

**TOGETHER  
FOR THE UNITED NATIONS SUSTAINABLE  
DEVELOPMENT GOALS (SDGs)**



**TRACE**

Olivier Laouchez  
Co-founder & CEO



Djibril Diallo  
Co-founder & CEO

**LEADER IN AFRO-URBAN ENTERTAINMENT AND  
YOUTH EMPOWERMENT.**

**TRACE**

**TRACE IN 2024**

**TRACE IS THE #1 GLOBAL  
MULTIMEDIA PLATFORM  
DEDICATED TO HIP HOP & AFRO  
CULTURES AND TO THE  
EMPOWERMENT OF YOUNG  
PEOPLE, WOMEN, AND CREATORS.**

Olivier Laouchez  
Co-founder & CEO



**TRACE**

**TRACE'S MISSION IS TO ENTERTAIN  
& EMPOWER OUR PEOPLE.**



**Trace's DNA is rooted in hip-hop & afro cultures.**

**Trace's brand carries strong values:  
RESPECT • AUTHENTICITY • PASSION**

**TRACE CONTRIBUTES TO 10  
OF THE 17 UNITED NATIONS**

**SUSTAINABLE DEVELOPMENT GOALS**





# TRACE'S FOOTPRINT IS AFRO-GLOBAL

**TRACE**

**350M AUDIENCE**

(TV + RADIO + SOCIAL + DIGITAL + EVENTS)

**190 COUNTRIES**

WITH 153M ACTIVE TV SUBS.

**N°1 MEDIA BRAND  
FOR AFRO CULTURES**

IN AFRICA, FRANCE, CARIBBEAN,  
BRAZIL & INDIAN OCEAN.

**12 OPERATING COMPANIES,  
INCLUDING 8 IN AFRICA.**



# ARDN: PROMOTING AFRICAN RENAISSANCE AND THE SDGs



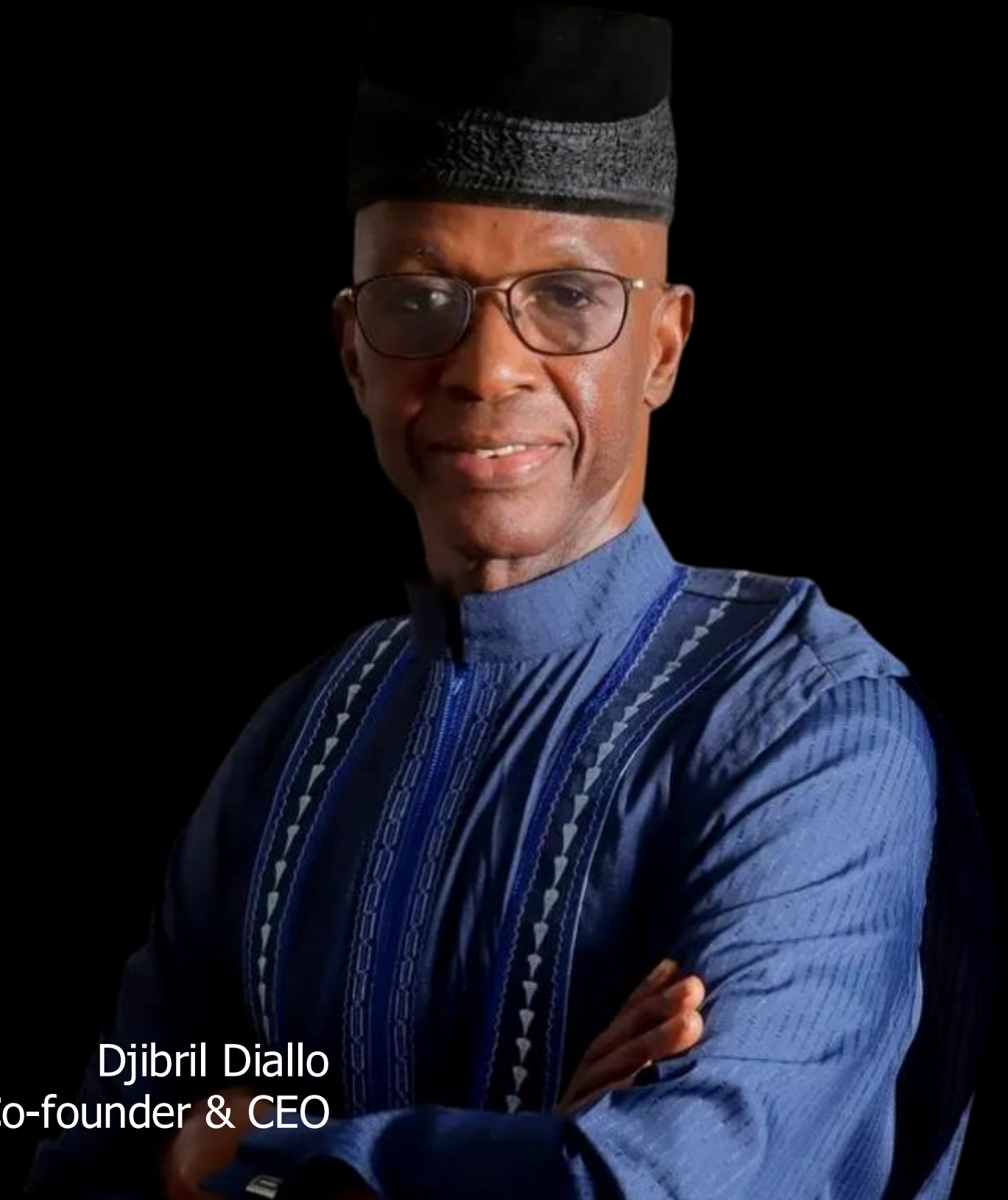
## CONTEXT:

