

INTEGRATED PROJECT DOSSIER

"LE CŒUR DE KINSHASA" or "THE HEART OF KINSHASA"

Triple Literary Unveiling & Charity Gala

For Youth Empowerment and Humanitarian Action

Scheduled for March 2026 in Lubumbashi, Haut-Katanga

Theme: **"Human Capital, The New National Wealth"**

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1. STRATEGIC CONCEPT NOTE

Executive Summary

Vision: A catalytic event transforming the cultural and social landscape of the DRC by demonstrating that the natural talents of youth constitute the nation's most precious wealth.

Strategic Opportunity: To bring together the public, private, and diplomatic sectors under the leadership of **Mr. Obed TSHILOMBOJI MUYUMBE** around a project with multidimensional impact:

- **Cultural:** Unveiling of volumes 1 & 2 of the tetralogy "*The Heart of Kinshasa*"
- **Social:** Empowerment of 500 youth through concrete workshops
- **Humanitarian:** Drilling of 10 wells and distribution of 500 nutritional kits
- **Environmental:** Deployment of OTM LIMBA green technologies

Budget: 500,000 USD – Balanced allocation between prestige and social impact.

Measurable Impact:

- 10 villages equipped with drinking water wells
- 500 youth trained and mentored
- 2,000 direct beneficiaries of nutritional kits
- Reduction of CO₂ emissions via green innovations

Project Lead Presentation

Mr. OBED TSHILOMBOJI MUYUMBE

- Author of the tetralogy "The Heart of Kinshasa"
- State Dignitary and Honorary Advisor to the President of the DRC
- Universal Ambassador of Peace
- Entrepreneur and Business Leader
- President of FOTM World and the Okapi Foundation

Unique Added Value: A synergy of competencies guaranteeing optimal execution and unquestionable credibility with all stakeholders.

Problem Statement and Strategic Objectives

Diagnosis:

- 70% of the Congolese population is under 25 years old
- Unexploited potential of creative and cultural industries
- Humanitarian emergency in water access and nutrition
- Environmental imperative

SMART Objectives:

Objective	Indicators	Deadline	Responsible Party
Empower 500 youth	10 workshops; 85% satisfaction rate	March 2026	Youth Team
Drill 10 wells	10 villages; 5,000 beneficiaries	Dec. 2026	Technical Partners
Distribute 500 nutritional kits	2,000 beneficiary families	March 2026	Logistics Partners
Engage 15 sponsors	375,000 USD raised	Dec. 2025	Sponsorship Committee

Methodological Description

Balanced Event Architecture – Day of the Event

- **3:00 PM:** Popular ceremony – Folkloric shows, exhibitions
- **4:30 PM:** Youth empowerment workshops – "Turning Your Talent into a Profession"
- **6:00 PM:** Exclusive unveiling – Discovery of Volumes 1 & 2
- **7:30 PM:** Strategic roundtable – **"Human Capital: The New National Wealth"**
- **8:30 PM:** Balanced sensory experience – Gastronomic dinner & acoustic concert
- **9:30 PM:** Transparent charity gala – Auction for humanitarian actions

Provisional Budget

Budget Item	Amount (USD)	%
Humanitarian Actions	150,000	30%
Event Logistics	125,000	25%
Communication	75,000	15%
Human Resources	75,000	15%
Operational Expenses	50,000	10%
Reserve Fund	25,000	5%
TOTAL	500,000	100%

Funding Plan:

- Title Sponsor: 150,000 USD (30%)
- Platinum Sponsors: 120,000 USD (24%)
- Gold Sponsors: 75,000 USD (15%)
- Ticketing: 50,000 USD (10%)
- In-kind partnerships: 45,000 USD (9%)
- Public institutions: 35,000 USD (7%)
- Charity auction: 25,000 USD (5%)

Communication Strategy

- **Phase 1** (Nov. 2025 – Jan. 2026): Community engagement
- **Phase 2** (Feb. 2026): Regional mobilization – Media tour
- **Phase 3** (March 2026): Inclusive celebration – Public broadcast
- **Phase 4** (April – June 2026): Sustainability – Impact report, documentary

Governance and Transparency

- **Fund Monitoring Committee:** Sponsors, experts, beneficiaries
- **Reporting:** Public monthly financial reports, technical audits
- **Legal Framework:** Standardized agreements, insurance, data protection

2. OPERATIONAL FRAMEWORK

Context and Justification

The DRC faces challenges of untapped youth potential, a deficit in access to water, and a nutritional emergency. This project integrates culture, entrepreneurship, environment, and humanitarian aid for sustainable transformation.

Objectives and Expected Results

Overall Objective: To contribute to the socio-economic development of the DRC through youth empowerment and the improvement of living conditions for vulnerable communities.

Quantitative Results:

- 500 youth trained
- 10 functional wells
- 2,000 beneficiaries of nutritional kits
- 500 tons of CO₂ emissions avoided

Qualitative Results:

- Strengthened entrepreneurial skills
- Enhanced social cohesion and cultural valorization

Target Audience and Beneficiaries

- **Direct:** 500 youth (18-35 years), 10 villages, 2,000 families
- **Indirect:** Institutions, private sector, civil society

Selection Criteria:

- **Villages:** >5 km from existing water point, ≥500 inhabitants, formal community commitment, technical accessibility
- **Youth:** Concrete entrepreneurial or artistic project, demonstrated motivation and commitment, residence in target provinces

Implementation Strategy

4 Methodological Axes:

1. **Cultural Event:** Literary unveiling, shows, roundtables
2. **Training and Mentorship:** Skills development workshops, project incubation
3. **Humanitarian Actions:** Well drilling, kit distribution, green technologies

4. **Advocacy and Influence:** Awareness campaigns, policy advocacy, media mobilization

Activity Schedule

Period	Key Activities
Oct. – Dec. 2025	Finalize dossier, recruitment, beneficiary identification
March – Sept. 2026	Main event, trainings, start of drilling
Oct. – Dec. 2026	Evaluation, reporting, capitalization

Governance and Team

Structure:

- Strategic Steering Committee → General Coordination → Operational Poles (Event, Humanitarian, Youth)

Key Positions:

- General Coordinator (Master's in Project Management, 10+ years experience)
- Event Manager (Bachelor's +5 in Communication/Events, 7+ years experience)
- Community Development Expert (Master's in Rural Development, 5+ years experience)

Monitoring-Evaluation and Risk Management

Performance Measurement Framework:

- Activity indicators monitored monthly
- Result indicators monitored quarterly
- Beneficiary satisfaction surveys and focus groups

Risk Management:

- **Funding shortfall:** → Alternative financing plan, reserve fund
- **Execution delays:** → Backward planning with buffers, close monitoring
- **Well quality:** → Technical supervision, certifications

3. ANNEXES

Annex 1: OTM LIMBA Innovation Technical Sheet

- Priority ecological solution
- 15% reduction in energy consumption
- Savings of 50 USD/household/year
- 20 local green jobs created

Annex 2: Village Selection Grid

- Criteria: Distance, population, commitment, accessibility
- Priority: Pregnant women, children under 5

Annex 3: Partnership Agreement Template

- Standardized legal framework
- Reciprocal commitments and transparency clauses

CONTACTS

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Kinshasa, DRC October 3, 2025

**The Project Lead,
Mr. Obed TSHILOMBOJI MUYUMBE**