotion, and awareness-raising
Judges/Referees	50	Responsible for evaluation and compliance with rules
Regional partners	100	Local support and organizational structures

NB: Calls for applications for some direct targets (coaches/supervisors, Brainball ambassadors, judges/referees, volunteers and regional partners, etc.) will be launched in January on the official CDA website: www.debatecameroon.org

Total estimated direct targets: 10,220 beneficiaries

3.2. Indirect targets

Indirect targets are beneficiaries reached through the project's communication, digital dissemination, and outreach activities.

Category	Estimated number	Description
E-participants (social media)	20,000	Young people and public mobilized online
Spectators at the final stages (Yaoundé)	50	Audience physically present at the finals
Wider educational communities	≈ 5,000	Parents, teachers, and non-competing students

Total estimated indirect targets: approximately 25,500 people

3.3 Institutions enlisted

The project plans for gradual national coverage.

Type of institution	Estimated number	Calculation basis
Universities, colleges, and high schools	150 institutions	15 institutions per region
Regions covered	10 regions	National coverage
AF networks, institutes, and media libraries	08	IFC data

3.4 Overall summary of beneficiaries

Type of beneficiaries	Estimated workforce
Direct targets	10,220
Indirect targets	25,500
Institutions involved	150
Total number of people affected	≈ 35,720 people

This estimate is based on:

- a national organization of the Brainball project,
- strong community and digital mobilization,
- an approach combining physical and digital participation.

It demonstrates the project's **strong potential for educational, social, and media impact**

4. Presentation of the concept



Brainball is a national **oral arts** competition that is based on the thinking of **Édouard Glissant** and his concept of the **"Tout-Monde"**. The project combines **oral expression, artistic creativity, and civic engagement** to inspire Cameroonian youth around the values of diversity, intercultural dialogue, and collective memory.

1. Concept

- A **traveling competition** in the 10 regions of Cameroon, with a **test phase in Douala and Yaoundé**.
- **Educational workshops** and **cultural immersion** in at least 100 schools and universities.
- **Regional selections** through performances in advocacy, slam poetry, storytelling, theater, and debates.
- A **national final** in Yaoundé bringing together the 20 best *brainballers* (two per region).

2. Originality of the project

- First oral competition in Cameroon based on the thinking of a major intellectual from the Caribbean and the French-speaking world: **Édouard Glissant**.
- Integration of **new technologies** (online selections, video submissions, virtual workshops).
- Promotion of **oral tradition as intangible cultural heritage** and as a tool for social inclusion.
- Innovative educational approach: creation of a **bilingual Brainball manual (FR/EN)** for training and supporting young people in Cameroon, Africa, and around the world.

5. Activities and expected results

1. Activities

- **Mobilization and awareness-raising** (November-February): recruitment and training of regional focal points **on public speaking, Brainball, and Édouard Glissant**
- **Communication**: publication of the bilingual Brainball manual (FR/EN), visuals, video clips, communication campaign, and official launch.
- **Workshops and immersion** (February): awareness-raising in 100 establishments, screenings of films/documentaries on Édouard Glissant, thematic workshops.
- **Regional selections** (March): online pre-selections + regional competitions with a jury.
- **Talk & Share panels and conferences** (March): meetings in Yaoundé and Douala between young people, researchers, artists, decision-makers, and oral tradition practitioners.
- **Feedback workshop**: panels, conferences, debates, and announcement.
- **Brainball national grand final** (April): Battle between the 20 best speakers with a national and international jury.

2. Expected results

- A **national network of 50 Brainball ambassadors** is operational in the 10 regions of Cameroon, led by trained young leaders.
- **At least 10,000 young people** from **100 schools and universities** actively participate in workshops, competitions, and awareness-raising activities.

- **50 young people (5 per region)** receive intensive training in oral communication, advocacy, and Glissantian thought, becoming skill relays in their communities.
- **Twenty-four young people** from the 10 regions are trained and perform in Yaoundé **over a period of four days**.
- **Édouard Glissant's thinking** is promoted and contextualized in Africa through conferences, panels, and publications, strengthening intercultural and civic dialogue.