**African diaspora: More than 200 Million people worldwide**, representing a tremendous opportunity for connection and mobilization.

## STATE OF THE SDGS IN AFRICA & WORLDWIDE:

- Access to education: In 2018, approximately 260 million children, adolescents, and youth were **out of school**, accounting for **17% of the global population in this age group**.
- Gender-based discrimination costs the global economy approximately **\$12 trillion per year**.

Djibril Diallo  
Co-founder & CEO





# ARDN VISION & MISSION

- Non-profit organization based in New York, established in 1990.
- Holds consultative status with the United Nations and is a member of the United Nations Sustainable Development Solutions Network.
- Represented in 80 countries.

## OBJECTIVES:

- **Unifying and Empowering Africa and its diaspora.**
- **Showcasing Cultural Role Models to Inspire Sustainable Change.**





# ARDN CULTURAL LEADERSHIP



## OBJECTIVES:

- Showcasing Cultural Role Models to Inspire Sustainable Change
- Empowering Emerging Leaders to Drive Sustainable Development through Cultural Innovation

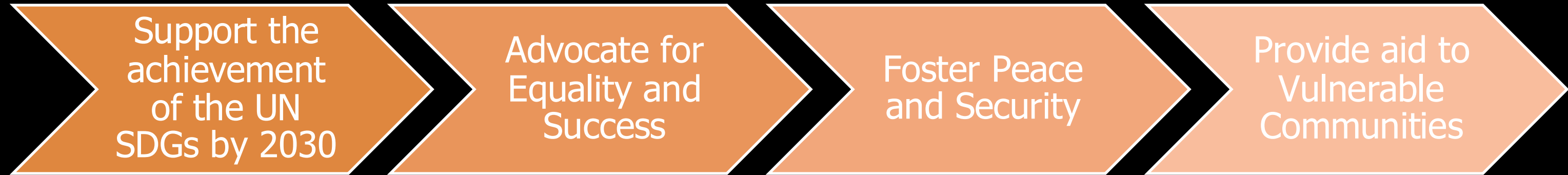
## OPPORTUNITY:

- Developing interactive campaigns and programs that engage youth, promote cultural exchange, and inspire active participation in achieving the Sustainable Development Goals (SDGs).



