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CALL FOR APPLICATIONS

Connect & Create Relay Scheme

AFRICA-EUROPE PARTNERSHIPS FOR CULTURE

SUB-SAHARAN AFRICA

Implemented by:



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Connect & Create Relay Scheme

About the Connect & Create Programme

Connect & Create is the Sub-Saharan Africa component of the Africa–Europe Partnerships for Culture programme, funded by the European Union. This ambitious project, led by the Goethe-Institut and Expertise France, in partnership with the Institut français, aims to renew and strengthen cultural ties between Sub-Saharan Africa and the European Union in a spirit of equity, inclusion and sustainability.

The programme notably relies on the Creative Tandems: 16 projects, each bringing together an African lead organisation and a European partner organisation, across 12 Sub-Saharan African countries (South Africa, Benin, Cameroon, Ghana, Guinea, Kenya, Mali, Mozambique, Uganda, Republic of the Congo, Rwanda and Senegal). (*List available in Annex 1*).

The Connect & Create Relay Scheme

The Connect & Create Relay Scheme has two objectives:

- **To raise awareness, in each country, of the projects supported through the Creative Tandems scheme and their activities among national audiences, particularly younger audiences;**
- **To support the professional development of 16 young communication professionals through an 11-month training and individual mentoring programme.**

The Connect & Create Relay Scheme is above all an individual professional development programme. Over 11 months, you will benefit from tailored training and personalised mentoring to develop your skills as a cultural communications professional, under real-life conditions: each Relay will be entrusted with the complete communication strategy of a Creative Tandem project in the country where they reside. They will manage it from start to finish, with the support of dedicated trainers and mentors throughout the scheme.

Your Mission as a Relay

Over the course of 11 months, you will take on the following roles:

- **Local reporter**, working closely with a Creative Tandem project and its beneficiaries;
- **Visibility amplifier**, creating and sharing content adapted to your community;
- **Editorial mediator**, able to make the project's objectives and achievements accessible to different audiences;
- **Observer of local cultural dynamics;**
- **Facilitator of dialogue** between the project, its audiences and the Connect & Create programme.



Each Relay will support, throughout the duration of the scheme, one Creative Tandem project led by an organisation established in their country of residence.

You will be supported by Imago Medias, a specialised organisation that will lead a programme of 10 thematic online sessions (storytelling, social media, editorial planning, press kits, media relations, etc.), and you will benefit from regular individual mentoring.

Desired Profile

You must meet all of the following criteria:

- Be a journalist, communications professional, content creator, influencer or media host/presenter;
- Be over 18 years old;
- Have between two and five years of professional experience in communications, journalism, media or content creation;
- Demonstrate a strong interest in performing arts, music and, more broadly, the cultural and creative industries;
- Have an active audience and a demonstrated local presence (social media, local media outlet, community, etc.);
- Reside in one of the 12 countries covered by the scheme: South Africa, Benin, Cameroon, Ghana, Guinea, Kenya, Mali, Mozambique, Uganda, Republic of the Congo, Rwanda or Senegal.

Fluency in French or English is mandatory.

What the Connect & Create Relay Scheme Offers

- An 11-month programme of collective training and support;
- Individual support through a mentor/mentee partnership;
- An allowance provided as part of the activities carried out for the supported projects;
- A training certificate;
- A peer network across 12 African countries, as well as a lasting connection with the Connect & Create ecosystem, Expertise France and Institut français.

Documents to Include in Your Application

The application package must include:

- An online application form, together with:
- A short CV, in French or English (PDF, less than 3 MB);
- A portfolio presenting a maximum of three examples of work already produced, allowing the selection committee to assess your experience and potential (PDF or links, in French or English).

Any incomplete or incorrectly completed application will not be considered.



Selection Process — Two Stages

Stage 1 — Profile Pre-selection

Based on the application submitted, a selection committee will pre-select up to 32 candidates, with two candidates per project, according to the following criteria:

- Experience and motivation;
- Local presence and audience;
- Relevance of the profile to the objectives of the scheme.

Stage 2 — Proposal Linked to a Creative Tandem Project

Pre-selected candidates will be introduced to the Creative Tandem project(s) in their country and will be invited to submit a short communication strategy proposal related to one of these projects.

The final selection of the 16 Relays will be based on this proposal.

A total of 16 Relays will be selected across 12 countries, with one Relay per Creative Tandem project. Two Relays will therefore be selected in South Africa, Mali, Mozambique and Senegal, which each host two Creative Tandem projects.

Timeline

- Call for applications launched: 15 September 2026;
- Application period: 15 September to 13 October 2026;
- Profile pre-selection (Stage 1): 14 October to 3 November 2026;
- Submission of the proposal linked to the Creative Tandem project (Stage 2): 5 to 19 November 2026;
- Evaluation and final selection: 20 November to 2 December 2026;
- Announcement of results: 7 December 2026;
- Contracting: 7 December 2026 to 15 January 2027;
- Programme start: late January / early February 2027.