3. 1 Expected results & indicators

- **Component 1: Mobilization and awareness-raising among young people**
 - ✓ **Overall indicator:**
 - ❖ Active participation of 10,000 young people in 100 institutions.
 - ❖ Promotion of spoken languages and the literary heritage of Édouard Glissant (10 works)
 - ✓ **Indicators 1:**
 - ❖ Number of young people mobilized ($\geq 10,000$).
 - ❖ Number of institutions involved (≥ 100).
 - ❖ Effective participation rate in workshops ($\geq 70\%$).
 - ❖ Number of oral productions (videos, speeches, slams) created by young people (≥ 200).
 - ❖ Number of works by Édouard Glissant assimilated (≥ 10).
- **Component 2: Capacity building and public speaking leadership**
 - ✓ **Overall indicator:**
 - ❖ Direct training of 50 young Brainball Ambassadors in leadership, advocacy, social entrepreneurship, and Glissantian philosophy.
 - ❖ Creation of a national network of Brainball ambassadors
 - ✓ **Indicators 2:**
 - ❖ Number of professionals trained (≥ 50 , or 5 per region).
 - ❖ Percentage of young people who can recall the concepts after training ($\geq 75\%$).
 - ❖ Number of active ambassadors in the network (≥ 60).
 - ❖ Number of local initiatives launched by ambassadors (≥ 20 in 2026).
- **Component 3: Promotion of Édouard Glissant's thinking and intercultural dialogue**
 - ✓ **Overall indicator:**
 - ❖ Highlighting Édouard Glissant's thinking in the African context.
 - ❖ Organization of a national Brainball final and spaces for intercultural dialogue.
 - ✓ **Indicators 3:**
 - ❖ Number of conferences/panels organized (≥ 5 between March and April 2026).
 - ❖ Number of publications produced (≥ 2 , including 1 bilingual educational manual).
 - ❖ Number of finalist speakers selected (20).
 - ❖ Audience reached via media and social networks ($> 50,000$ people).

6. Beneficiary profiling

BRAINBALL beneficiaries are:

- ✓ **Regional partners:** AF network, companies, cultural/youth associations, etc.
- ✓ **Brainball ambassadors and/or public speaking/brainball coaches:** civil society, universities, MINJEC, MINSEC, etc.
- ✓ **Judges/referees:** any professional or member of the CDA/RIPAO network
- ✓ **Brainballers:** middle and high school students (2026-2027)

If you would like to become a regional partner, coach, ambassador, judge, or brainballer, please contact us at office@debatecameroon.org or WhatsApp: +237 698 94 87 99 with the subject line in question. Example: **COACH BRAINBALL CAMEROON 2026**.

6.1. Becoming a regional partner

To become a regional Brainball partner, you must:

- Be a Cameroonian association/institution
- Have a particular interest in youth, culture, education, or public speaking
- Have a physical headquarters in one of the cities listed below
- Have a conference room with a capacity of 50 seats
- Commit to training staff on Brainball rules
- Commit to coordinating regional selections

Cities involved: Douala, Yaoundé, Dschang, Bafoussam, Maroua, Garoua, N'Gaoundéré, Ebolowa, Kribi, Bertoua, Limbé, Buea, Bamenda.

6.2. Becoming a Brainball ambassador

To become a BRAINBALL ambassador, you must:

- Be at least 18 years old
- Be a young person who is unemployed/employed or enrolled in a university or teaching at a middle school/high school
- Be available and friendly

- Reside in one of the cities listed below
- Commit to working part-time with the CDA for six months
- Have an Android phone and/or laptop
- Be energetic and motivated

Cities involved: Douala, Yaoundé, Dschang, Bafoussam, Maroua, Garoua, N'Gaoundéré, Ebolowa, Kribi, Bertoua, Limbé, Buea, Bamenda.