Richard Gant  
Art, Culture and Sports Chair

# **ARDN & TRACE: BUILDING IMPACTFUL PARTNERSHIPS FOR CHANGE**



**TRACE & ARDN WANT TO MOBILIZE LOCAL & INTERNATIONAL COMMUNITIES THROUGH MASSIVE INCLUSIVE CAMPAIGNS AND STRENGTHEN THE ROLE OF MEDIA TO INSPIRE ACTION**



# RED CARD: ENDING GENDER-BASED VIOLENCE



## IMPACT OF GENDER-BASED VIOLENCE:

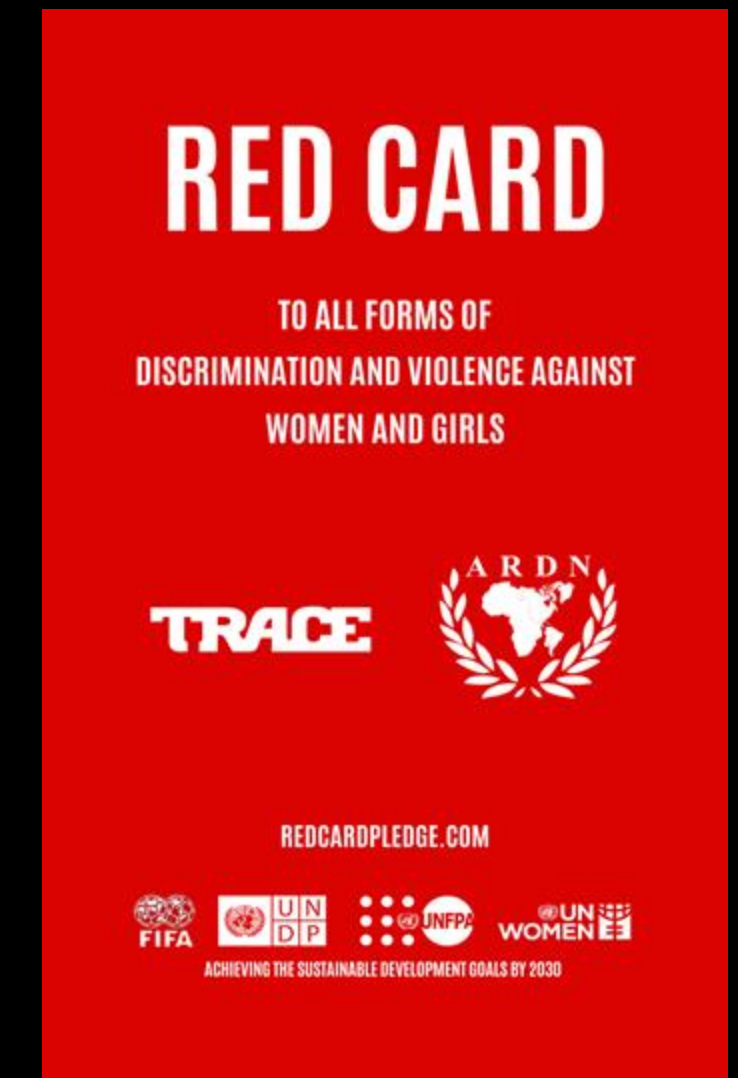
- Approximately 30% of women worldwide have suffered physical and/or sexual violence at some point in their lives.
- Domestic violence imposes economic costs on national economies, amounting to as much as 3.7% of their annual GDP.

## OBJECTIVES:

Launched in 2020, ARDN's Red Card Campaign combats gender-based violence and discrimination.

## OPPORTUNITY:

Massive media deployment through **Trace media** and **TRACE+**



# RED CARD CAMPAIGN – FIRST JOINT INITIATIVE

## GLOBAL COMMUNICATION THROUGH TRACE AND MUSIC



### EXPANDING GLOBAL IMPACT

- Supported by African Nations, now expanding through Trace media and the Trace+ platform **from Jan. 2025**
- Estimated media plan value: **\$3M TV value**
- Estimated audience: **300 million people reached through Trace media and the TRACE+ platform.**

### MUSICAL COLLABORATION

- Featuring an **Afrobeat remix of AOFB** (“*Africa Open for Business*”)
- Trace networks will air the remix to inspire action and celebrate Africa’s innovation and opportunities.





