



Dynamique des Jeunes Leaders pour la Paix et le Respect des Droits Humains

DYJEPREDHU asbl

Dynamics of Young Leaders for Peace and Respect for Humans Rights

CHANGEMENT TRANSFORMATION IMPACT

Empowering Communities through Art for Peace

April 2026

Siège : Goma-RD Congo
Email: dyjepredhuasbl@gmail.com
Téléphone : +243 (0) 991 707 324, +243 (0) 829 050 632
Facebook : [dyjepredhu asbl](https://www.facebook.com/dyjepredhuasbl)



PROJECT TECHNICAL PROPOSAL

I. Project Summary

1. Title of the project: Empowering Communities through Art for Peace

2. Contact details :

- Name of the organization: Dynamic of Young Leaders for Peace and Respect for Human Rights, "DYJEPREDHU asbl" in acronym

Address: Avenue Kasindi II, No. 131, Quartier KATOYI, Commune of Karisimbi, City of Goma North Province – Kivu / DRC.

- Telephone: +243 (0) 991707324, 0829050632
- Email: dyjepredhuasbl@gmail.com

- Referees:

Mr Christian AHADI BEN MASONGA (Executif Director)

Such: +243 (0) 991707324

Mr. RIZIKI BARAKA Isaac (Financial Administrator)

Such: +243 (0) 974744434

3. Organization Mission Statement

Option 1: The Impactful "Elevator Pitch" (Concise)

"To transform community conflict into creative collaboration by empowering marginalized voices through public art, digital storytelling, and sustainable creative livelihoods."

Option 2: The Comprehensive Mission (Detailed)

"Our mission is to build resilient, peaceful communities where art serves as a universal language for reconciliation. We empower youth and diverse groups by providing the tools for creative expression, fostering inter-group dialogue, and establishing sustainable economic opportunities within the creative industries to ensure long-term social harmony."

Breakdown of the Mission Pillars

To make your mission statement stand out to donors (like those for your **\$95,000 budget**), it should address these three "Whys":

1. **Healing (The Heart):** Using art-therapy and storytelling to bridge the emotional divide between communities.
2. **Empowerment (The Muscle):** Providing technical training and jobs so that "peace" is backed by economic stability.
3. **Innovation (The Future):** Using technology (like AR) to make peace education modern and accessible to the next generation.

Pro-Tip for your Project: The "Vision" Statement

While the *Mission* is what you do every day, the *Vision* is the world you want to see.

- **Vision Statement:** *"A world where every community wall tells a story of unity, and every young person has the creative power to shape a peaceful future."*

Beneficiaries:

Project Beneficiaries: "Art-Sync"

1. Direct Beneficiaries (Active Participants)

- **At-Risk Youth (40 Individuals):** Young men and women (ages 18–30) from divided neighborhoods who will receive intensive vocational training in digital arts, muralism, and entrepreneurship.
- **Community Storytellers (50 Individuals):** Diverse community members (including elders and women) participating in the "Living Library" sessions to share narratives of peace and reconciliation.
- **Local Emerging Artists (5-10 Individuals):** Professional artists from the region who will be hired as mentors, providing them with income and leadership experience in "artivism."

2. Indirect Beneficiaries (The Wider Reach)

- **Local Residents (Approx. 5,000+):** People living in the immediate vicinity of the "Peace Zones" who will benefit from a revitalized, safer, and more aesthetically pleasing urban environment.
- **Local Small Businesses:** Shop owners near the mural sites who will see increased foot traffic and "positive tourism" due to the new cultural landmarks.
- **Educational Institutions:** Local schools and youth centers that will use the Augmented Reality (AR) mural as an interactive tool for peace education and history lessons.

- **The Digital Community:** Global audiences who will engage with the "Peace Manifesto" and digital stories shared through social media and the project's AR platform.