6.3 Become a Brainball coach

To become a CDA regional coach, you must:

- Be at least 25 years old
- Be a member of a club, public speaking association, or any other organization
- Have already taken part in a competition
- Commit to at least two months of training (in person and/or online)
- Reside in one of the cities listed below
- Have previous experience coaching a public speaking team
- Have already trained several speakers
- Be fluent in spoken French or English

Cities concerned: Douala, Yaoundé, Dschang, Bafoussam, Maroua, Garoua, N'Gaoundéré, Ebolowa, Kribi, Bertoua, Limbé, Buea, Bamenda.

6.4 Becoming a Brainballer

To become a Brainballer, you must:

- Be between 15 and 25 years old at the time of registration;
- Be a pupil, student, or young professional;
- Be enrolled in a recognized school (middle school/high school) or training center, or be affiliated with a partner organization;
- Have a clear interest in playful learning, educational games, and teamwork;
- Provide valid identification or a document certifying your student status;
- Be part of a team of 7 members, in accordance with the rules of the game;
- For minors, obtain parental or legal guardian authorization;

- Apply online on the CDA website or at your school.

N.B. The competition is held in both languages (English and French).

Cities involved: Douala, Yaoundé, Dschang, Bafoussam, Maroua, Garoua, N'Gaoundéré, Ebolowa, Kribi, Bertoua, Limbé, Buea, Bamenda.

6.5 Becoming a judge for the final or local phase

To become a judge for the BRAINBALL final phase, you must:

- Be a certified public speaking coach, business leader, legal professional, public figure, or university professor
- Be willing to work to promote public speaking in your city of residence
- Be bilingual
- Agree to have their image (photos, videos) freely distributed as part of the competition

7. Brainball categories

This year, the Brainball categories are as follows:

Selection categories:

These allow for the selection/ranking of the best candidates chosen from a school:


1. **Flash Quiz** (General knowledge ball game on Edouard Glissant & the Whole World)
2. **Logic & Math Challenge** (puzzle solving)
3. **Creative Brainstorming** (proposing an innovative solution to a social problem)

Competition sections:

These allow the competition itself to begin.


4. **Expression & eloquence challenge** (present a clear and convincing pitch)
5. **Performance:** interactive live game in front of an audience.

7.1 General knowledge

 Objective: to strengthen knowledge of the world and intellectual openness.

- History
- Geography
- Institutions and citizenship
- General news
- Local and international cultural heritage

7.2 Logic and reasoning

 Objective: to develop analytical thinking and problem-solving skills.


- Logical puzzles
- Number sequences
- Simple math problems
- Deductions and analogies

7.3 Science & technology

 Objective: to stimulate scientific curiosity and innovative thinking.


- Societal challenges
- Natural sciences
- Basic physics and chemistry
- Computer science and digital technology
- Innovation and new technologies

7.4 Languages and communication

 Objective: to improve language and communication skills.


- French (vocabulary, comprehension, expression)
- English (basics and communication)
- CamFranglais (question-answer, demo question [slam])
- Oral and written expression
- Word games and text comprehension

7.5 Creativity and expression

 Objective: to encourage imagination, creativity, and self-confidence


- Public speaking contest
- Creative writing/performance
- Role-playing
- Improvisation/slam/storytelling

7.6 Leadership and teamwork

 Objective: to strengthen social skills and leadership

- Collaborative challenges
- Collective decision-making
- Conflict management
- Team organization and strategy

7.7 Citizenship and values

 Objective: to promote positive and responsible values


- Civic-mindedness and social responsibility
- Ethics and integrity
- Peace and social cohesion
- Environment and sustainable development

7.8 Practical challenges or creative brainstorming

 Objective: to develop responsiveness, adaptability, and sportsmanship

- Role-playing
- Observation games
- Timed challenges
- Motor skills/concentration activities related to language or speech

7.9 Brainball Bonus

 Objective: to energize the game and maintain engagement

- Surprise questions (captains)
- Joker challenges (any Brainballer)
- Strategic advantages
- Fun penalties

At the end of the preliminary rounds (pre-selections) and regional rounds (local competitions), each region sends the two (02) best candidates, across all categories, in one or more of the categories below to Yaoundé for the national final.

