



AFTER-EVENT REPORT:

MALUSO NDI CHILENGEDWE YOUTH FESTIVAL



1027
PAID PARTICIPANTS

94
DISPLAYS & ACTIVITIES

38,000
SOCIAL MEDIA REACH



Conservation Arts in collaboration with Loyal Hustle: The factory and Dazzle Media Company organized a Maluso ndi Chilengedwe Youth Festival Event on 18th September, 2021 at Lilongwe Golf Club. The event was organized with the aim of creating awareness on environmental sustainability, specifically to achieve the following objectives

1. To engage artists to develop creative works that enhance environmental awareness and action by the public, especially youths
2. Ignite discussions on small activities that everyone can do at home/work/business that contribute to environmental sustainability
3. Showcase activities, products and services that empower youths to take part in environmental and climate action.
4. To commemorate *World Clean Up Day*.

ACTIVITIES

The 18th September being world Clean-up Day, the event started with clean-up activities along the Malangalanga road Lilongwe old town. At Golf Club the event reached climax with varied artistic displays, eco-products, poems and music. Some of the artists that performed include Avocado, Tigris, Chizmo Njuchi, Binge, Quest, Nthondwa, Donzo, Barefoot and BoB

The event was covered by a wide range of media houses including Zodiak, Timveni, Rainbow, Friends Connect Malawi, Mlatho online radio and TV, Malawi 24 and Channel for All Nations among others.

The event created a social media buzz among organization, individuals and environmentalist, below are some of the media posts before and after the activity (Mikozi, British Council, Mathews Malata, Tama etc.)







ACKNOWLEDGEMENTS

The event would not have been possible without the support of Wealthnet-Kakupay, Banja La Mtogolo, and Creative Solutions for the Environment. We also acknowledge the displays and presence of YPES, ArtOn, EcoGen, Art Points and FEMiv, Girl Up and Bunda Gender Activist Club among others

KAKUPAY



Children by choice, not chance





CONCLUSION

The youth in Malawi have a role to play in promoting environmental sustainability, but they need to be aware of what activities they can do to be part of the cause. The event revealed that youths are always eager to learn but require a platform that promotes easy participation. Conservation Arts will continue to engage with the youths through Maluso ndi Chilengedwe projects.

MALUSO NDI CHILENGEDWE YOUTH

Festival



**18
SEPT**



**LILONGWE
GOLF CLUB**



**10:00
AM**

ACTIVITIES

Art exhibitions/Displays

Children Play Center

Environmental Education Games

Raffle Draw

Poetry

Music

Themed free style competition

Display of eco-friendly products/Services

To be part of the event contact:

DJ Brown : 0888 648 439

For Artists, sponsors, vendors and displays contact:

Zinja : 0882 103 149

ORGANISERS

