

# NATIONAL SCHOOL OF LOCAL ADMINISTRATION



[www.nasla.cm](http://www.nasla.cm)

## INTERNATIONAL COLLOQUIUM

**Theme: “Crisis Management within the context of decentralization in Cameroon: challenges and prospects for Regional and Local Authorities”**

**3<sup>rd</sup>,4<sup>th</sup> ,5<sup>th</sup> May 2023**

## INFORMATION FILE

**BUEA, January 2023**

<https://www.nasla.cm>  
Tel: +237 677-612-343  
Fax: +237 233 32 20 45  
PMB: 10 008 – BUEA,  
CAMEROON

## I- Presentation

The National School of Local Administration (NASLA), is a public administrative establishment created by Decree No. 2020/111 of 2 March 2020. Entrusted with missions of training and Applied Research to the management of Regional and Local Authorities (RLAs), the creation of this Institution of Higher Learning reflects the will of the Head of State, His Excellency **Paul BIYA**, to make professional training one of the essential pillars of decentralisation and Development in Cameroon.

NASLA is the only Institution in Sub-Saharan Africa that has been set up by a State to train RLA personnel. The vision of its top management, in perfect harmony with the National Development Strategy 2030 (NDS 30), is to make it an Institute of Higher Learning for training in urban professions, ranging from the design of local public policies to the administration of services and the maintenance of living spaces. In this regard, experience sharing and expertise play a key role. The Institution intends, through its Research and Documentation Centre, to position itself as a real pole of excellence capable of encouraging the adoption, effective implementation as well as monitoring and evaluation of local public policies in Cameroon. As such, the Research and Documentation Centre analyses public policies in relation to local Administration; contributes to the introduction of new administrative methods and techniques for Regional and Local Authorities; carries out comparative and prospective studies; consultations and research projects applied to the management of councils; among other specific missions. Its ambition is to change the way professional practices are perceived and to place knowledge at the service of success through its Research and Consultancy Unit.

This Colloquium is therefore in line with these missions, as well as the ambition of NASLA to position itself as the bedrock of Local Development in Cameroon. Organised under the Theme: "*Crisis management within a context of decentralisation in Cameroon: Challenges and Prospects for Regional and Local Authorities*", it aims at bringing together scientists from all walks of life, practitioners of inclusive local governance and experts in areas related to the different topics that will be discussed in order to debate the issues and new challenges that Cameroon should now face in terms of crisis management within a context of deepening and accelerating the decentralisation policy. Being the first scientific event of its kind organised by the Institution, the Colloquium aims at being a forum for sharing professional and scientific experiences, reflection on the best practices and innovation within an emergency context. Scheduled to take place from 3<sup>rd</sup> to 5<sup>th</sup> May 2023, at the NASLA main campus in Buea (South-West; Cameroon), and simultaneously online through live stream, the Colloquium will also be a means of celebrating the rich cultural diversity of Cameroon, which is a true guarantee of inclusive and sustainable local development.

## **II- Objectives of the Colloquium**

The objectives of the NASLA International Colloquium can be broken down into main and specific objectives.

### **a- Main objective**

- Provide a cross-cutting scientific space for reflection and strategic actions aimed at improving the national framework for prevention and operational management of crises in Cameroon.

### **b- Specific objectives**

- Improve the national framework for the implementation of governance and local development policies in Cameroon;
- Provide an active and sophisticated scientific contribution in terms of mastering tools and indicators for the evaluation of good practices in crisis management at local level;
- Make an inventory of the management of RLAs in relation to the selected areas of reflection;
- Propose solutions that can contribute to the strengthening of government policies aimed at renewing territorial management practices in Cameroon;
- Produce, edit and disseminate a collective publication on the stakes of a better consideration of the role of RLAs in crisis management in Cameroon.

## **III- Target audience**

The target audience for the NASLA International Colloquium includes:

- Scholars, researchers and experts on decentralisation in Cameroon and elsewhere;
- Regional and Local Authorities;
- Students with particular interest in issues arising from the various areas of reflection;
- International, Regional and National Actors in local governance, territorial administration, disaster management, climate and population movement management, and territorial economy and planning;
- Intergovernmental, non-governmental organisations and development partners who may have a particular interest in the issue;
- Commercial partners and other sponsors willing to inscribe their image in the event.

#### **IV- Framework and programming**

The Colloquium will hold for **three (3) days** at the NASLA campus in Buea (South-West-Cameroon) and simultaneously online. It will start with an opening conference that will combine a cultural parade; opening of stands for expositions and an opening round table. The three days will be marked by workshop debates, round table conferences, special presentations, a gala and networking night, and visits to some touristic sites in Limbe. Each day will be punctuated by two coffee breaks and a lunch break to which each participant will be entitled, upon payment of a registration fee.