8. Methodological approach

1. Objectives of the methodology

The methodology adopted aims to:

- **Ensure that activities are relevant** to the needs of young people and the socio-cultural context in Cameroon.
- **Ensure the active and inclusive participation** of young people, teachers, professionals, artists, and institutions.
- **Produce measurable results** (SMART indicators) enabling effective monitoring and evaluation.
- **Promote the sustainability** of achievements by networking young ambassadors of oral tradition.

2. Methods and techniques

- **Participatory method:** involvement of young people, educators, and cultural actors in design, implementation, and evaluation.
- **Comparative method:** putting African oral tradition into perspective with the thinking of Édouard Glissant.
- **Active teaching method:** interactive workshops, role-playing, expression contests.
- **Communication/awareness-raising techniques:** storytelling, slam poetry, poetry, debates, advocacy, theatrical performances, etc.

3. Working approach

The approach is **progressive and sequential**, structured in five phases:

- **Mobilization and communication** (November–January): awareness-raising in the 10 regions.
- **Workshops and immersion** (February): screenings, debates, and training.
- **Regional selections** (March): local and online competitions.
- **Panels and national final** (March–April): intercultural dialogue events.
- **Capitalization** (April): reports, dissemination of results, and establishment of a network of ambassadors.

4. Tools and instruments

- **Questionnaires & tracking sheets:** to measure participation and impact.
- **Public speaking performance evaluation grids** (clarity, creativity, relevance).
- **Digital platform:** video submission, online voting, and centralized monitoring.

- **Regional reports** from focal points.
- **Dashboards** for monitoring and evaluation.
- **Final competition report**

9. How to register for the Brainball competition?

Participation in the competition takes place in three phases:

- Registration (online or in the regions): free
- Training (in person and online): free
- Championship (in person): free

Registration for the Brainball National Championship—National Public Speaking Competition on the Whole World—runs from **January 15 to February 28**. Online registration is available on the platform www.debatecameroon.org.

In-person registration takes place during field visits to schools (form must be filled out).

Some schools may also request to take part in the event even if they have not received an invitation letter by sending an email to: office@debatecameroon.org

10. Competition format

The competition takes place in several stages:

a) Awareness and pre-selection phase: 3 months

- Recruitment of focal points by region or target city
- Training of focal points
- Official invitations to target institutions
- Online registration on the CDA website or via the IF network
- Written/digital test on general knowledge and logic.
- Selection of the best regional teams.

b) Regional phases : 2 months

- Organization of mini tournaments in the country's major cities.
- Various tests: quizzes, memory games, logic challenges, collective creativity.
- Qualification of the best teams for the national final.
- 2 Talks & Share events at the IFCs in Yaoundé and Douala in partnership with The Okwelians.



c) National Grand Final: 4 days

- Brings together the finalist teams in a major media event.
- Consists of several "Brainball matches":
 1. **Flash Quiz** (General knowledge ball game on Edouard Glissant & the Whole World)
 2. **Logic & Math Challenge** (puzzle solving)
 3. **Creative brainstorming** (proposing an innovative solution to a social problem)
 4. **Expression & eloquence challenge** (presenting a clear and convincing pitch)
 5. **Performance**: live interactive game in front of an audience.

N.B. 1: A brainball team is made up of seven (07) members, including three (03) substitutes, for a total of 10 winners/100 candidates per institution shortlisted for the regionals.

NB.2: The seven (07) members consist of: 3 quiz flashers, 1 scientist, and 3 speakers (rhetorician, slam poet). The team captain must have all the skills or at least 70% of the overall skills.

N.B.3.: The two best candidates from each region are selected for the national championship. The central region will present a full team of 7 *brainballers*. **The national championship will be held in four (04) pools of seven brainballers.**

11. Partner mobilization strategy

1. Targeted partners

- **Institutional partners:** Ministry of Culture, MINREX (Francophonie & Commonwealth), MINEDUB, MINJEC, MINAC, MINESUP, MINPROF.
- **International partners:** UNICEF, UNESCO
- **Local partners:** Association jeunesse.culture, NGO partners of the CDA or IFC
- **Media & communication:** digital campaigns (#Brainball2026), radio, local TV: CRTV, Canal, Vox Africa, Balafon TV, Equinox, etc.
- **Network of focal points:** regional facilitators trained and funded to mobilize.
- **Digital platform:** online registration and selection (videos).
- **Private sector**

2. Action in the regions

The CDA has very active regional coordination teams in Cameroon's ten (10) regions and has access to a network of nearly 500 schools and universities.

