

Selection of Young Territorial
Bloggers in the Centre, Littoral,
North, West, and South West
Regions

Call for Volunteers

ToR and
Presentation of the *Terroirs 237* Platform



CONTENT

1. BACKGROUND AND RATIONALE	3
1-Context of Decentralization in Cameroon	3
2-Rationale	4
3-Specific Objectives of the Programme	4
2. WHO IS A TERRITORIAL BLOGGER ?	5
3. EXPECTED RESULTS FROM TERRITORIAL BLOGGERS	6
4. PRESENTATION OF THE Terroirs 237 PLATFORM	8
1. What is Terroirs 237 ?	8
2. Our Mission	8
3. Editorial Content	8
5. APPLICATION PROCEDURE	9
1. First Phase enrolment quota	9
Centre Region	9
Littoral Region	10
North Region	10
West Region	10
South West Region	11
1- Profile	11
2- How to apply ?	12

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.

4. Rollout Phase

In 2025, the project will be rolled out in 5 pilot regions (North, West, Centre, Littoral, and SouthWest) with the aim of achieving national coverage by 2026.

5. APPLICATION PROCEDURE

1. First Phase enrollment quota

Centre Region

DIVISION	MUNICIPALITIES	QUOTA
HAUTE SANAGA	MBANDJOCK	01
	NANGA EBOKO	01
LEKIÉ	BATSCHENGA	01
	MONATELE	01
	OBALA	01
	OKOLA	01
	SA'A	01
MBAM-ETINOUBOU	BAFIA	01
	MAKENENE	01
MBAM-ET-KIM	NTUI	01
MEFOU AFAMBA	AWAE	01
	MFOU	01
	SOA	01
MEFOU-ETAKONO	AKONO	01
	MBANKOMO	01
MFOUNDI	YAOUNDÉ	05
NYONG ET KELLE	BOT-MAKAK	01
	ESEKA	01
	NGOG MAPUBI	01
NYONG ET MFOUMOU	AKONOLINGA	01
	AYOS	01
	ENDOM	01
NYONG ET SOO	MBALMAYO	01

Littoral Region

DIVISION	MUNICIPALITIES	QUOTA
MOUNGO	DIBOMBARI	01
	LOUM	01
	NKONGSAMBA	02
NKAM	YABASSI	01
	NKONDJOCK	01
SANAGA MARITIME	EDEA	02
	MASSOK	01
	SONGLOULOU	
WOURI	DOUALA	05

North Region

DIVISION	MUNICIPALITIES	QUOTA
BENOUE	GAROUA	05
	LAGDO	01
	TOUROUA	01
	NGONG	01
FARO	BEKA et POLI	01
MAYO-LOUTI	FIGUIL	01
	GUIDER	01
	MAYO OULO	01
MAYO-REY	REY BOUBA	01
	TCHOLLIRE	01
	TOUBORO	01

West Region

DIVISION	MUNICIPALITIES	QUOTA
BAMBOUTOS	BABADJOU	01
	GALIM	01
	MBOUDA	01
HAUT NKAM	BAFANG	01
	BANA	01
	KEKEM	01
HAUTS PLATEAUX	BAMENDJOU	01
	BATIE	01
KOUNG-KHI	BAYANGAM	01
	DEMDENG	01

	PETE BANDJOUN	01
MENOUA	DSCHANG	01
	FONGO TONGO	01
	SANTCHOU	01
MIFI	BAFOUSSAM	05
NDÉ	BANGANGTE	01
	TONGA	01
NOUN	FOUMBAN	01
	FOUMBOT	01
	MAGBA	01
	MALANTOUEN	01
	NJIMOM	01

South West Region

DIVISION	MUNICIPALITIES	QUOTA
FAKO	BUEA	02
	LIMBE	02
	MUYUKA	01
	TIKO	01
KUPE MANENGOUBA	BANGEM	01
	NGUTI	01
	TOMBEL	01
LEBIALEM	MENJI	01
	WABANE	01
MANYU	AKWAYA	01
	MAMFE	01
MEME	KONYE	01
	KUMBA	02
	MBONGE	01
NDIAN	BAMUSSO	01
	EKONDO TITI	01
	MUNDEMBA	01
	TOKO	01

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 +1 or Baccalauréat +1 from a recognized University or training school.

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 ?

To submit your application, please send:

1. An updated CV with your contact details (residence, email, phone).

2. Specify in the subject line of your email the territory or municipality you wish to represent.

3. An example of an **article or content** you would like to publish (max. 500 words). Your content should highlight a local tourist site, local cuisine from the territory, a local development initiative, or an initiative promoting social cohesion, peace, health promotion, education, etc. Adhere to the following four selection criteria:

Syntax: Use correct grammar and sentence structure.

Spelling: Ensure that your content is free from spelling errors.

Narrative Quality: Pay particular attention to the angle and construction of your narrative.

Creativity and Originality: Offer content that stands out with its unique and captivating approach.

4. Please send **your CV and content in a single PDF document**, renaming it as follows: `Bilola_communeLagdo_2025` (Bilola: name of the applicant; communeLagdo: municipality you wish to cover).

5. Application deadline: **April 5, 2025**

6. Send your application package to: coordonnateur@terroirs237.org with a copy to rapeaj.org@gmail.com

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, March 16, 2025.

Terroirs 237 Coordinator



KAAGA Jonas