**STREAMING**

**TRACE+**



**ALL TRACE ENTERTAINING &  
EMPOWERING CONTENT ON ONE DIGITAL  
PLATFORM**

- 25+ TV CHANNELS
- 100+ RADIOS
- 300+ TRACE ACADEMIA COURSES
- VIDEOS ON DEMAND
- OVER 1 MILLION HOURS OF AUDIO & VIDEO CONTENT PER YEAR

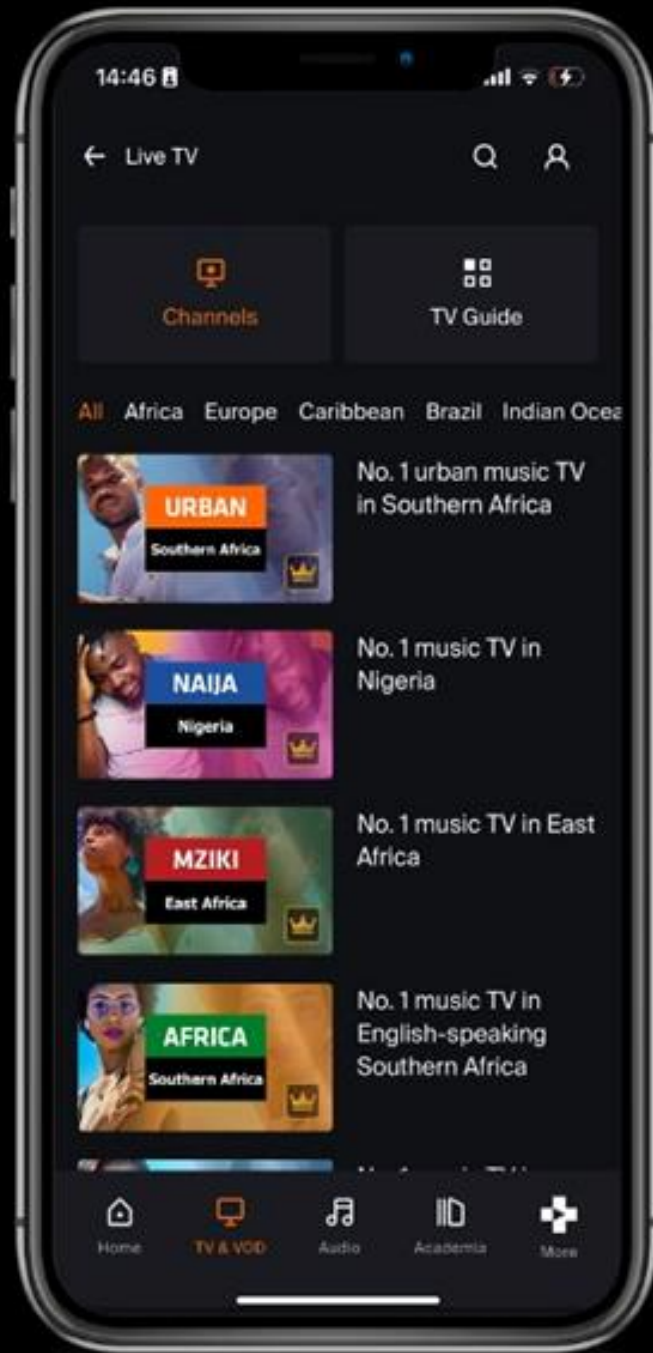
**OUR TARGET AUDIENCE : AFRO-CARIBBEAN YOUTH, AFRO-DESCENDANT  
DIASPORAS & FANS OF AFRO CULTURE, EAGER TO SUCCEED**