In cities where the IFC is not present, it will rely on both its regional partners (cultural associations, universities, schools, etc.) and its focal points, recruited for mobilization, awareness-raising, training, and selection in the regions.

8. Thematic distribution & Essential rules

- Each event is timed.
- Points are awarded based on speed, accuracy, and creativity.
- Team spirit is mandatory (penalties for unsportsmanlike behavior).
- The winner is determined by the total number of points scored.

Each region can work on a sub-theme related to **Glissant + local heritage**:

- **Center**: Oral tradition, collective memory, and diplomacy.
- **Coastal region**: Cultural diversity and cosmopolitanism.
- **West**: Oral tradition and resistance dynamics.
- **North**: Oral tradition and intergenerational transmission.
- **Far North**: Speech and resilience in the face of crises.
- **Adamaoua**: Identity and cultural hospitality.
- **South**: Oral tradition and environment.
- **East**: Borders and interculturality.
- **Northwest**: Oral tradition and Anglophone tradition.
- **Southwest**: Creolization and cultural hybridity.

9. Awards and prizes

Prizes for winners: computers, tablets, Android phones, and many other surprise prizes, including international competitions.

A total of nearly 250 medals and 20 trophies will be awarded for BRAINBALL.

- **10 regional trophies**: in the colors of Brainball and the 1st partner/sponsor for the best teams in each region.
- **210 regional medals**: (gold, silver, bronze) for the three (03) best Brainball teams per region/city.
- **More than 36 national medals and 6 national trophies**: best school (21), best team (6), best rhetorician (3), best Brainball ambassador (3), best Brainball coach (3), best university (3), and online audience award (1).

NB: The 10 best participants will be supervised by the CDA/RIPAO for participation in international competitions in the current and following year.

10. Expected impact

- Identification and promotion of young talent.
- Creation of a national dynamic around collective intelligence.
- Promotion of culture, education, and innovation.
- Contribution to the country's international influence through the export of the **Brainball** model.

11. Participation guide

1. Eligibility requirements

- Be a Cameroonian national (or legal resident) of the country.
- Be between 15 and 25 years of age.
- Register as a complete team (10 members).

2. Registration procedure

- Obtain the form (online or from partner institutions).
- Submit the application file including:
 - Completed registration form.
 - Copies of ID or school/university cards.
 - Name and contact details of a supervisor (teacher or mentor).

3. Participants' commitment

- Respect the values of fair play and discipline.
- Participate in all scheduled stages (pre-selections, regionals, finals).
- Authorize the use of their image in official communications.

4. Support

- The finalist teams will benefit from preparation sessions (coaching in expression, creativity, and teamwork).
- Online educational resources will be made available to participants.

12. Management

1. Project team

The Brainball project organizational team is structured to ensure effective implementation of the project in at least 13 major cities in Cameroon's ten (10) regions. It brings together a steering committee for strategic guidance, a coordination team for day-to-day management, a regional advisory group for mobilization, training, and regional selections, as well as specialized sub-teams (logistics, communication, monitoring and evaluation). Each member contributes according to their role to ensure the success of the project. The following table outlines the role and function of each team member.

