



Using culture to strengthen collaborative conservation of chimpanzees in Uganda

The 2nd Annual inter-clan heritage conservation competitions – concept – 2021

Introduction

With support from the Arcus Foundation, the Cross-Cultural Foundation of Uganda (CCFU) is implementing a 2-year project (2019-2021) in Bunyoro and Rwenzori sub-regions to strengthen the conservation of chimpanzees, through cultural mechanisms. This project involves working with cultural leaders, private forest owners and the youth. Intergenerational dialogues between youth and elders, including cultural leaders, to facilitate cross-learning, especially highlighting the culturally-relevant conservation mechanisms and the roles and responsibilities both the youth and elders can perform to conserve the chimpanzee. To raise awareness among a wider population of the youth and actively engage them in chimpanzee conservation efforts, games and sports were identified as a key mechanism. Therefore, a football tournament was established.

In 2019, CCFU held the first inter-clan heritage conservation (Chimpanzee) tournament where 16 clans participated, directly involving at least 550 youth, including football players and team managers as well as about 3,500 youth and non-youth community members (spectators, local leaders, cultural leaders, etc.) from both Rwenzori and Bunyoro. The tournament was widely publicised in both areas through radio talk shows, announcements and mentions; public address systems; printed posters; social media; conservation, football and entertainment radio programmes; and live coverages by some radio stations.

Stakeholders including local government leaders at community and district levels, cultural institutions, civil society, Uganda Wildlife Authority, National Forestry Authority, conservation enthusiasts, and the media, among others were actively involved.

The 2021 Chimpanzee Tournament

a. The tournament

The objective of the tournament is to strengthen the role of youth as conservation agents of the chimpanzee through football competitions as an awareness raising medium. The Annual Inter-clan competitions will be held in the districts of Kasese and Bunyangabu (Rwenzori) and Kikuube and Kagadi (Bunyoro).

b. Name of the tournament, participants and coverage

The tournament will retain the name - The *Ekiteera* Cup (in Bunyoro) and The *Ekibandu* Cup (in Rwenzori). Given the size of regions covered by the project, the tournament will be held in 2 locations in each region. Youth below 35 years will participate as players in the competition.

c. Mode of competition, match days and locations

The mode of competition will be by elimination ('Champions league' mode of play). A non-refundable registration fee (30,000 shs) has been recommended by some teams in order to measure commitment to the tournament. This fee will contribute to refreshments for the players during the first galas of the tournament.

In Bunyoro, 16 clans are expected to participate in order to address the requests of more engagement in the tournament and the need to engage more youth in the conservation of the chimpanzee. 8 clans from Kikuube/Hoima Districts (A) and 8 clans from Kagadi/Kakumiro/Kibaale Districts (B). A football gala (morning to evening, 4 matches) will be organised for the first match days in Kabwoya and Muhooro to select 4 teams from each area.

The teams in Kabwoya will play to get their best and the teams in Muhooro do the same. The Finals will therefore have a team from Kabwoya and a team from Muhooro

In Rwenzori, given the smaller number of clans (16) compared to Bunyoro's (>150), 8 clans will be registered to participate in the competition. A football gala of 2 matches each will be organised in both Bunyangabu District and Kilembe (Kasese District) in order to select 2 teams from each area. *The teams in Bunyangabu will play to get their best and the teams in Kilembe do the same.* The finals will be held at a neutral playground in Bunyangabu District (where the previous finals were held).

d. Selections of teams (clans)

A panel comprising of CCFU, the Project coordinator in the region and a cultural leader will be constituted to select teams/clans that will participate in the competition. A team with the highest number of clan members (after a background search) will have high chances of being considered to participate in this tournament. Teams that never participated in the tournament in 2019 will have high chances of admission.

e. Match day officials

Professional match day officials (referees, heads lines men...) registered by the Federation of Uganda Football Association will be identified to take charge of the matches.

f. Prizes and logistics

All participating teams	A football at the start of the tournament and certificates presented to clan leaders Could we make a certificate for all teams' 11s+4 substitutes? That would be 15 certificates x 24 teams = 360. Transport and refreshments of all participating teams will be facilitated
Runner up	15 pairs of branded jerseys and medals, 300,000 cash prize
Overall Winner	A trophy, 15 pairs of branded jerseys, medals and a 700,000 shs cash prize
<i>Other prizes</i>	
Top scorer of the tournament	Football boots
Man of the match at the finals	A football
Goal keeper of the tournament	Gloves
Best Manager	Certificate
Most disciplined player	A football
Two most articulate participants in intergenerational dialogues on conservation (male and female)	Certificate, 50,000 cash

CCFU will make a contribution to travels and refreshments of registered team members during match days.

g. Publicity of the tournament

- i. CCFU will design and disseminate a call for participating clans via local radio stations, cultural heritage and conservation programmes of cultural institutions, notice boards, online and hard copy posters in participating districts and on social media.
- ii. Short adds to be run on local radio stations during the competition with a message on chimpanzee conservation
- iii. A radio programme (in each region) after the semifinals of the competition to ensure mass participation during the finals when the best team will be awarded.
- iv. Engagement of national media personnel in the regions to publicise the competitions from a culture and conservation perspective.

h. Activities during all match days

In addition to the publicity mentioned in (g) above, all match days will include

- Hire of a PA system (for public advertisement and commentators)
- The first gala and the finals will be aired live on local radio stations
- Traditional performances where possible
- A 10-minute presentation on culture and conservation and awards to 2 young people who will answer questions related to conservation.
- Planting of trees, if possible
- Inter-generational dialogues be held at the first gala

i. Partnerships

CSO, government agencies and the media will be approached to support particular aspects of this tournament. These include the Uganda Wildlife Authority and National Forestry Authority (Prizes, opportunities to visit heritage sites and Transport for teams), Local Governments (Payment for preparation) of the playgrounds and FUFA, CSOs (Contribution to prizes) and Radio stations where CCFU held talkshows on conservation in 2019 (radio advertisements, mentions and live broadcast).

j. Fixture (Date and venue)

	Rwenzori		Bunyoro	
	Kasese	Kinyampanika	Kabwoya	Kagadi
First match - Gala 1	n/a	n/a	Tbc	tbc
Semi Finals - Gala 2	Tbc	tbc	Tbc	tbc
Finals - Gala 3	Tbc	tbc	Tbc	Tbc
Finals	Tbc		Tbc	



Intergenerational dialogues held before the Chimpanzee Tournament matches in Rwenzori and Bunyoro regions



Activities during the chimpanzee tournament in Bunyoro and Rwenzori