Total cost of the project: **US \$ 95,000**

- **Bank account: Dynamique des Jeunes Leaders pour la Paix et le Respect des Droits Humains, DYJEPREDHU asbl**

Trust Merchant Bank S.A. (TMB)

Goma Agency -DRC

No. 1272-28000-23526760001-87

Following code: TRMSCD3L

Project Summary: Empowering Communities through Art for Peace

Core Mission

This initiative leverages the **universal language of art** as a strategic tool

for conflict transformation, social cohesion, and collective healing. By moving beyond traditional aesthetics, the project uses creative expression to bridge cultural divides and empower marginalized populations to become active architects of peace.

Key Objectives

- **Trauma Recovery:** Utilizing art therapy to help survivors of conflict process experiences that words cannot capture.
- **Social Integration:** Creating collaborative spaces (e.g., community murals, inclusive theater) where opposing groups must cooperate, effectively humanizing "the other."
- **Grassroots Advocacy:** Promoting "artivism" to raise awareness about social injustices and non-violently influence public policy.
- **Cultural Resilience:** Strengthening community identity and pride as a foundation for sustainable post-conflict reconstruction.

Strategic Approach

1. **Workshops & Education:** Facilitating intergenerational dialogues through storytelling, music, and visual arts.
2. **Public Art Projects:** Transforming physical spaces into symbols of reconciliation and shared history.
3. **Global Connectivity:** Partnering with international organizations (like *Art For Peace* or *Generations For Peace*) to scale local impact through global networks.

Expected Impact

The project aims to reduce localized violence, increase empathy between fragmented groups, and provide youth with constructive outlets for civic engagement, ultimately fostering a **durable culture of peace**.

CHALLENGE

Deep Dive: Critical Challenges in Art-for-Peace Initiatives

1. The "Quantification Gap" (Impact Assessment)

- **The Challenge:** Traditional donors often demand hard data (e.g., "number of jobs created"). However, the success of art for peace lies in **behavioral shifts** and **emotional healing**, which are qualitative.
- **The Depth:** Measuring "increased empathy" or "reduced prejudice" requires complex sociological tools and long-term longitudinal studies that many small art organizations cannot afford or implement.

2. Risk of "Aesthetic Colonialism"

- **The Challenge:** Imposing external artistic standards or Western-centric "peacebuilding" models on local communities.
- **The Depth:** If a project doesn't use **indigenous artistic metaphors**, local symbols, or traditional storytelling methods, it risks being perceived as an alien intervention, leading to a lack of community "ownership" and eventual project collapse once the facilitators leave.

3. Ethical Risks & Re-traumatization

- **The Challenge:** Art often acts as a "trigger" for buried memories.
- **The Depth:** Without the presence of trained **trauma-informed specialists**, a simple painting or drama workshop can inadvertently cause a participant to have a breakdown. The challenge is balancing the "opening" of emotional wounds for healing while ensuring there is a professional "safety net" to close them.

4. The "Art-Wash" Paradox (Political Co-option)

- **The Challenge:** Governments or powerful actors may use art projects to create a **façade of peace** while systemic injustices remain unaddressed.
- **The Depth:** This "art-washing" can discredit the project in the eyes of the oppressed community. Navigating the line between being a "neutral space for dialogue" and an "advocate for justice" is a constant political tightrope for organizers.

5. Volatility & Physical Safety

- **The Challenge:** Operating in active or frozen conflict zones.
- **The Depth:** A community mural or a public performance can become a **target for extremists** who view creative expression as a threat to their ideology. Ensuring the physical safety of artists and participants without making the project look like a "fortress" is a major logistical hurdle.

6. Financial Precarity & "Project-itis"

- **The Challenge:** The "cycle of the short-term."
- **The Depth:** Peace is a generational process, but funding cycles are usually 6–12 months. This leads to "**Project-itis**"—a series of disconnected, short-lived events that fail to build the long-term trust and infrastructure necessary for a real culture of peace.

