



**URBAN
ART FOR
HEAT
AWARENESS**

An initiative by The African Narrative on Climate Change Using Art to Illuminate the Urgent Story of Extreme Heat as a Direct Consequence of Climate Change.

**June 2, 2024
Abuja, Nigeria**

+2349037873878
info@tancc.org
www.tancc.org
Plot 406, 45 Road, Abuja.



ABOUT PROJECT



In recent years, Africa has experienced record-breaking heat levels, with temperatures soaring to unprecedented highs. In 2023 alone, numerous countries reported historical temperature records, significantly impacting public health, agriculture, trade, and education. **The "Art for Heat Awareness"** campaign, spearheaded by The African Narrative on Climate Change, aims to bring awareness to these escalating threats through the universal language of art.

By encouraging Africans to portray their experiences with heat through art, we aim to engage communities, provoke meaningful discussions, and inspire urgent action.

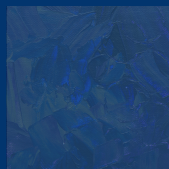
The urgency to act has never been more critical. As heatwaves become more intense and widespread across the continent, they pose severe risks, particularly in under-resourced areas:

- **Health:** Increasing temperatures lead to higher incidences of heatstroke, and dehydration, and exacerbated chronic conditions like cardiovascular and respiratory diseases.
- **Agriculture:** Heat stress on crops reduces yields, threatening food security and increasing the vulnerability of rural communities dependent on farming.
- **Trade:** Disrupted agricultural output and damaged

infrastructure due to heat can lead to significant economic losses, impacting local and regional trade.

- **Pathogens:** Warmer climates accelerate the spread of infectious diseases as pathogens and their vectors thrive in elevated temperatures.
- **Education:** In schools lacking air conditioning, excessive heat may disrupt learning, contributing to already uncondusive learning environments.
- **Urban Slums:** Residents in densely populated slums face amplified risks due to poor housing conditions and lack of adequate cooling systems, making heat waves particularly deadly.

Through "Art for Heat Awareness," we strive to raise awareness and mobilize community-led initiatives that build resilience and promote sustainable environmental practices.



PROJECT TIMELINES

10
MAY



02
JUNE

Part One: Digital Campaign

A widespread digital campaign to engage artists across Africa and educate communities about heatwaves and climate action. Including a call to artists to submit artwork that interprets the theme of heat waves and their impact.

Location: Online

Part two: Art Exhibition/Campaign

A physical event showcasing selected artworks and facilitating heatwave resilience discussions. Scheduled for the 2nd of June to coincide with World Heat Action Day.

Location : Abuja, Nigeria



CAMPAIGN GOALS

BY LEVERAGING ART'S UNIVERSAL LANGUAGE, WE AIM TO TRANSCEND BARRIERS OF LANGUAGE AND FORMAL EDUCATION, ILLUMINATING PATHWAYS FOR ACTION AND ADVOCACY.



#01 **EDUCATE AND ENGAGE**

To inform communities across Africa about the risks associated with extreme heat and the steps they can take to mitigate these dangers.

#02 **INSPIRE ACTION**

To stimulate dialogue and action through compelling art that translates complex climate data into accessible and powerful visual narratives.

#03 **BUILD RESILIENCE**

To foster community-led initiatives that enhance resilience against heatwaves, promoting adaptive measures and sustainable practices at the local level.

WAYS YOU CAN SUPPORT

1

Financial Sponsorship and Grants

- **Direct Funding:** Contribute financially to help meet the campaign's budget of \$5,000. Funding is critical for all stages, from initial setup to final execution.
- **Grants:** Provide grants for specific segments of the campaign, such as funding the digital campaign, physical events, or community workshops.
- **In-kind Contributions:** Offer services or goods that could reduce the campaign's operating costs, such as catering, printing services, or event equipment.

2

Knowledge Sharing and Expert Participation

- **Webinar Speakers:** Participate as experts in our series of educational webinars to provide insights on climate change, heatwave mitigation, and community resilience.
- **Workshop Leaders:** Lead workshops during the campaign, offering hands-on training or discussions on relevant topics.
- **Research Collaboration:** Contribute research and data that can enhance the campaign's content and educational resources.

3

Provision of Platforms to Expand the Reach of the Campaign

- **Media Coverage:** Provide media platforms for campaign coverage, including television, radio, and online news portals, to enhance visibility.
- **Social Media Promotion:** Offer support through your organization's social media channels to share campaign updates, call for entries, and engage with a broader audience.
- **Event Hosting:** Facilitate the campaign by providing venues for physical events or access to virtual platforms for webinars and online exhibitions.