Prescillia Avenel-Delpha  
Managing Director of Trace+



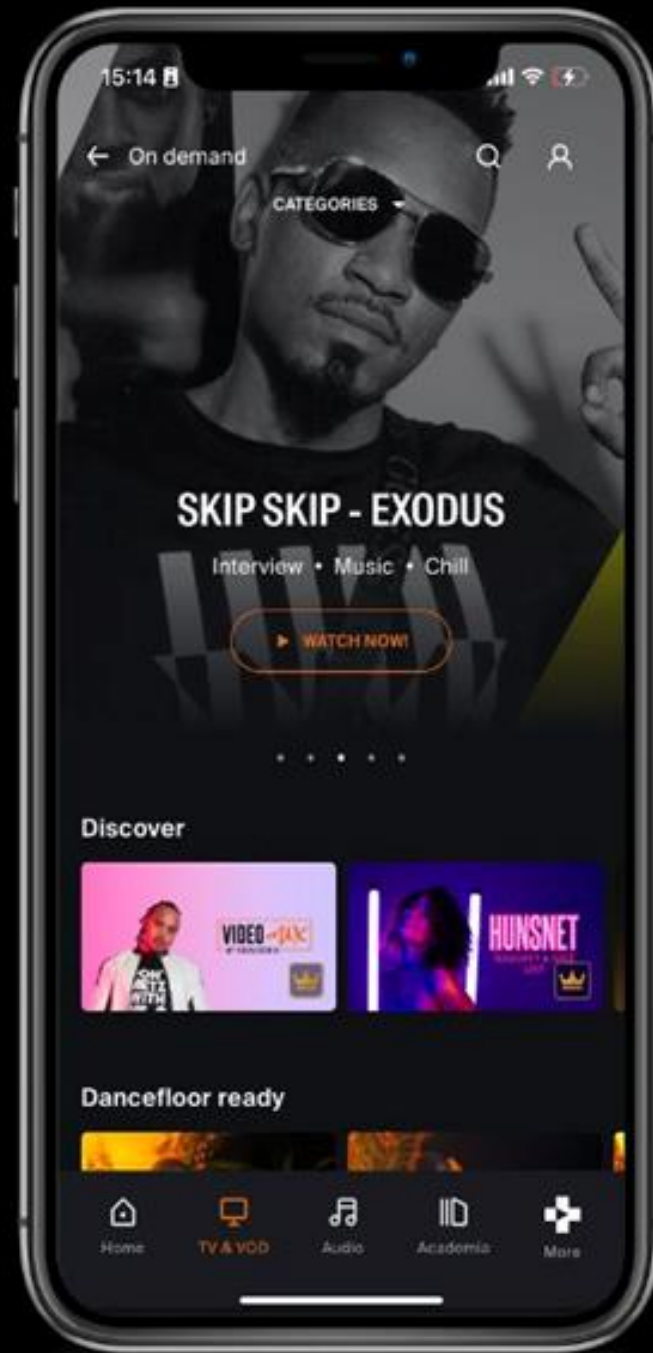


# READY TO DRIVE POSITIVE CHANGE FROM JANUARY 2025



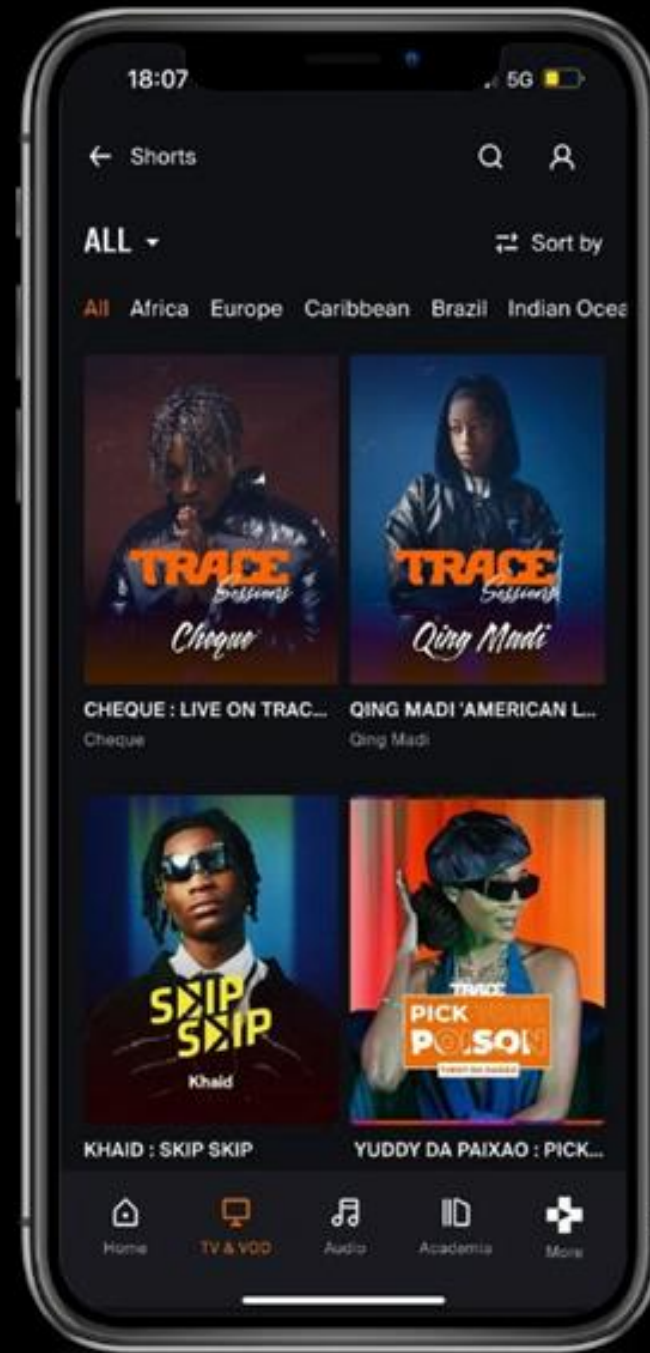
