#ARTEKONTRECOVID-19

UNESCO-ECOWAS common cultural response to raise awareness and fight the COVID-19 in the Sahel through artistic creations
Through their participation in this campaign, artists have contributed to the national public effort against COVID-19.

Fatié Ouattara, Secretary General of the National Commission for UNESCO, Burkina Faso

Long live art, culture and science! [...] Art and creativity have taken to the streets, to the rooftops. They have invaded social networks and have been present in the most extraordinary way so that humanity remembers to have, at all times, hope, trust and cooperation.

Abraão Vicente, Minister of Culture and Creative Industries of Cabo Verde

Being an artista and activist, I feel honored to be part of this project. Using my voice as a tool to pass on a message I believe in is one of my purposes when making music. This important campaign will clear the doubts about the vaccine.

Mariama Cham, Participating artist, The Gambia
This compilation presents the awareness-raising campaigns against COVID-19 undertaken in the countries of the sub-region covered by the UNESCO Dakar Office. It summarises the overall initiative.

The summaries are listed following the chronological order of the campaigns launch. This is not an official publication and does not commit the United Nations Educational, Scientific and Cultural Organization (UNESCO).

This document is also interactive and redirects to web documentation through mouse clicks.

Produced in June 2022 by the UNESCO Dakar Culture Team.
In response to the impact of the COVID-19 on culture and in contribution to the riposte in countries of the region, from December 2020 till May 2022, UNESCO and ECOWAS joined forces to support artists in becoming part of national efforts against the pandemic. As a result, a series of innovative awareness raising campaigns under the label #ArtsAgainstCOVID-19 were born.

Led by national artists and partners, including WHO and country COVID-19 riposte committees, the campaigns in Cabo Verde, Burkina Faso, The Gambia, Senegal and Guinée-Bissau reached more than 1 million people via social media, web outlets, TV and radio.

The power of poetry, dance, graffiti, music videos, theatre, photography and other creative expressions has been harnessed to sensitize the public on the dangers of the pandemic and the ways to fight it, including vaccination. Social media has been a key outlet to reach the youngest public through artistic creations, passing on messages beyond the national and regional scopes.

5 Sahel countries
+ 80 participating artists
21 partners
+ 1 million reached
#ArteCvKontraCOVID-19 was aired between December 2020 and January 2021. Carried out by 8 artists, their dance, poetry, photography, graffiti... creations were encapsulated in created 3-minutes clips showing their view on the pandemic and urging the public to take action to tackle it. Messages mostly focused on COVID-19 prevention (social distancing, barrier measures) and on stigmatization.

The campaign reached over 100,000 people via social media and traditional media outlets and was implemented in collaboration with the National Commission of UNESCO for Cabo Verde.
8 young artists from Cabo Verde have created new ways to communicate and raise awareness on the importance of preventive measures to limit the spread of the COVID-19 pandemic and to fight stigma. By showcasing the perspective of the youth they have contributed to government efforts to halt the epidemic in the islands. They have used design, music, photography, dance, poetry and film to reach their fellow citizens via messages shared on local TV and Facebook.

The campaign has reached more than 77,000 viewers and generated 8,600 interactions only on social media in December 2020. It has been shared by UNESCO Dakar social media channels to increase impact.

#ArteCVKontraCovid19 is part of the joint #ECOWAS-UNESCO response to COVID-19, an initiative created in 2020 to support member states in their efforts to mitigate the negative effects of Covid-19 in education, culture and science.

The Cabo Verde National Health Institute, the Ministry of Culture and Creative Industries and the General Directorate of Media of Cabo Verde along with WHO have participated in this campaign.

Participating artists: Délio Leite, Rosy Timas, Jorge Almeida, Queila Fernandes, Bruno Kenny, Sandro Lopes, Galileu Valdemar, Yuri Ceuninck.
The #ArtistsBFagainstCovid19 campaign was launched in January 2021, running until the end of March. Three burkinabé artists, a comedian, a singer and a lyricist delivered awareness-raising messages to counter the spread of the pandemic by reminding people of barrier actions and the importance of maintain social cohesion. Their creations were turned into videos and shared on national TV channels, radio and print media, as well as the social networks of the Ministry of Culture and UNESCO Dakar.

The initiative reached over 30,000 people and was carried out in partnership with the Burkina Faso National Commission for UNESCO, the Ministry of Culture and the Ministry of Health.
3 artistes locaux ont délivré des messages sensibilisation innovants et créatifs pour lutter contre la pandémie au Burkina Faso : contrer sa propagation en rappelant les gestes barrières, garder la cohésion sociale et éliminer la stigmatisation des personnes qui ont été atteintes par le virus.

