

Selection of Young Territorial Bloggers

Call for Volunteers

ToR and
Presentation of the *Terroirs 237* Platform



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1. BACKGROUND AND RATIONALE

RAPEAJ is a non-profit organization established on April 8, 2021. This organization aims to promote peace and social justice through the socio-economic empowerment of youth. RAPEAJ was created in a socio-economic and political context characterized by the need to empower youth in Cameroon. The call for applications for the selection of young territorial blogger volunteers in the Centre, Littoral, North, West, and South-West regions marks the first phase of a program aimed at mobilizing and training bloggers within a framework that enhances territorial marketing and civic participation in regions and municipalities across Cameroon. This program seeks to strengthen youth engagement in local decision-making processes and promote their role as key actors in development.

1-Context of Decentralization in Cameroon

Decentralization in Cameroon, initiated in the 1990s, aims at transferring powers and resources to Regional and Local Authorities (RLA). This process is governed by several laws, including Law No. 96/06 of January 18, 1996, which introduced a new category of local authorities —Regions. The 2019 law on the General Code of Regional and Local Authorities further enhanced this autonomy by enabling RLA to effectively contribute to local development. More recently, in July 2023, the Minister of Decentralization and Local Development signed an order establishing the modalities for creating, organizing, and operating neighbourhood or village committees. In addition to non-profit associations that facilitated civic participation within municipalities, these new legal entities now allow youth to gather and participate in the development of their communities.

The National Development Strategy 2020-2030 (NDS30) also emphasizes the importance of decentralization in improving the living conditions of local populations. It aims at transforming RLAs into growth hubs and promoting more

inclusive local governance. However, challenges persist, particularly regarding infrastructure, funding, training for local civic servers, and civic participation.

2-Rationale

Strengthening Territorial Marketing

Territorial marketing enhances local resources and attracts investments. By training territorial bloggers, RAPEAJ aims at invigorating the image of their municipalities and encourage better utilization of local resources.


Promotion of Citizen Participation


Citizen participation is essential for strengthening local democracy. By involving youth in territorial marketing, the program seeks to ensure that their voices are heard in decisions that affect their environment.


Socioeconomic Empowerment


By training youth as territorial bloggers, RAPEAJ intends to provide them with tools to actively engage in their community. This initiative addresses the growing need for economic and social empowerment among youth who often face a challenging job market.

3-Specific Objectives of the Programme

 **Training in Digital Skills:** Youth will be trained in digital tools and communication techniques to effectively promote their territory.

 **Creating an Active Network of Cameroonian Territorial Bloggers.**
The project aims to establish a network of bloggers who will share their experiences and collaborate on local initiatives.

 **Raising Awareness of Local Issues.** Bloggers will be educated about local socioeconomic and environmental issues so they can produce informed and engaging content.

 **Strengthening Community Relationships.** By sharing local stories, bloggers will help reinforce the social fabric and encourage a culture of civic engagement among youth.

2. WHO IS A TERRITORIAL BLOGGER ?

A territorial blogger is a young volunteer who uses digital tools to promote their region. They play a key role in the sustainable and responsible promotion of local development through effective communication on their blog and digital social networks. This role involves several dimensions:

Promotion of the Territory

The territorial blogger focuses on showcasing the cultural, economic, environmental, and tourist assets of their region. This includes presenting historical sites, local events, typical products, and community initiatives.

Creation of Engaging Content

They regularly produce attractive content in the form of blog articles, photos, or videos that captivate a wide audience. The goal is to generate interest in the territory among both residents and potential visitors.

Civic Engagement

By encouraging citizen participation in local decision-making processes, the territorial blogger plays an active role in strengthening participatory democracy within their community.

In-depth Knowledge of Their Territory

A good understanding of local dynamics (cultural, social, and economic) is essential for effectively promoting the territory.

Digital Skills

Basic or advanced mastery depending on specific needs (social media management, SEO optimization for blogs).

Local Networking

The territorial blogger engages in various collaborations with other local actors such as businesses or community associations to enhance the overall image of the territory.