## LIVE TV

Music, Lifestyle & Sports TV Channels for non-stop entertainment



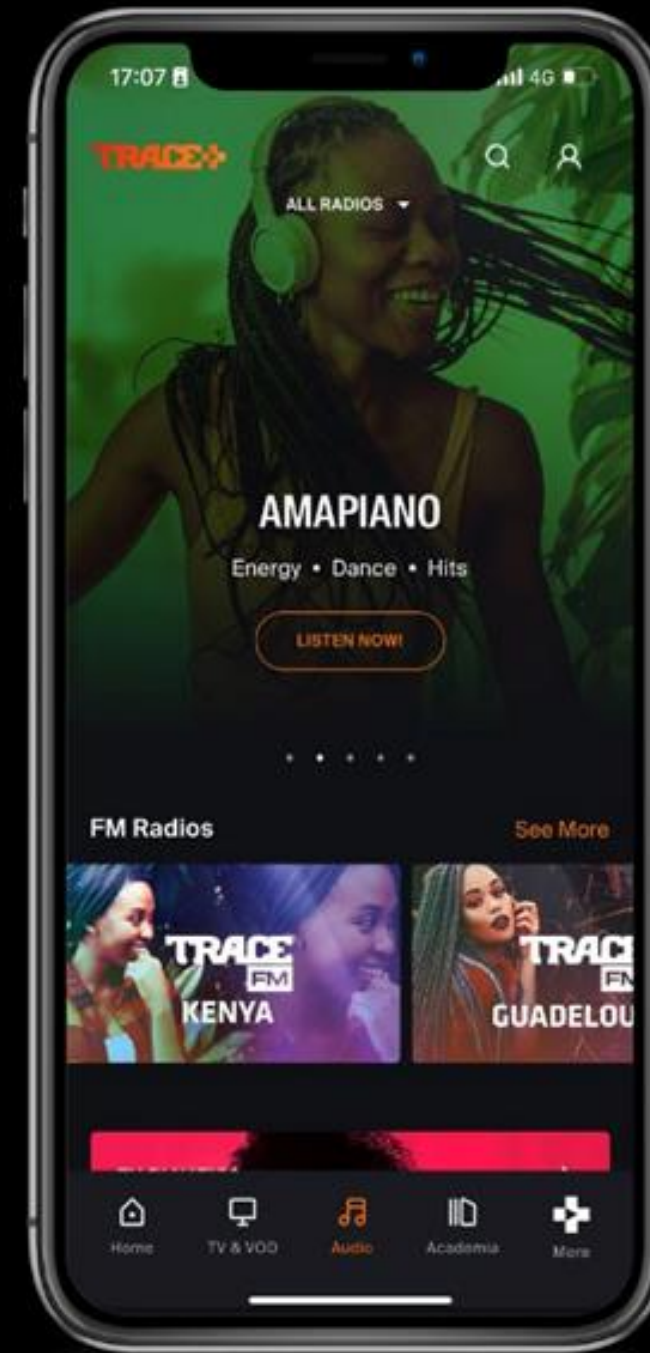
## VOD

Artists Interviews, concerts, doccies & more!