La campagne #ArtistesBFcontreCovid19 a été lancée le 26 janvier 2021, touchant plus de 30 000 personnes jusqu’à fin mars.

Les créations de l’artiste musicienne Pam Luster, l’humoriste Philomaine Nanema et le parolier, Don Sharp de Batoro ont été partagées à travers des vidéos originaux sur les chaînes de télévision nationale, les radios et la presse écrite et les réseaux sociaux du ministère de la culture et de l’UNESCO Dakar.

Une première activité a permis à l’Académie théâtre de Louga de monter un spectacle intitulé : Covid-19 et ses Alliés à Dakar. Une seconde activité a consisté à créer des mini-vidéos Tik-Tok par des jeunes dans différentes localités.

Cette initiative, qui continue à se poursuivre grâce aux échos sur les réseaux sociaux, a été soutenue par le Ministère de la Culture, des Arts et du Tourisme et le Ministère de la Santé du Burkina Faso, ainsi que par la Commission nationale burkinabé pour l’UNESCO. Elle s’inscrit dans un cadre plus large porté par l’UNESCO et la CEDEAO pour apporter une réponse culturelle commune face à la pandémie de COVID-19 dans les pays de la sous-région.

#ARTISTESBFCONTRECovid19

Une réponse créative commune de l’UNESCO & la CEDEAO lancée en collaboration avec la Commision nationale burkinabé pour l’UNESCO

Par leur participation à cette campagne, les artistes ont contribué à l’effort public national contre la COVID-19

Fatié Ouattara, Secrétaire Général de la Commission nationale pour l’UNESCO

Cliquez sur les images pour voir les vidéos de la campagne.
Halfway through 2021 and till the end of the year, Senegal launched its #ArtsSénégalContreCOVID-19 campaign featuring more than 20 actors and actresses from the Académie de Théâtre de Louga. With their young voices and talents, they spread key messages to remind their young fellows of the risks associated with new pandemic variants and to encourage them to get vaccinated.

The awareness-raising campaign took place in two stages, under the lead of the Direction des arts of the Ministry of Culture and Communication in collaboration with the Académie de Théâtre de Louga. A theatre play entitled “COVID-19 et ses Alliés à la Barre” toured three cultural spaces in Louga and the Dakar region, followed by a series of mini tik-tok videos featuring the participant artists. The shows and videos touched more than 23,000 people.
Durant plus de 6 mois, plus d'une vingtaine de jeunes artistes se sont engagés à produire des supports innovants et créatifs pour lutter contre la propagation du virus au Sénégal.

Grâce à leurs voix, arts et talents, ils ont diffusé des messages clés et percutants pour rappeler les gestes barrières, l'existence et risques associés aux variants pandémiques ou encore encourager la vaccination auprès de leurs proches, communautés et sur les réseaux sociaux. La campagne de sensibilisation s'est déroulée en deux temps.

La première activité a permis à l'Académie théâtre de Louga de monter un spectacle intitulé : "Covid-19 et ses Alliés à la Barre" qui s'est accompagné d'une tournée dans trois espaces culturels à Louga et dans la région de Dakar. Une seconde activité a consisté à créer des mini-vidéos tik-tok pour cibler davantage les jeunes de différentes localités. Aujourd'hui, ces vidéos continuent de faire leurs effets sur les réseaux sociaux.

Cette initiative a été lancée en collaboration avec la Direction des Arts du Ministère de la Culture et de la Communication, avec l'appui de la CEDEAO et de l'UNESCO pour apporter une réponse culturelle commune à la pandémie de COVID-19 dans les pays de la sous-région.

Une campagne de sensibilisation jeune & créative en réponse à la pandémie au Sénégal

# ARTS SÉNÉGAL CONTRE COVID-19 « COVID-19 ET SES ALLIÉS À LA BARRE »

1 campagne
+ 20 artistes
3 représentations de théâtre
6 vidéos en format tik-tok
2 langues : français & wolof
+ 23 000 personnes touchées

Aar Askan Wi !
ZOOM SUR LA PIECE DE THEATRE

Re.découvrez les trois représentations de la pièce : "Covid-19 et ses Alliés à la Barre!"

Un projet qui met en scène la responsabilité et le rôle de tous les acteurs engagés dans la lutte contre la COVID-19, interprété par des jeunes artistes comédiens.
From May to October 2021, more than 20 Gambian artists and national artistic associations engaged in a collective effort to raise awareness on COVID-19 prevention with a focus on vaccination, under the guidance of the National Centre for Arts and Culture.