SOLUTION

Strategic Solutions: Sustaining Impact in Art-for-Peace Initiatives

1. Transitioning to "Impact-Based Storytelling" (Solving the Quantification Gap)

- **The Strategy:** Implement **Most Significant Change (MSC)** techniques and longitudinal qualitative tracking.
- **The Depth:** Instead of just counting participants, use "Participatory Video" or "Visual Diaries" to document personal transformations over years. Combine these with **Social Return on Investment (SROI)** frameworks to translate social cohesion into economic value (e.g., reduced local policing costs or increased school attendance).

2. Radical Localization & Cultural Humility (Solving Aesthetic Colonialism)

- **The Strategy:** Co-designing the curriculum with **Local Elders and Indigenous Artists**.
- **The Depth:** Shift from "bringing art to the community" to "unlocking the community's art." This involves using local metaphors, traditional crafts, and vernacular languages as the primary mediums. The project should act as a **facilitator**, not a director, ensuring the aesthetic remains authentically rooted in the local identity.

3. Integrated Trauma-Informed Care (Solving Ethical Risks)

- **The Strategy:** Embedding **Clinical Psychologists** or **Art Therapists** within the creative team.
- **The Depth:** Establish a "Dual-Track" approach where every creative workshop is shadowed by a mental health professional. Create "Safe Space Protocols" that include pre-activity grounding exercises and post-activity "de-roling" sessions to ensure

participants can safely re-enter their daily lives without lingering emotional distress.

4. Strategic Neutrality & "Artivism" Safeguards (Solving the Art-Wash Paradox)

- **The Strategy:** Multi-stakeholder **Steering Committees** and "Safe Space" status.
- **The Depth:** To avoid political co-option, ensure the project is governed by a diverse board (youth, religious leaders, activists, and neutral academics). When dealing with sensitive themes, use **Symbolism and Allegory**—which allows for critical expression while providing "plausible deniability" to protect artists from direct political retaliation.

5. Decentralized & Mobile Creative Hubs (Solving Safety & Volatility)

- **The Strategy:** Utilizing **Pop-up "Mobile Art Labs"** and Digital Platforms.
- **The Depth:** In high-risk zones, avoid permanent, high-profile buildings that can be targets. Use mobile units (vans/tents) that can move based on security conditions. Complement physical gatherings with **Encrypted Digital Galleries**, allowing participants to share their work and maintain social bonds even during lockdowns or spikes in violence.

6. Hybrid Financial Ecosystems (Solving Financial Precarity)

- **The Strategy:** Moving from "Grants" to "**Social Enterprise**" Models.
- **The Depth:** Develop a revenue-generating arm for the project (e.g., selling artisan products, licensing community-designed patterns, or offering "Corporate Social Responsibility" workshops to businesses). This creates a "**Peace Endowment**" that funds the core peacebuilding work independently of external donor whims.

LONG TERM IMQCT

Strategic Vision: Long-term Impact of Art for Peace

1. Systemic Social Transformation (From Conflict to Cohesion)

- **The Vision:** Moving beyond temporary truces toward a **permanent culture of peace**.
- **The Depth:** Over time, consistent creative collaboration re-wires the community's "social DNA." By dismantling the "enemy image" through shared artistic narratives, the project fosters a generational shift where dialogue becomes the instinctive response to tension, effectively reducing the recruitment potential for extremist or violent groups.

2. Institutionalization of "Peace Literacy"

- **The Vision:** Integrating artistic peacebuilding into **local education and governance**.
- **The Depth:** The ultimate impact is the adoption of these creative methodologies by local schools and community centers. When "Art for Peace" becomes part of the standard curriculum, it creates a self-sustaining cycle of **emotional intelligence** and conflict resolution skills among youth, ensuring that the project's values outlive its initial funding.