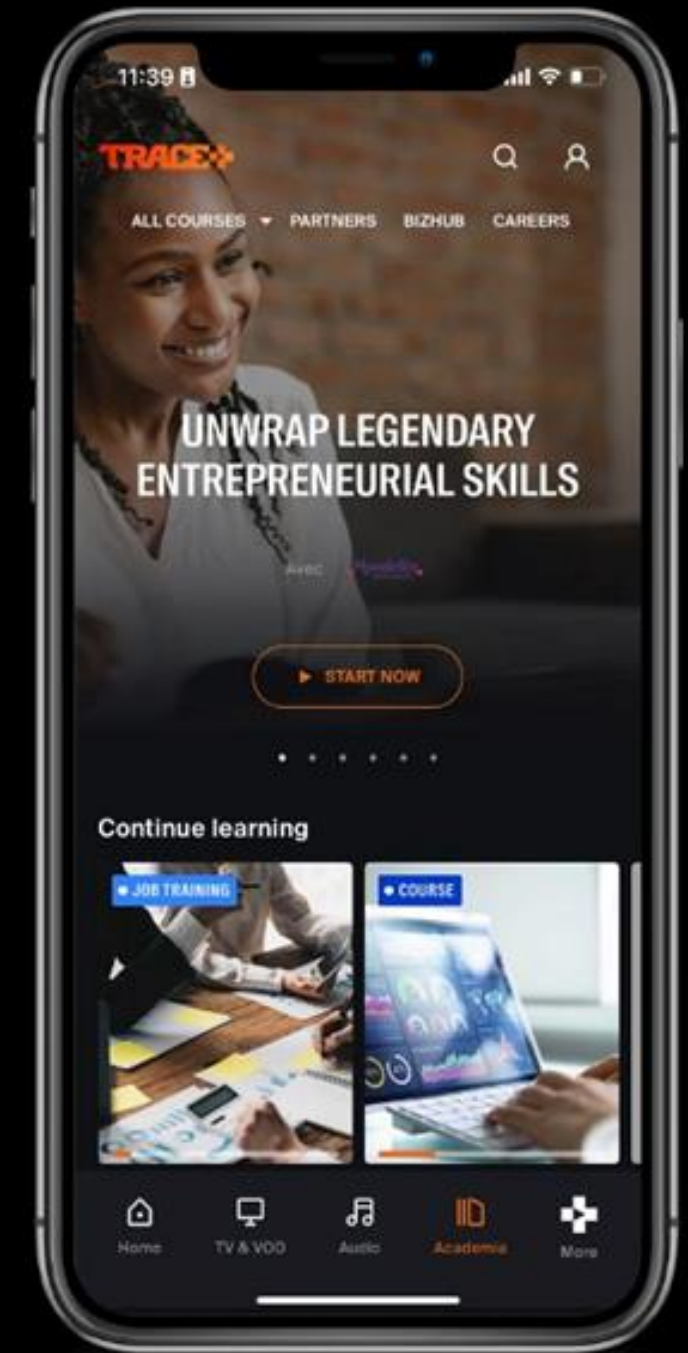
## SHORTS

Short Video content to snack all day long



## AUDIO

All Trace FM & Digital Radios to match your mood and schedule



## ACADEMIA

Unlimited free learning with the World's best experts



# EXPANDING IMPACT THROUGH EDUCATION



## TRACE ACADEMIA

**A FREE ONLINE LEARNING PLATFORM THAT GIVES ACCESS TO JOBS**

**300+ COURSES CO-CREATED WITH INDUSTRY EXPERTS  
PRESENTING JOBS FOCUS ON:**

- Hard skills related to jobs
- Entrepreneurship
- Soft skills

**1.2M DOWNLOADS • 300 000+ ACTIVE USERS • AVAILABLE ON TRACE+**

**A COALITION OF 50+ PARTNERS**



Gwladys Watrin  
Director of Trace Academia

# ALL TRACE ACADEMIA COURSES ARE ALIGNED WITH THE SDGs OF THE UNITED NATIONS



## 3 EXAMPLES

### SOLAR PANEL INSTALLATION



THE WORLD BANK

*Train youth to install and maintain solar panels, supporting the green energy transition.*