Continuous Training

Willingness to train on the latest digital trends to improve their content and remain relevant amidst the rapidly evolving digital landscape.

Authenticity and Credibility

The blogger must be perceived as authentic by their audience; this means sharing personal experiences while respecting the local values they represent.

3. EXPECTED RESULTS FROM TERRITORIAL BLOGGERS

Improvement of E-Reputation

Territorial bloggers contribute to enhancing the digital reputation of the territory by sharing positive content about local attractions, cultural events, and economic initiatives.

Increased Visibility

By effectively utilizing social media and SEO strategies, they enhance the territory's visibility to a broader audience.

Promotion of Local Heritage

They highlight the natural, cultural, and historical heritage to attract tourists and investors.

Strengthened Civic Engagement

Territorial bloggers encourage active citizen participation in local decision-making processes through their informative posts about community projects.

Dialogue with Local Authorities

They facilitate open dialogue between citizens and local elected officials to improve participatory governance.

Awareness of Local Issues

They raise awareness among their audience about significant social issues such as health, environment, and education.

Promotion of Public Initiatives

Bloggers regularly showcase local public initiatives (urban projects, festivals) to generate widespread interest.

Mobilization around Key Events

They rally their audience around important events such as trade shows or cultural demonstrations.

Creation of a Sense of Community Belonging

By valuing what is unique to the territory, they foster a strong sense of community belonging among its residents.

Constructive Critical Follow-up

Territorial bloggers provide a critical constructive perspective on the effectiveness of policies implemented by local authorities.

Accountability to Citizens

They ensure transparency in the budgetary and operational follow-up of public projects to guarantee that these respond adequately to local needs.

Continuous Feedback with the Community

Through regular interactions with their audience via comments or online surveys, they continuously gather feedback that can help local authorities adjust their policies according to the expressed needs of the local population.

4. PRESENTATION OF THE Terroirs 237 PLATFORM

1. What is Terroirs 237?

Terroirs 237 is a collaborative bilingual web platform that brings together territorial bloggers across all municipalities and regions of Cameroon. It allows each territory to tell its story, promote its strengths, and attract investors and visitors.

2. Our Mission

- Promote the attractiveness of Cameroonian territories;
- Create a community of territorial bloggers in Cameroon;
- Highlight local heritage;
- Facilitate access to territorial information;
- Stimulate local economic development;
- Strengthen youth civic participation.

3. Editorial Content

Covered Themes:

Culture and traditions;

Local economy;

Tourism;

Development projects;

Events;

Success stories;

Education, health, peacebuilding, environment, etc.

5. APPLICATION PROCEDURE

1- Profile

We are seeking territorial blogger volunteers who meet the following criteria:

Education: Hold at least a General Certificate of Education (GCE) Advanced Level or Baccalauréat

Residence: Be a resident of the territory or have the ability to obtain real-time information about the region.

Internet Access: Have internet access at least twice a week for research and content publication.

Writing Skills: Possess good writing skills in French and/or English, with an interest in crafting engaging and informative articles.

Passion for the Territory: Be passionate about your region, its cultures, traditions, and strengths, and eager to share them with a wide audience.

Commitment: Demonstrate a commitment to regularly publish varied content (articles, photos, videos) to maintain a flow of information on the platform.

Team Spirit: Have a good team spirit and willingness to collaborate with other bloggers and community members.

Creativity: Be capable of producing original and innovative content that captures readers' attention.

Organizational Skills: Have good time management and prioritization skills to meet publication deadlines.

Curiosity: Be curious and proactive in seeking information and news related to your territory.

2- How to apply ?

2. APPLICATION FORM [HERE](#)

3. Application deadline: **AUGUST 15, 2025**

4. For any information, please write to contact@terroirs237.org

Note: During the project implementation phase (2025-2026), all territorial bloggers and the management team of Terroirs 237 are volunteers without monthly remuneration. However, in case of special missions or requests, connection and mission fees may be granted to facilitate their work.

Done in Ngaoundéré, July 26, 2025.

Terroirs 237 Coordinator



KAAGA Jonas