From poetry to dance, music and theatre, 3 campaign videos are the result of a collective and multidisciplinary effort which reached an estimated of 1 million people, more than half of the Gambian population through Facebook, Twitter, TV, radio and the written press. Key to the success of the campaign was an innovative collaboration: through the engagement of 3 GSM mobile phone service providers in The Gambia, visuals were displayed in large posters in the most frequented spots of Banjul, and over 2 million push-sms with key campaign messages were sent to their users.
Key to the success of the campaign has been the strong engagement from Gambian artists and artistic associations. From poetry to dance, music and theatre, the 3 campaign videos are the result of a collective and multidisciplinary effort. A strong partnership between the NCAC, UNESCO, ECOWAS, UN The Gambia and the Gambia Risk Communication and Community Engagement Group (UNRCCE) has allowed the campaign to thrive within and outside the country.

From May to October 2021, several Gambian artists have engaged in a collective effort to raise awareness on preventive measures to limit the spread on COVID-19 with a focus on vaccination.

Their work, guided by the National Centre for Arts and Culture and supported by UNESCO and ECOWAS, has joined past and ongoing efforts from the Government and its partners to halt the epidemic in the country. With a focus on the youngest public, it has reached more than half of the Gambian population through Facebook, Twitter, TV, radio and written press.
PARTICIPANT ARTISTS: 100% ENGAGED

With the participation of:
- Sambou Suso
- Mariama Cham
- Awa Gambia
- Harry Bah
- Cherno Gaye
- Bubacarr Jallow
- Jamell
- Ebrima Joof
- Higma
- Buba Camara
- Success Seekers
- The Association of Gambian Music Producers
- The Gambia Union of Theatre
- The Gambia Writers Association

"Poetry is dynamic, it is a platform that can attract and convince. The message of this campaign is powerful yet simple enough to sensitize the audience about the Covid-19 vaccine."
- Harry Bah, participating poet, The Gambia

"Even if we’ve been creating awareness with public speeches and radio programs, people relate much more to entertainment and the arts. My poem comes from the heart to the heart, and that makes it very easy to understand what is right and wrong about Covid-19, and what you are supposed to do next."
- Omar Cham, participating poet & Speaker of the National Youth Parliament of The Gambia

"The pandemic has been devastating and scary, and our biggest safeguard against it is the vaccine. For me, a successful campaign would be not just people listening and enjoying the work that I put out there, but for them to take the message and act on it."
- Cherma Gaye, participating poet, The Gambia

"Being an activist and artist, I feel so honored to be part of this project. Using my voice as a tool to preach this message is one of my purposes when making music, and this important campaign will clear the doubts about the vaccine and gain the trust that it’s safe and healthy to be vaccinated."
- Mariama Cham, participating artist, The Gambia

"These songs and videos will play a great role in our community and they will motivate people to believe that Covid-19 is real. The most beautiful thing is that they are performed in different languages spoken in the country."
- Serannah Darro, participating artist & President of the Gambia’s National Female Artists Association
Cultural and creative industries in the face of COVID-19

The pandemic has, since early 2020, taken a huge toll in the cultural and creative sector around the world. A global emergency, its effects will be long-lasting and affect the entire culture value chain, including the closing and loss of revenue of cultural institutions and the worsening of the already precarious economic situation of many artists and workers in the industry, especially women.

In response to the impact of the pandemic on culture, on April 2020 UNESCO launched ResiliArt, a global movement joined by cultural professionals worldwide that sheds light on the current state of creative industries through virtual discussions. The Gambia held its ResiliArt debate in May 2020, gathering artists, associations, arts administrators, policy makers and UNESCO experts in an online effort to foster dialogue and chart the way forward during and after COVID-19.

FOCUS ON...

The campaign

Do you want to discover the 3 creations that have shaped this campaign? Hover over the videos on the right to get to know Gambian artists in action against the pandemic!

A key collaboration to reach further!

3 GSM mobile phone service providers in The Gambia: Qcell, Gamcell and Africell, have partnered in the campaign. Through this innovative collaboration, visuals were displayed in large posters in the most frequented spots of Banjul and over 2 million push-sms with key campaign messages were sent to their users.

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During the last months of 2021, the organization Tiniguena has organized a series of activities within the #ArtKontraCOVID-19 initiative in the country, including a competition to select the best national theatre and music talent and a residency to technically support and hone the creations of 5 finalists in each category.

The products resulting from this action will be exhibited to the public together with a photographic essay created by young photographers from the New Generation of Tiniguena (GNT). Through this initiative, Tiniguena, with its partners Interpares and MAVA, aims to promote the participation of the country’s youngest generation of artists in the national COVID-19 riposte.
#ARTSAGAINSTCOVID-19

#SupportCreativity