#### **V- Opportunities for partners and sponsors**

NASLA intends to make its 1<sup>st</sup> International Colloquium an opportunity for Institutions and even start-ups sharing the philosophy of inclusive and research-driven Local Development, to join the event in order to create a sustainable partnership in future editions. As a young Institution, with a mission of education and research, we want to build strong partnerships that can benefit graduates of NASLA in the long term with regard to job opportunities.

To this end, we intend to establish partnerships with institutions and companies that have expertise in areas related to inclusive local governance and whose audience or target public might find it interesting to follow the Colloquium and the recommendations that will be made at the end. In the same vein, any company that shares the philosophy of this colloquium, as well as ethical values of NASLA, and would like to inscribe its image in the event, is encouraged to take part.

**In exchange for the support, we are making various proposals that can be combined and negotiated. The nature of your contribution can be of two types: financial, or in kind and in exchange for services.**

#### **VI- Financial, technical or logistic partnership**

In exchange for a financial contribution from you, **your logo will feature on all our advertising materials.** The Communication campaign will start with the dissemination of the Call for Papers and according to the Communication Plan, found in the annex.

Furthermore, logistics for such a large event are, of course, of prime importance (security, scenes, sound, tents and canopies, promotion, etc.). You can support any or all our needs, depending on your possibilities. You can equally propose your products and services useful for the development of the project.

**We may, in return, offer you one or more of the options listed above, depending on the value of the assistance provided.**

**VII- Annex 1- Budget estimate (in FCFA)**

No.	Economic nature	Quantity	Unit price (FCFA)	Total price (FCFA)
1.	Sound system, audio-visual material & internet connexion	3 days	400.000 (per day)	1.200.000
2.	Hostesses and protocol	3 days	400.000 (per day)	1.200.000
3.	Decoration	Lump sum	2.000.000	2.000.000
4.	Coffee breaks	04	1.000.000	4.000.000
5.	Lunch breaks	3	1.500.000	4.500.000
6.	Gala night	Lump sum	5.000.000	5.000.000
7.	Transportation and lodging of special guests and members of the scientific Committee	50	150.000*50*2	15.000.000
8.	Organisational cost (scientific committee, secretariat)	Lump sum	13.700.000	13.700.000
9.	Organisational cost (coordination committee)	Lump sum	10.000.000	10.000.000
10.	Design and production of banners and other visual communication gadgets	Lump sum	3.000.000	3.000.000
11.	Media coverage	Lump sum	5.000.000	5.000.000
12.	Security	3 days	600.000	1.800.000
13.	Refreshment (water)	3 days	150.000	450.000

14.	Participants' kits	600	25.000	15.000.000
15.	Choir & traditional danse groups	package	1.000.000	1.000.000
16.	Health	Lump sum	1000.000	1000.000
17.	Proceedings of the Colloquium	Lump sum	5.000.000	5.000.000
18	Special award to three (03) Councils and Regions	Lump sum	15.000.000	15.000.000
19.	Other expenses	Lump sum	3.000.000	3.000.000
	<b>Total</b>			<b>106.850.000</b>

### VIII- Annex 2- Visibility Offer and Lump Sum Participation Fee for Institutions

S/N	Designation	QTY	Cost in CFAF
1.	Participation with a special presentation on the Institution	1	500.000
2.	Stand rental (2.5m <sup>2</sup> or 5m*5m)	1 unequipped stand	250.000
		1 stand with audio-visual equipment	500.000
3.	Advertisement on the Colloquium brochure	¼ page	250.000
		½ page	500.000
		1 page	1.000.000
4.	Official sponsor displaying the logo of the institution on all the media (visual and audio-visual) of the Colloquium	01	3.000.000
5.	Co-sponsor with display of the logo of the institution on some media resources (Banners, roll up, badges, press kit, programme, invitation cards)	01	1.500.000
6.	Dressing and per diem for hostesses with the institution's logo	01	1.000.000

**NB:** These options are not limited to the above.

## IX- Annex 3- Partners' identification sheet

### INTERNATIONAL COLLOQUIUM

“CRISES MANAGEMENT IN CAMEROON IN A CONTEXT OF DECENTRALISATION:  
CHALLENGES AND PROSPECTS FOR RLAs”.

1, 2, and 3 March 2023

National School of Local Administration (NASLA), Buea-Cameroon

*Sponsorship, partnership, exhibition & advert.*

*Subscription Form-Partner Offer*

This form is meant for Partner Institutions and serves as an order form. The partner institution shall fill the form in capital letters and return it by e-mail ([geo19wendy@gmail.com](mailto:geo19wendy@gmail.com)/ [awivess@gmail.com](mailto:awivess@gmail.com)) or by post.