Function	Last name First name	Responsibilities	Gender
Steering Committee	IFC/CDA	Validate, monitor, and evaluate the project	N/A
Project Director	Samuel BINYOU	Design, overall supervision, activity management, national coordination	M
Administrative & Financial Manager	Roderick YOMEI	Finance, human resources, and material resources management	M
Program Manager	Anita MFENDEM	Project Manager Support, Logistics, Monitoring and Evaluation	F
Production Manager	Vanneck HANS	Audiovisual content, media strategy, digital communication, press relations	M
Community Manager	Guilaine NGUIDJE	Article writing, platform management, and content creation	F
Monitoring and evaluation officer	Jiazet Stéphanie NOUMEYI	Data collection, indicator monitoring, capitalization	F
Mobilization and Logistics Officer(s)	Jean Pierre Kenfack & Eleazar Mbog Mbog	Organization of regional activities, workshops, and selections	M
Translators	DZUNO Celia & NAOUSSTACHIE Gildas Romanique	Editing, revision, proofreading, rewriting, interpretation, etc.	M & F
Brainball Scientific Committee	BOPOU TCHANA John Michael, Prof. Alain Cyr PANGOP, KAMETONG LOKENG Idriss Badel, Dr. Narcisse FOMEKONG	Search for key experts for Brainball games, monitoring B. Box	M

Contact details for focal points in the ten (10) regions (see next page)

List of CDA regional coordinators and deputies (2024-2026)

No	City	Region	Responsible persons	Position	Personal email	Contact
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2	Garoua	NORTH	BAYONG MOUZOCK Antoinette Grace	CR1	lagraceslam@gmail.com	692 27 41 08
			KAMKAN KEUMENI Thérèse Vidane	CR2	theresavidanekeumeni@gmail.com garoua@debatecameroon.org	695219802 674104738
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			AISSATOU ADA	CR2	adamou.sha@gmail.com	696 32 72 60
4	Yaoundé	CENTER	TAKAM Alain Barthélémy	CR1	alainbarth92@gmail.com yaounde@debatecameroon.org	699 73 65 43
			EDIMO Marguerite	CR2	margueriteedimo599@gmail.com	696 55 74 94
5	Douala	LITTORAL	NJOH POUPA Arlette	CR1	nppac17@gmail.com douala@debatecameroon.org	695 83 77 06
6	Bafoussam	WEST	TCHOMBE NGOMSI Arioste	CR1	ariostetchombe@yahoo.fr bafoussam@debatecameroon.org	691898591 / 676335771
7	Dschang	WEST	KENGNE FOTSON Armelle Solange	CR1	armellekengne389@gmail.com dschang@debatecameroon.org	672 01 60 88/ 657 43 91 30
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9	Kribi	SOUTH	NGO NGOM Jeanne Marie, wife of ENGOLO	CR1	jeannemarieengolo@yahoo.fr ebolowa@debatecameroon.org	699 24 49 18/ 676 52 09 70
10	Bertoua	EAST	NGOUEANA TSOU MICK	CR1	ngouana508@gmail.com	671 81 14 22

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13	Bamenda	NORTHWEST	GIDEON NCHIA FUH	CR1	empnchiambong96@gmail.com bamenda@debatecameroon.org	676 81 90 42
			KEKOH CLIFORT Ngong	CR2	clifortkekoh264@gmail.com	682 85 51 18

2. Monitoring and evaluation (indicators)

The table below presents the main monitoring and evaluation indicators for the Brainball project. It measures the progress of activities, the results achieved, and the impact of the project, highlighting the sources of verification and the frequency of data collection.

Objective/Activity	SMART indicator	Target	Verification source	Responsible	Frequency
Mobilization and communication	Number of focal points recruited and trained	10 focal points	Training reports/attendance lists	Project manager & Communications manager	Nov. 2025 – Jan. 2026
Awareness-raising and workshops	Number of establishments visited	100 establishments	Workshop reports / photos / attendance sheets	Regional focal points	February 2026
Youth participation	Total number of young people reached	10,000 young people	Follow-up forms, attendance lists	Focal points + national team	February–March 2026
Specific training	Number of young people trained in public speaking techniques	50 young people	Training reports / pre- and post-training assessments	Methodology officer + trainers	March 2026
Regional selections	Number of finalists selected	20 (2 per region)	Regional jury reports	Scientific Committee & Jury	March 2026
Impact on skills	Percentage of young people reporting improved public speaking skills	70% minimum	Satisfaction questionnaires/surveys	Monitoring and evaluation officer	March–April 2026
National final	Organization of a speech contest with the 20 finalists	1 national final	Final report / videos / press articles	Steering committee	April 2026

3. CDA's experience and involvement in target regions

Debate Cameroon (CDA) has proven experience in implementing projects related to public speaking, leadership, citizen participation, humanitarian aid, and youth employability. Since 2023, it has been conducting simultaneous and regular activities in 13 cities across Cameroon, covering all 10 regions. The table below presents some of its flagship initiatives.