3. Economic Empowerment and Creative Industries

- **The Vision:** Catalyzing a **thriving local creative economy**.
- **The Depth:** By professionalizing artistic skills, the project transforms "vulnerable youth" into "creative entrepreneurs." This creates long-term livelihoods through artisan cooperatives, digital media production, or cultural tourism. Economic stability acts as a powerful deterrent to violence, as individuals gain a tangible stake in a stable, peaceful society.

4. Restoration of Collective Memory and Identity

- **The Vision:** Building a **shared historical narrative** that honors all sides.
- **The Depth:** Long-term impact is achieved when the community co-creates public monuments, digital archives, or annual festivals that acknowledge past trauma while celebrating a unified future. This prevents "historical amnesia," ensuring that the lessons of the past are preserved through art to protect future generations from repeating the same conflicts.

5. Policy Influence and "Soft Power" Advocacy

- **The Vision:** Shifting **national and international peacebuilding agendas**.
- **The Depth:** As the project demonstrates measurable success, it serves as a "Proof of Concept" for policymakers. The long-term goal is to influence national budgets to reallocate funds from "hard security" (policing/military) toward "human security" (culture/education), proving that art is a cost-effective and more humane tool for national stability.

6. Psychosocial Resilience and Generational Healing

- **The Vision:** Breaking the **cycle of intergenerational trauma.**
- **The Depth:** By providing survivors with the tools to process and "externalize" their pain through art, the project prevents the transmission of trauma to their children. This creates a "healing ripple effect," where the emotional health of the community improves cumulatively over decades, leading to a more resilient and mentally healthy population.

Here is a more in-depth project proposal for "**Empowering Communities through Art for Peace,**" titled "**Art-Sync: Bridging Divides through Creative Co-Existence.**"

I. Project Title: Art-Sync – Bridging Divides

Core Vision: To shift the narrative of a community from "Conflict and Division" to "Collective Resilience" by using public art as both a process of reconciliation and an engine for local economic growth.

1. The Strategic Pillars

A. The "Living Library" (Narrative Healing)

Before any physical art is created, the project focuses on **Human Libraries**.

- **The Action:** Facilitated "Dialogue Circles" where individuals from opposing groups or different backgrounds share personal stories of loss, hope, and peace.
- **The Output:** These stories are recorded and transcribed into a "Community Peace Manifesto," which serves as the creative brief for the artists.

B. The "Common Ground" Mural (Visual Peacebuilding)

This is the physical manifestation of the project.

- **The Action:** A large-scale public mural in a "neutral zone" or a high-tension area.
- **The Method: Intergroup Co-Creation.** Participants are paired with someone from a "different side" to paint specific sections of the wall. This forces collaboration, shared decision-making, and physical proximity.
- **Digital Layer: Use Augmented Reality (AR).** When a passerby points their phone at a specific part of the mural, the AR triggers a video of the two people who painted it sharing their story of collaboration.

C. The "Creative Hub" (Economic Empowerment)

Peace is fragile without economic stability. This pillar focuses on **Art-based Livelihoods**.

- **The Action:** Vocational training in digital arts, graphic design, or sustainable textile printing for at-risk youth.

- **The Result:** Participants create a "Peace Collection" (merchandise, prints, digital assets) inspired by the mural. A social enterprise model ensures profits are reinvested into local community centers.

2. Implementation Roadmap (6-Month Pilot)

Phase	Timeline	Key Milestone
I. Discovery	Month 1	Conflict mapping & stakeholder engagement (Local leaders, youth influencers).
II. Story-Gathering	Month 2	"Living Library" sessions and thematic development of the mural design.
III. The Big Paint	Month 3-4	Communal painting festivals, live music, and "Peace Workshops" on-site.
IV. Digital Launch	Month 5	Launch of the AR experience and the "Peace Collection" online store.
V. Impact Audit	Month 6	Evaluation of community sentiment and job placement for trained youth.

