HARUBUNTU 2011

Award for people who carry the hope and who create the wealth in Africa

PRESS FILE

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IN THE KIRUNDI LANGUAGE , HARUBUNTU MEANS "HERE LIES A HUMAN VALUE"

www.harubuntu.com

Memorandum HARUBUNTU

1- Preamble

1.1. The Award *« Harubuntu for people who carry the hope and who create the wealth in Africa »* was created in 2005 at the *Palais d'Egmont* in Brussels. This creation came following an initiative by the Partnership for Municipal Development (*Partenariat pour le Développement Municipal*) and the Belgian NGO Echos Communication on the theme of "*New relationships with Africa for creating the wealth together*".

At that event, the medias and the institutions for international cooperation found a new and a positive Africa; one not scrambling neither in wars, in famines, and nor in corruption. It appeared, however, at the end of the colloquium that there was no way for promoting this positive Africa. Therefore, this subject continued in 2006 in a workshop with the Medias at the Summit of "Africities IV" for the local African collectivities in Nairobi, Kenya.

1.2. There came the idea to create an event with Medias for showing, yearly, an Africa in motion. At the same time, the event was to present Africans who make the continent move and the way they (these Africans) bear the values and draw the perspectives that one can put at the service of the Humanity.

The option of a competition with some Awards to winners came in because of its power to mobilize people. It was then given the name of Harubuntu. This word from the Kirundi language, which is spoken in Burundi, is composed of two terms: *hari* and *ubuntu*. In the said language Kirundi, these two terms mean, respectively, *there is* and *manhood in the sense of humanity*. Harubuntu leads then to the sense of mankind and describes the humanity which exists in a human kind; it defines the wisdom and the charity of every person.

Ubuntu is therefore an objective that people will permanently like to follow; it is a fact that makes the solidarity becomes a reality for a mutual comfort of all people. For us, "Harubuntu" means "here lies a human value". It highlights the values which lead the pride in humankind where an emphasis is put on the local and the global character that it covers. This is where stands the core value of the Harubuntu Award.

1.3. Harubuntu supports an idea that the whole World, not Africa alone therefore, faces different challenges; take individualism, increment of inequalities, financial imbalance in the World, threats for the Environment, poor and uncertain governance.

1.4. Harubuntu is a demonstration that, for any sort of challenge, Africa and its people can profoundly contribute, like any other people in the World, with solutions that are profitable to the whole World. This is possible through a promotion of individual talents. And in this sense, Harubuntu shows how the contribution of Africa and Africans to the development of the Humanity is tremendous to elaborate universal values.

1.5. All communities in the World are now engaged in cooperation and put an emphasis on the results. But this discriminates the beneficiaries from the actors of the cooperation. Harubuntu promotes the expression of the capability of each person and the impact it can produce on

her/his milieu. That is where lies the efficiency of the Harubuntu.

1.6. We live in a bipolar World where a tension between the "*I*" of a personal dimension and *WE* of the society grows. Harubuntu acknowledges a person as a multidimensional figure and it defines her/him in a plural form. Harubuntu supports that the development of people goes takes its roots in communities and vice versa because a society is a place where people create and build; being themselves built at the same time.

1.7. Harubuntu is interested in people who carry sound projects. These initiatives have then to value the capability of people in their communities.

1.8. People and their projects are rooted in a social context with explicit boundaries. And, as a space which evolves in a network of contacts it (this space) defines a community of people who create their projects and who grow in their own culture. Harubuntu supports projects and people who shape them (projects) as a link between their own development and the development of their territories.

2- Fundamentals

2.1. Harubuntu is inspired by the Ubuntu which is as a concept to create and to maintain the balance of *I am because you are*. « Even being a creator or a facilitator, I understand that I have to share the same boat as the person that I support. I introspect myself for accepting her/him knowing our mutual weaknesses and strength. I understand that the person that I support can pick me when I fall down».

2.2. In each person lies a capability in standby as a major source of development for the human beings and for their communities. Releasing such a capability stimulates other people to create the wealth. Therefore, Harubuntu supports all initiatives which aimed at triggering local capabilities to work.

2.3. The secret lies in normal people who create new things. That is why talented people can stimulate talented communities to show up and to release their synergies and put them at the service of local development. Harubuntu celebrates therefore people who innovate, not only for their own profit(s), but also for the profit of the whole community.

2.4. The difference between people makes the foundation for the unity and the existence of the World. Contrary to homogenous societies, the more diverse that people are the better well off they become. That is why Harubuntu backs the diversity, the complexity and the uniqueness.

2.5. *Wealth is only a fact in places where people live.* Wellness results from hard working and from investment that people make, not only to create it, but also to sustain it. That is why Harubuntu supports the territory, and the common sense for life, and the *local*. Harubuntu promotes the *local* with a link to the *global*. It encourages initiatives for a site and synergies between sites.

2.6. There is no standard for understanding the World. Harubuntu projects to change the relationship between Africa and the World, and vice versa. This is possible by changing the regard towards other people and through a dismissal of prejudges and in skipping situations where a person would see the other as her/his own self.