How to Apply

Applications must be submitted exclusively via the online application form [here](#).

For any questions, please write to: connectandcreate@expertisefrance.fr



Appendix 1 – List of Beneficiaries – Tandem Programme 2026–2028

Country	Name of the leader African structure	Name and country of the partner European structure	Project overview	Name of the project
Kenya	Kairos Futura	Oxa Srl Impresa Sociale BASE Milano - Italy	An 18-month co-creation programme designed to engage young artists in exploring ecological issues through performance, dance, and speculative design. The programme is structured in three phases: co-development of a curriculum, delivery of the Safari Studio programme in Kenya, and an intercultural residency in Milan.	Future rituals : weaving rewilded visions from Kenya to Milan
Mali	Kuma Sô	Rimini Apparat GbR - Germany	The project Les Praticables – 2076 [Live] presents an innovative hybrid performance format combining live cinema and filmed theatre, simultaneously connecting Bamako with a European stage. It explores new forms of transcontinental “liveness” while reducing the need for physical travel.	Les Praticables – 2076 [Live]
South Africa	Ntsoana contemporary dance theatre	Haute école des arts du Rhin - France	This Tandem develops a research-creation and training programme exploring the interactions between scenography and performance in urban and theatrical contexts.	Tandem Johannesburg - Strasbourg
Cameroon	Association Culturelle et Environnementale Bassy (ACEB)	Association ALCIMÉ - France	The project aims to develop an emerging field in Central Africa: music for film and visual media. Through a comprehensive training programme and two residencies, it supports the professional development of young composers.	African Film Music Lab – Blick Bassy
Rwanda	Ingoma Nshya Women Initiative	Residenztheater - Germany	A co-creation project highlighting women's empowerment through the practice of drumming in Rwanda.	Ingoma ! A revolution in rhythm
Sénégal	Association pour les Etudes Internationales des Acteurs et des Actrices de Dakar	Ecole du Théâtre National de Strasbourg - France	This project aims to establish a sustainable framework for theatre training in Senegal through a professional training programme for playwrights and directors.	Formation des dramaturges, metteurs en scène et acteurs.rices de l'EIAD en collaboration avec le TNS et la participation d'Avignon
Bénin	Centre Culturel de Rencontre	Ecole Nationale de Cirque de	The Corps en Dialogue project combines training, creation, and dissemination, with the ambition of laying the foundations for a circus arts school in Ouidah.	Corps en Dialogue – Cirque et Théâtre en



	International JS Ouidah	Rosny Sous Bois		Connexion Afrique–Europe
South Africa	Music in Africa Foundation	RBX GmbH - Germany	The ACCES x Reeperbahn Lab project establishes a structured programme combining co-creation, mobility, and market access for artists and creative entrepreneurs.	Acces x Reeperbahn co-creation and exchange lab
Guinée Conakry	Challenge Guinée	La Place, centre culturel Hip Hop - France	The project aims to establish a sustainable cultural corridor between West Africa and Europe, supporting professional development, artistic mobility, and institutional cooperation in the field of urban cultures. It combines artistic creation, capacity building, and network development.	Tandem Lassiry Hip-Hop x LaPlace
Mali	Tadiatz	For A Purpose - Belgium	Sahel Re-Sound is a music cooperation and technical training project involving notably Malian artists from the M'berra refugee camp. It combines creative residencies, technical training, and community outreach activities.	Sahel Re-Sound
Uganda	Brass for Africa	El Sistema Greece - Grèce	Everyday Echoes is a collective composition and intercultural exchange programme for young musicians, with a particular focus on vulnerable communities. The project combines residencies, performances, the development of educational resources, and international dissemination.	Everyday Echoes
Ghana	Africa Breaking Academy	Halle Tropisme - France	Africa Roots in Motion aims to strengthen and structure the Afrobroke movement and enhance its international visibility. The project combines training, artistic creation, dissemination, and documentation, with the ambition of developing the movement at a continental scale.	Africa Roots in Motion
Mozambique	AGAPE Moçambique	Forevergreen Association e Impresa Sociale - Italy	CROSSBEATS is a transdisciplinary co-production project aimed at expanding opportunities for young artists in a context of limited funding for the cultural sector. It combines residencies, artistic creation, and international dissemination.	Crossbeats
Mozambique	Associação Box	Association GANG - France	AFROTOPIA is an artistic cooperation project rooted in a decolonial approach and focused on young people and emerging artists. The project combines artistic creation, training, community outreach, and dissemination.	Afrotopia – Projecto Utopia
Republic of Congo	Espace Bani'Art	Les Bancs Publics - France	Corps Parleurs supports young Congolese dancers in their creative process through a structured programme combining training, residencies, and dissemination.	Corps parleurs
Sénégal	Sencirk	PPCM - France	This Tandem develops a circus co-creation project focused on modular artistic forms for public spaces, with particular attention to the professional development of young women artists.	Tandem Créatif Sencirk / PPCM