3. Measuring Success (KPIs)

- **Social Cohesion:** A measurable increase in positive interactions between target groups (surveys/interviews).
- **Public Ownership:** Zero acts of vandalism on the mural within the first 12 months (a classic indicator of community respect).

- **Sustainability:** Number of youth participants who transition into paid creative internships or micro-businesses.

4. Why This Project is Deeply Impactful

Unlike traditional art projects, **Art-Sync** doesn't just decorate a wall; it **re-wires social relationships**. By blending high-tech (AR) with high-touch (storytelling) and economic incentives, it ensures that the "peace" created is not just a painting, but a self-sustaining ecosystem.

II. Objectifs

1. Social & Peacebuilding Objectives (The "Heart")

- **To Foster Inter-Group Dialogue:** Create safe spaces (Dialogue Circles) where at least 50 participants from conflicting backgrounds can share personal narratives to humanize "the other."
- **To Reduce Social Polarization:** Decrease communal tensions by 20-30% (measured via pre- and post-surveys) through collaborative artistic creation.
- **To Promote Collective Healing:** Use art-therapy techniques to help community members process collective trauma and replace "narratives of victimhood" with "narratives of resilience."

2. Cultural & Artistic Objectives (The "Voice")

- **To Reclaim Public Space:** Transform 2–3 high-tension or neglected urban areas into "Peace Zones" through large-scale, co-created murals.

- **To Amplify Marginalized Voices:** Provide a platform for youth and women to express their vision of peace using both traditional (painting) and modern (Augmented Reality) tools.
- **To Preserve Community Heritage:** Document and digitize local oral histories into a "Living Library" accessible to future generations.

3. Economic & Empowerment Objectives (The "Muscle")

- **To Build Creative Skills:** Train 30–40 "at-risk" youth in marketable skills such as graphic design, digital storytelling, and sustainable silk-screen printing.
- **To Generate Sustainable Income:** Launch a social enterprise (The Peace Collection) to sell art-inspired merchandise, with 100% of profits reinvested into community projects.
- **To Enhance Employability:** Connect trained participants with local creative agencies or provide them with the tools to start their own micro-businesses.

4. Technical & Innovation Objectives (The "Future")

- **To Bridge the Digital Divide:** Integrate Augmented Reality (AR) into physical art to make peace education interactive and appealing to the tech-savvy younger generation.
- **To Create a Scalable Model:** Develop a "Peace-Art Toolkit" that can be replicated in other conflict-affected regions or cities.

Summary Table for Stakeholders:

Objective Type	Key Performance Indicator (KPI)	Target Outcome
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Social	Participation Rate	50+ diverse community members
Cultural	Mural Completion	2 iconic "Peace Zones" created
Economic	Skill Certification	40 youth certified in creative arts
Innovation	Digital Engagement	1,000+ AR interactions via mobile

III. Comprehensive Context: The Global Peacebuilding Crisis

1. The Limitations of "Hard Security" Paradigms

Contemporary conflicts are increasingly characterized by their **intra-state nature**, driven by identity politics, historical grievances, and the breakdown of social contracts. Traditional peacebuilding often focused on elite-level diplomacy and "hard security" (disarmament, policing) frequently fails to address the **psychosocial undercurrents** of violence. In many regions, a "negative peace" (the mere absence of war) exists, but the "positive peace" (the presence of justice and harmony) remains elusive.

2. The Post-Conflict Vacuum and "Invisible Walls"

Even after official peace treaties are signed, communities remain geographically and emotionally segregated. This "post-conflict vacuum" is often filled by **intergenerational trauma** and the "enemy image" myth. Without grassroots intervention, these unresolved tensions act as a dormant catalyst for future cycles of violence.

3. The Rise of Radicalization and Youth Marginalization

Globally, a "youth bulge" in conflict-affected areas coincides with systemic exclusion. When youth are denied a voice in political and economic spheres, they become highly susceptible to **extremist narratives**. There is an urgent contextual need for "constructive outlets" that transform feelings of powerlessness into creative agency.