2.7. For Harubuntu, non material needs are as important as the material ones. The satisfaction of the

former empowers people to respond to the latter.

2.8. Harubuntu works in three *dimensions* that include *persons*, their *projects* and the transformation that each action and or attitude can trigger in a society.

2.9. Harubuntu stands on the three following principles: (1) person-oriented development, (2) taking the person on what she/he is able to do and not on her/his weak points, (3) giving a chance to people and their communities to express their views on development.

3- Main goals

3.1. *Changing our regards: Changing our consideration towards other people by valuing their* capability; their Ubuntu. Promoting our efforts and the capability of other people to think and the way that each person can solve her/his problems with the aim to reach her/his local development.

3.2. *Dismissing prejudges:* getting off *clichés* that a person can develop towards another.

3.3. *Changing the image of Africa on genocides, famines, poverty …:* Presenting a successful Africa, one which is in motion; an Africa which is innovative. Presenting a talented Africa; an attractive one.

3.4. *Giving a human face to the relationship between the south and the north: The courage and power to do so comes from the Ubuntu from which we learn that "a person is what he/she is throughout her/his community, by other people." Knowing that gives me more respect, more compassion, more consent in my contacts/relationship with other people.*

3.5. *Promoting, in the sense of elevation in dignity, Africans who innovate.*

3.6. *Promoting all the capabilities in standby in each person.* Help people to discover and to boost each person's talents whatsoever she/he is. Encouraging and supporting people who stimulate the release of other peoples' talents.

3.7. Activate all synergies in people and stimulate them for creativity in a way that a release of the capability of one person activates the one of other people and vice versa. That is challenging for a collective know how; one of a progressive Africa and one of a World in motion and in solidarity.

Former editions

The first contest of Harubuntu took place in (November) 2007 and more than 700 projects were registered. The ceremony for granting the wards to the six winners saw an important participation of icons like Louis Michel, by then the European Commissioner for Development; Mr. Mahamat Saleh Annadif, the representative of the Permanent Mission of the African Union at the European Union; Maître Alfred Liyolo, a, artist and singers like Youssou Ndour and Lokua Kanza.

Winners of 2008

Award for entrepreneurship: Mr. Joseph Danja-Africaura (Cameroon)
Award for the civil society: Mr. Deo Baribwegure - Kicora (Tanzania)

Award for local Authority: El Hadj Mamadou Kane - Beach of NGOR (Senegal)
Honorary Award: Mr. Garba Mahamane Toure - Seed of Hope (Mali)
Honorary Award: Mr. Ousmane Fall Thiendella - Handifestival (Senegal)

The second competition of Harubuntu was organized in 2009. Out of the whole Africa hundreds of new candidates sent their projects. A ceremony to give the Awards to new winners took place in December at the Summit of Africities in Marrakech, Morocco. More than 2,500 people together with 210 media attended the ceremony.

Winners of 2009

Award for entrepreneurship: Mr. Serge Vysinibusas – electrical dam (Burundi)
Award for the civil society: Mrs. Jacqueline Uwimana - UMUSEKE (Rwanda)
Award for local Authority: Mr. Mostafa Maataoui - Commune Sidi Boumedhi (Morocco)
Honorary Award: Mrs. Mireille Criti Rolande Thobouet - Peace Education (Ivory Coast)
Honorary Award: Mr. Assane Awe - Arafat Excellence (Senegal)
Honorary Award: Mr. Emmanuel Kabengele Kalonji - collaborative program (DRC)

The third edition started in April, 2010 and the Awards were given to the winners on December 9th 2010 at a two days Symposium which was organized in Brussels on the theme of *Regards and the Cooperation for development.* The Symposium gathered experts of cooperation, medias and the laureates of the three editions.

Winners of 2010

Award for entrepreneurship: Mr. Boubacar Doumbia – Ndomo (Mali)
Award for the Civil Society: Mr. Emerson Massa – Viens et Vois (Congo Brazzaville)
Honorary Award: Mrs Ini Inkouraba Youl/Damien – APFG (Burkina Faso)
Honorary Award: Mrs Marie Claire Mwenya Manda – Changamuka (Zambia)
Honorary Award: Mr. Mbaindo Djasnabeye – Association for non violence in Chad. (Chad)

The fourth edition starts soon on March 14th, 2011. Beside the categories of entrepreneurship, local authority and the Civil Society, a new category of *communication* is added. A ceremony to grant the Awards to the winners will take place in Brussels in December of this year 2011.

Rules

Who can participate?

The Award HARUBUNTU is for Africans who bring the hope to their communities where they contribute to the creation of the wealth. These people are women and men who create projects for the development of Africa because by doing so they facilitate new opportunities to take place.

Conditions
- Being an African
- Living in Africa
- Having a sound project (at least six months of work)
- The project should fit to one of these categories of entrepreneurship, local leadership/authority, civil society, communication.

How to participate?
Fill in a form online in the area of registrations (www.harubuntu.com).