### IDENTIFICATION

<u>Name of institution:</u>	
<u>Headquarters:</u>	P.O. Box:
<u>Domain of intervention:</u>	
<u>Name of the chairperson:</u>	
<u>Position:</u>	
<u>TEL:</u>	Email:

### Nature du sponsoring (veuillez cocher la case appropriée avec un X.)

Official Sponsoring (3.000.000 FCFA)	Co-sponsoring (1.500.000 FCFA)	Participation with a special presentation (500.000 FCFA)	Location of stands (Precise the type of stand)	Advertisement on the Colloquium brochure	Dressing and per diem for hostesses with the institution's logo (1.000.000 FCFA)	OTHERS

### Payement modalités and signatures

Payments can be made in cash, by cheque or bank transfer at « National School of Local Administration (NASLA) », BICEC account, N°086854420025.

Cachet, date et signature du partenaire

Cachet, date et signature du Directeur  
Général de la NASLA



## X- Annex 4- Communication Plan

The communication strategy for this event runs from the date of its Call for Papers to the dissemination of proceedings of the Colloquium. The table below presents the communication strategy that NASLA intends to implement before, during and after the Colloquium.

No.	Actions	Objectives	Schedule/Time frame	Communication channels	Audience/Target
1.	Call for Papers	Publicise the project of the Colloquium and raise the interest of stakeholders.	28 October 2022	NASLA website; calenda.org; Communication and electronic messaging platforms (Twitter, LinkedIn, Facebook, WhatsApp).	The general public
2.	Broadcasting of the advertisement spots (radio, television, social media, newspaper)	Raise awareness and interest on the event and give visibility to partners and sponsors.	4 <sup>th</sup> week of March 2023	Partner media	The general public
3.	Dissemination of invitations to partners and stakeholders	Inform participants and special guests of the Director General's invitation to take part in the opening session, workshops, round table discussions, and the gala and networking night.	3 <sup>rd</sup> week of April 2023	Invitation cards in print and digital versions	Event partners, stakeholders, special guests

4.	Publication of visual and audio-visual content on social networks and NASLA website prior to the event	Raise awareness and interest on the event and give visibility to partners and sponsors.	December 2022- May 2023  <i>The frequency of publication will be multiplied by 2, as each phase of the project approaches.</i>	<i>One message per week about the project and partners who may be involved will be identified (Twitter, Instagram, and Facebook). 6 (six) blog posts on the different topics of the Colloquium (Website)</i>	Targets, stakeholders, partners
5.	Pre-event press conference	Presentation of the objectives and programme of the Colloquium to the press and exhibition of partners	28 April 2023	Live at the conference site and online	Participants, guests, special partners
6.	Publication of media contents on social networks and NASLA website during the event	Daily report on workshop and roundtable discussions during the Colloquium	3 <sup>rd</sup> , 4 <sup>th</sup> , and 5 <sup>th</sup> May 2023	Twitter, Instagram, Facebook, Website	General public
7.	Media coverage of the event	Report the launch and closure of the activity and publicise the results in terms of recommendations	3 <sup>rd</sup> , 4 <sup>th</sup> , and 5 <sup>th</sup> May 2023	Partner media	General public
8.	Closure of colloquium	Thank all event partners	5 <sup>th</sup> Ma 2023	Gala and networking night.	Special guests

9.	Publication and Dissemination of Proceedings of the colloquium	Collecting papers and presentations of the Colloquium	September 2023	Media	General public
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### XI- Annex 5- Registration fees

Profile of participants	Fee for participation (XAF/XOF)	Fee for participation (€)
<b>Teachers, professors, Senior researchers, speakers</b>	55.000* / 35.000**	84*/ 54**
<b>Practitioners, educational milieux and enterprises, experts</b>	55.000* / 35.000**	84*/54**
<b>Students (undergraduates and others)</b>	25.000* / 15.000**	38*/23**
<b>others</b>	40.000* / 20.000**	61*/31**

\*On site participation;

\*\*Online participation

For more information, kindly contact the following persons either by email or telephone:

- **ISSEINI GARBA** : [isseinigarba@yahoo.fr](mailto:isseinigarba@yahoo.fr), +237 677-612-343 ; +237 694-125-337
- **DZOU OTTOU NGUINI Georges Wendy**: [geo19wendy@gmail.com](mailto:geo19wendy@gmail.com), 694-694-602;
- **AWIYE Sharon S.**: [awiyess@gmail.com](mailto:awiyess@gmail.com), 683-749-960;
- **Sally NANYONGO MBUA**: [sallynalonge@icloud.com](mailto:sallynalonge@icloud.com), 653-779-793.