4

Volunteer Support

- **Event Volunteers:** Support the campaign by volunteering at events, which can include roles in setup, management, and guest services during the physical exhibition.
- **Technical Assistance:** Offer technical skills in areas such as website management, graphic design, or data analysis to support campaign operations.

5

Corporate Partnerships

- **Long-term Partnerships:** Engage as a long-term partner to support not only the current campaign but also future initiatives, helping to sustain ongoing efforts in heat awareness and climate action.
- **Employee Engagement:** Encourage employee participation in campaign activities, fostering a culture of social responsibility and community involvement within your organization.

B E N E F I T S T O D O N O R S

Exposure and Branding:

- Donors will receive significant brand exposure through event sponsorship, which includes logo placement in all campaign materials, mention in press releases, and promotional items.
- Brands will be prominently featured during the webinars and the physical event, reaching a diverse audience across various platforms and at the event venue.

Social Responsibility:

- Donors will be associated with a socially responsible initiative that addresses a critical global challenge—heatwave awareness and climate change.
- This association enhances the donor's image as a leader in social responsibility and environmental stewardship.

Impact Updates and Reports:

- Regular updates during the campaign will keep donors informed about the impact of their contributions.
- Detailed reports at the end of the campaign will showcase the reach and effectiveness of the initiative, highlighting specific achievements and community benefits facilitated by the donor's support.

PROJECT TEAM



A'aron John
Project Lead



Khadija Mohammed
Project Coordinator I



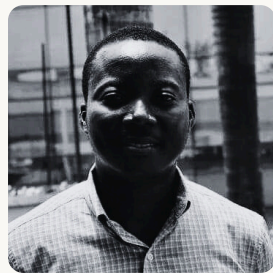
Praise Agbe
Project Coordinator II



Ebenezer J. Atsugah
Project Coordinator -
Ghana



Dr Martha Obiero
Project Coordinator -
Kenya



Cedric Dzelu
Project Coordinator II -
Ghana



Deborah Johnson
Urban Art Advisor
(POETRY)



Dr Ije Anusim
Project Coordinator -
Southern Nigeria



Sampson Sayibu
Project Coordinator III -
Ghana



Bara
Urban Art Advisor
(SCULPTURE)



Abdulsalam Mukhtar
Urban Art Advisor
(PHOTOGRAPHY)



Moses Are
Graphic Artiste



Imran Tilde
Urban Art Advisor
(Painting)



Alima Bawah
Outreach Coordinator



Joseph Ike
Project Coordinator,
Northern Nigeri

ABOUT US

Africa stands at a critical juncture, facing rapid development intertwined with the urgent need for environmental sustainability. **"The African Narrative on Climate Change" (TANCC)** emerges in response to the continent's profound challenges—political conflicts, economic disparities, severe infrastructural deficiencies, and an acute vulnerability to climate change. These challenges not only threaten our progress but also the resilience and stability of our nations.

We are committed to transforming how Africa addresses climate change and its myriad effects. Recent climate-related disasters across the continent have led to devastating losses—over 15,700 lives in 2023 alone, with millions more affected by displacement, food insecurity, and economic disruption. From the floods displacing hundreds of thousands in East Africa to the health implications of heat, the need for a robust, resilient approach to climate change has never been more evident.

Our mission is twofold:

- **Protect and Enhance:** We aim to safeguard Africa's environmental assets while enhancing the quality of life for its most vulnerable communities. This involves integrating climate resilience into all facets of development and planning to ensure that growth initiatives are both sustainable and inclusive.
- **Cultivate Resilience:** By focusing on understanding, engagement, and action, TANCC works to build comprehensive climate resilience across African communities. We strive to:
 - **Understand:** Deepen knowledge of climate impacts and sustainable practices.
 - **Engage:** Mobilize community and governmental action towards sustainable and resilient infrastructures.
 - **Act:** Drive policy changes and implement sustainable development strategies that are informed by on-the-ground realities and scientific research.



TANCC invites partners, stakeholders, and communities to join us in this vital mission. Together, we can turn the tide on climate vulnerability, transforming it into a story of hope, resilience, and enduring prosperity for all of Africa.

Contact

Phone +2349037873878

Website www.tancc.org

Email info@tancc.org

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