What prize?
Winners will receive their Awards in a ceremony which will be organized in Brussels. The following prizes will be given to 6 carriers of hope and creators of the wealth in Africa:
- 4 laureates; each of them representing one of these categories: entrepreneurship, local authority, civil society and communication.
- 2 Honorary awards

The 4 laureates will receive:
- Euro 3500, each, for the project
- An international promotion through a network of medias which collaborate with Harubuntu
- A possibility to integrate the HARUBUNTU network with a chance to play the role of an ambassador for this approach.

The 2 honorary Awards will receive, each:
- An international promotion through a network of medias which collaborate with Harubuntu
- A possibility to integrate the HARUBUNTU network with a chance to play the role of an ambassador for this approach.

Time schedule/which steps to follow?

March 14th, 2011: Opening online of the Harubuntu project/competition.
June 4th, 2011: End of the submissions of projects.
Mid - June, 2011: Pre-selection of 15 laureates
July - August, 2011: Visits to the 15 pre-selected projects
September, 2011: Final selection of the 6 winners. There is no appeal after the decision by the jury.
End November/beginning of December, 2011: Ceremony to give the Awards to the six winners.

Registration

Please find below an invitation to participate in the competition as it is found in the site of the Harubuntu: www.harubuntu.com

I submit my project as a carrier of hope and creator of the wealth in Africa We submit our project(s) as carriers of hope and creators of the wealth in Africa	
First and second names of the person who carries the project:	Name of the project :

PERSONAL INFORMATION

Email:
Tel. office:
Mobile:
PO Box:
Site web of the project (not compulsory):

BACKGROUND

Place (of project):
Nationality:
Date when the project started:
Category of the project: entrepreneurship, local authority, civil society, communication (free choice)

QUESTIONS
1. Presentation of the project/initiative/action?
2. What is (are) the objective(s) of your project?
3. What is (are) the success story(ies) of your project and which impact do they produce on the environment and to the community?
4. Which difficulties/challenges have you met in the project and how did you solve them?
5. What (push factor) has stimulated you to create your project?
6. What is your motivation today which keeps you running the project?
7. In what is your project a creator of social network/solidarity?
8. What has stimulated you to change your regard/consideration on your community?
9. What kind of change(s) would you like to see taking place in your community?
10. How do the tradition and the modernity meet in your project?
11. What are the conditions that your coworkers had to fulfill to get in your project?
12. How far has your project inspired other people to create projects like yours? In other words, in which sense can you describe the spillover effect of your project?
13. Which values would you like to transmit/share in your community?
14. Through which values does your project and Africa contribute to the development of the World?
15. How did you know a bit the Harubuntu contest?
    - From internet
    - Through personal contact(s): explain a bit
    - From the local or international media (which one(s)?): oral or written?

SPACE FOR FREE COMMENT

In your convenience feel free to share a comment, or to express your participation in the Harubuntu in your own way.

Organizers and jury

ORGANIZERS

Echos Communication - www.echoscommunication.org
Echos communication is a Belgian organization to promote education for development and toh campaign for communication and awareness on the partnership between the North and the South. We strive to promote the participation of the citizens both in the North and in the South for a two ways exchange of cultural values, and eventually, for changes in the way that the Cooperation for development is conducted.

United Cities and Local Governments of Africa (CGLUA) - www.cglua.org
Cities and Local Governments of Africa is an association of villages, towns and villages in Africa, by its mayors, local representatives and local government representatives. It is the unified voice of African local authorities.
The CGLUA is also founder of Africities Summit. It is the most important platform for dialogue on decentralization and local governments in Africa. Once every three years, between 3000 and 5000 participants gather.

JURY

Mr. Miguel de Clerck – Director of Echos Communication, Belgium.

Mr. Jean-Pierre Elong Mbassi - Secretary General of Cities and Local Governments of Africa (CGLUA), Organizer of the African Summit of Local Communities Africities, Morocco.

Mr. Cherif Elvalide Seye – Comdev Director, Senegal.

Mrs. Falila Gbadamassi – Journalist in Afrik.com, France.

Mr. Jean Kabuta - Professor of linguistics and African literature at the Ghent University, Vice President of Echos Communication, Belgium.
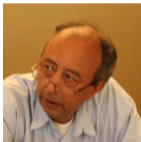
Mr. François Milis – Founder of Echos Communication, Chairman of the initiative butterfly effect, Belgium.

Mr. Jean Berchmans Nahimana - Consultant in non violent communication, Belgium.

Mrs. Odile Tendeng - Project Coordinator at the Gorée Institute, Senegal.

M. Hassan Zaoual - Professor of Economics at the University of Littoral Côte d'Opale in Dunkerque, France.

Contacts

For any information or interviews feel free to contact our regional representatives.

The following material is available at request.

- ✓ Information on laureates
- ✓ Details of the laureates
- ✓ Portraits of laureates
- ✓ Photos of ceremonies for granting the Awards
- ✓ Clip video of the laureates
- ✓ Spot video of 2011
- ✓ Spot audio of 2011
- ✓ Banderol

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