II. Detailed Justification: The Strategic Efficacy of Art

1. Neurobiological and Somatic Healing (The Trauma-Informed Rationale)

Trauma is often stored in the **non-verbal, limbic system** of the brain, making traditional "talk therapy" insufficient for many survivors. Art provides a "somatic bridge," allowing individuals to externalize and process "unspeakable" experiences through sensory metaphors (color, rhythm, movement). This justifies an arts-based approach as a primary tool for **mental health and psychosocial support (MHPSS)** in war-torn areas.

2. Bypassing the "Conflict Language" (The Universal Language Rationale)

In multilingual or polarized societies, words are often weaponized. Art acts as a **pre-verbal and cross-cultural bridge**. By engaging in a collective creative act such as a community mural or an orchestral ensemble participants communicate through a shared aesthetic goal. This bypasses intellectual defenses and "politicized speech," allowing for a **humanization of 'the other'** that formal dialogue cannot achieve.

3. Cognitive Re-framing and "Moral Imagination"

Based on the theories of John Paul Lederach, peacebuilding requires "**Moral Imagination**" the ability to imagine a

relationship that does not yet exist. Art inherently requires the creator to "imagine something from nothing." By practicing creativity, community members develop the cognitive flexibility needed to **re-imagine their social reality**, moving from a zero-sum mentality to one of collaborative problem-solving.

4. Social Cohesion through "Shared Ownership"

Public art projects (muralism, community theater) transform contested physical spaces into **neutral "third spaces."** When former combatants or divided neighbors co-create a public landmark, they develop a "shared equity" in that space. This collective ownership serves as a powerful deterrent to vandalism and localized violence, fostering a **tangible sense of belonging**.

5. High Social Return on Investment (SROI)

From a pragmatic standpoint, art-for-peace initiatives are highly **cost-effective and scalable**. They leverage existing cultural assets and local materials rather than relying on expensive external infrastructure. This justifies the project as a high-impact, low-overhead model for sustainable community development and **long-term stability**.

PROJECT BUDGET

Category	Description	Amount (\$)
1. Personnel & Coordination	Project manager, lead artists (2), social worker/mediator, and local community facilitators.	\$23,750
2. Artistic Supplies & Infrastructure	High-quality outdoor paints (anti-graffiti coating), scaffolding rental, brushes, spray cans, and wall preparation (priming).	\$19,000
3. Capacity Building & Training	Workshops for 40 youth: Stipends for trainers, learning materials, and rental of training space.	\$14,250
4. Community Engagement & Events	"Living Library" sessions (catering, venue), Mural Launch Festival (sound system, stage, local performers).	\$14,250
5. Tech & Digital Integration	Augmented Reality (AR) software subscription, content creation (video/audio editing), and QR code plaques.	\$9,500
6. Logistics & Operations	Transport for participants/supplies, office utilities, insurance, and security for high-tension sites.	\$9,500
7. Contingency Fund (5%)	Emergency repairs, price fluctuations, or unforeseen community needs.	\$4,750
TOTAL		\$95,000

Detailed Line Item Highlights:

- **Human Resources (\$23,750):** Prioritizes hiring local artists and mediators to ensure community trust and cultural relevance.
- **The "Peace Collection" Seed Funding:** Included under *Capacity Building*, this provides the initial stock (blank t-shirts, screens, ink) for the youth to start their social enterprise.
- **AR Layer (\$9,500):** This covers the professional editing of the participant stories into "mini-documentaries" that appear when the mural is scanned.
- **Community Meals:** A significant portion of the *Engagement* budget is allocated to shared meals during workshops, as eating together is a proven peacebuilding tool.

Done in Goma, April 10, 2026

For DYJEPREDHU asbl

 
Christian AHADI BEN MASONGA

EXECUTIF DIRECTOR, HUMAN RIGHTS ACTIVISTI