### THE INVISIBLE WOMEN IN SCIENCE

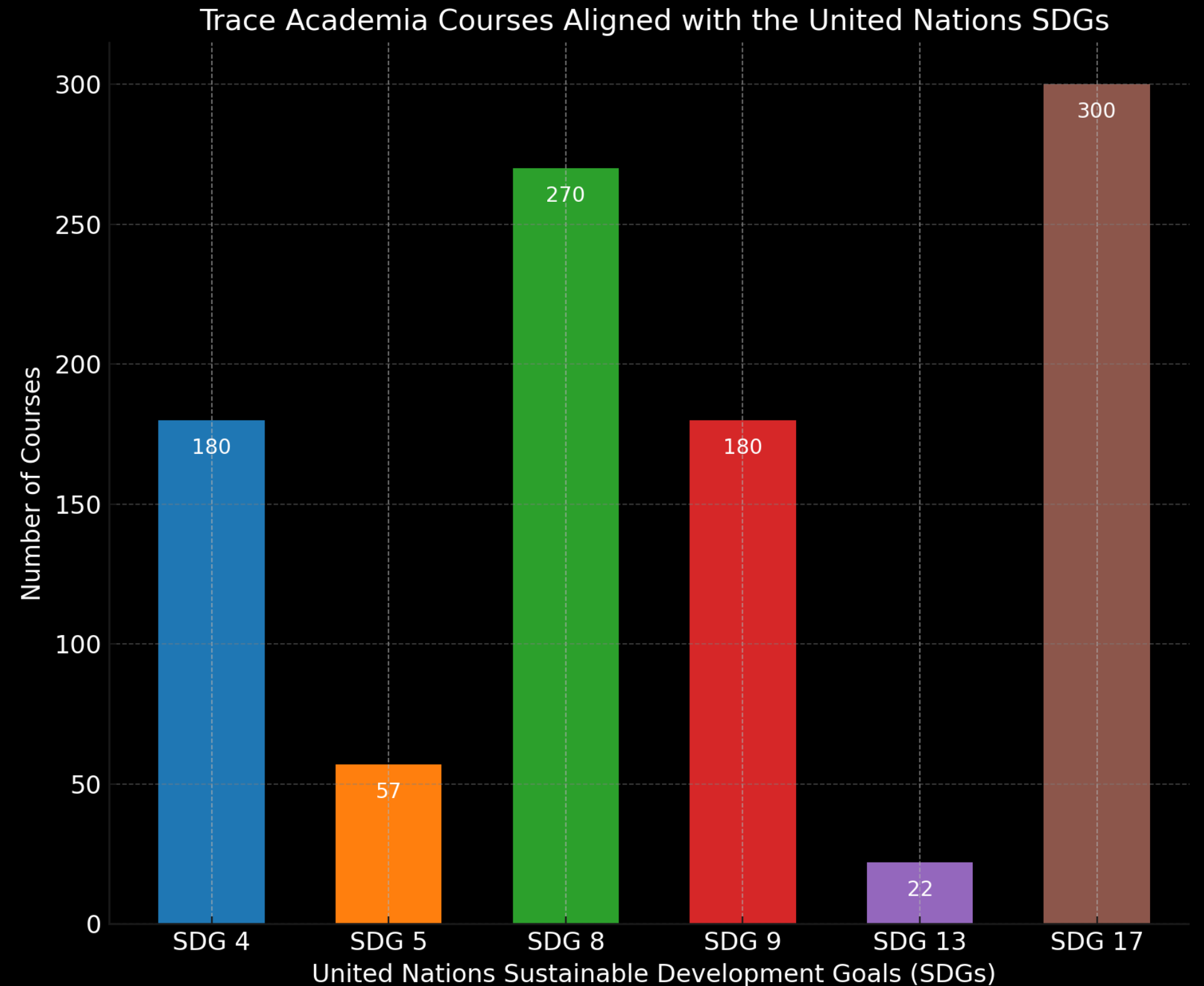


*Inspire young girls to pursue careers in STEM.*

### BECOME A JEWELRY DESIGNER



*Teach skills to design, craft, and sell jewelry, promoting entrepreneurship.*





**FOR GREATER IMPACT, WE ARE MORE THAN HAPPY  
TO OPEN UP THE COALITION OF PARTNERS**

**JOIN US FOR A BETTER FUTURE**

**TRACE**

**TRACE.PLUS**  
[press@trace.plus](mailto:press@trace.plus)



**ARDN.NGO**  
[angelauzoeme@gmail.com](mailto:angelauzoeme@gmail.com)