Field / Purpose of the mission	Experience of Debate Cameroon (CDA)	Interventions in target regions
Promotion of public speaking and oral communication	Annual organization of the Cameroon Public Speaking Cup (COCAM) and the National Academy of Public Speaking (ANAO).	Establishment of public speaking clubs in 10 regions; mobilization of young people in school and university communities.

Advocacy and citizen participation	Consultations conducted with UNICEF in four regions as part of the *Voix des Femmes* (Women's Voices) project. Collaboration with FES on the *Young Leaders Program*.	North, Far North, East Adamaoua, Southwest (UNICEF); Center, Littoral, West, and Northwest (FES and CDA).
Leadership development and inclusion	More than 5,000 young people trained since 2011 in leadership, communication, and active citizenship.	Partnerships with 100 schools and universities in 10 regions.
Humanitarian intervention	PARADE project in Dschang (socio-professional integration of English-speaking internally displaced persons).	West and Northwest.
Training	Consultant for several donors (French Embassy/SCAC, GIZ, DUE) and operators: Friedrich Ebert Foundation, The Okwelians, etc.	Center, South, West.

4. Ethics & risks

Ethics and professional conduct

- Respect for **political and religious neutrality**.
- **Social inclusion**: gender parity, involvement of minorities and internally displaced youth.
- **Informed consent of participants** (parental authorization for minors).
- Confidentiality of collected data.
- **Promotion of** Cameroonian and French **intangible heritage** in a spirit of respect and cultural diversity.

Risk management

Risks/Constraints	Potential impact	Mitigation measures
Low participation of young people	Reduction in project impact	Multi-channel communication and partnerships with institutions
Financial/logistical constraints	Delays or cancellations	Increased mobilization of institutional and cultural partners
Selection bias	Loss of credibility	Transparency and diversity in juries
Socio-political context after elections	Disruption of activities	Adjustment of schedule and contingency plan

14. Provisional schedule

Tasks/Activities	Estimated duration	Dependencies	Assigned resources	Start date	End date	Milestones/Deliverables	Responsible
Design and planning phase	2 months	Design/Steering committee	Project manager + CDA team	09/01/2025	10/30/2025	Project schedule approved	Project manager
Mobilization & recruitment/training of focal points (10 regions)	2 months	Planning	CDA team + local partners	11/01/2025	12/30/2025	10 focal points recruited	Regional Coordination
National communication campaign (media, social networks)	3 months	Planning	Com team + Communication budget	01/01/2026	03/31/2026	100K young people reached	Communication Manager
Training of focal points (in-person + online)	2 weeks	Recruitment of focal points	CDA trainers	January 10, 2026	January 25, 2026	10 focal points trained	Training Manager
Awareness-raising in institutions (100 institutions)	1 month	Training of focal points	Regional focal points, teachers	02/01/2026	02/28/2026	Workshops conducted in 100 schools	Focal points
Film screenings & workshops on Édouard Glissant	1 month	Awareness	Audiovisual equipment, trainers	02/01/2026	02/28/2026	20 screenings & debates	Culture Manager
Regional selections (in person + online)	1 month	Awareness	Local jury + partners	February 15, 2026	March 15, 2026	20 finalists selected	Regional Manager
Talk & Share conferences (Yaoundé and Douala)	2 weeks	Regional selections	The Okwelians, panelists, young researchers, artists	March 10, 2026	March 25, 2026	2 panels organized	IFC Douala & Yaoundé/ The Okwelians
BrainBall National Final (Yaoundé)	1 week	Regional selections	National jury + CDA + partners	April 10, 2026	04/17/2026	1 BrainBall national champion	Organizing committee
Drafting & distribution of final report	2 weeks	National final	CDA team + partners	04/20/2026	May 5, 2026	Final report published	Project manager

Done at Yaoundé, January 19, 2026