



# CAMEROON DIASPORA MEDIA GROUP

## PROJECT FLASH CARD

<b>Project owner(s):</b> High Council of Cameroonians Abroad	
<b>Project team members:</b> High Council of Cameroonians Abroad Communication Committee Members	
<b>Contact info of the main project lead (Chair of the Committee):</b>	
Country:	Phone: Email:
<b>Project Summary</b>	Operationalize the Diaspora Communication and Public Relation Strategic Plan via the creation of the HCCA led <b>Cameroon Diaspora Media Group</b> that will encompass modern media vehicles such as: TV, Radio, Social Media, Web, Magazine, eNewsletter
<b>Areas covered</b>	Communication, Public Relation, Business opportunities, Health, Education, Sciences, Innovation, Environment, Voluntarism, Research
<b>Problems and issues to resolve</b>	Fake news. Poor diaspora visibility (people, businesses, organizations). Poor communication and low interaction between stakeholders (including the Government of Cameroon) and the Diaspora. Will keep the public and all stakeholders informed about the diaspora activities. Will keep the diaspora informed about what is <b>really</b> going on in Cameroon
<b>Institutional support expected from stakeholders</b>	Award of media broadcast licenses (TV, Radio). Other administrative facilitations. Providing content. Various accesses. Land/building grant.
<b>Beneficiaries and gain for Cameroon</b>	Enhancement of the image of Cameroon. More visibility of the diaspora activities. More business opportunities and voluntarism opportunities for Cameroon. Knowledge transfer. Less fake news coming from the Diaspora.
<b>Duration of the Project (in months)</b>	48 months
<b>Cost of the Project and Financing Mechanism.</b>	Total is TBD. Financing mechanism: various including crowdfunding, diaspora bonds, donations, grants, PPP.
<b>Current Project Status</b>	Initiation phase