

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



**TRACE**

Olivier Laouchez  
Co-founder & CEO



Djibril Diallo  
Co-founder & CEO

# AGENDA



- **Introduction of TRACE and ARDN**
- **A partnership for global impact in support of the Sustainable Development Goals of United Nations**
- **Case study: “Red Card”- Putting an end to gender-based violence.**
- **The impact of ARDN initiatives amplified by TRACE+ and Music**
- **Trace Academia, Education for Peace**
- **Q&A**

**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

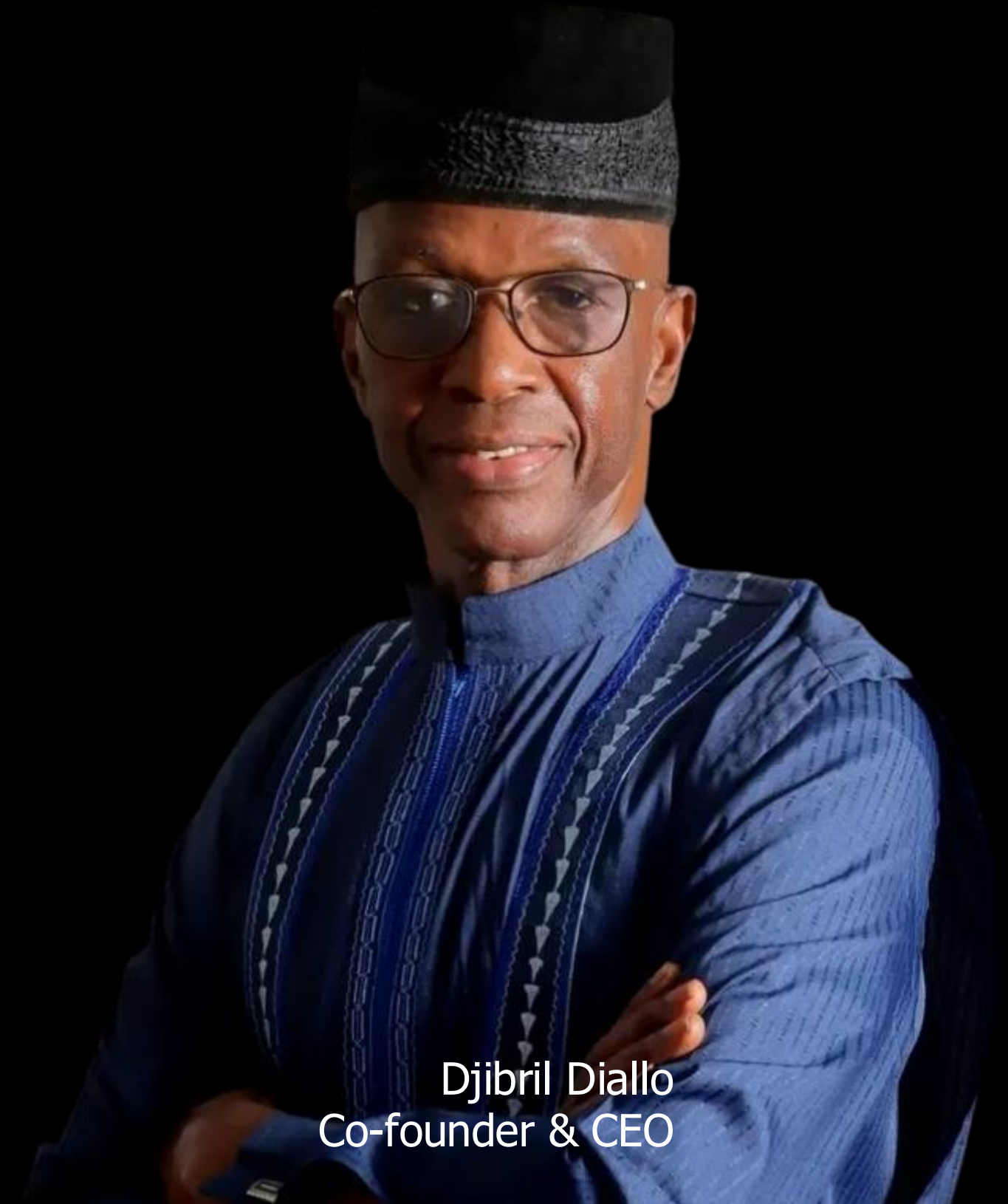


## CONTEXT:

**African diaspora: 140 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 & 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 2021, ARDN's Red Card Campaign combats gender-based violence and discrimination.

## OPPORTUNITY:

Massive media deployment through **TRACE+**



# RED CARD CAMPAIGN – FIRST JOINT INITIATIVE GLOBAL COMMUNICATION THROUGH TRACE+ AND MUSIC



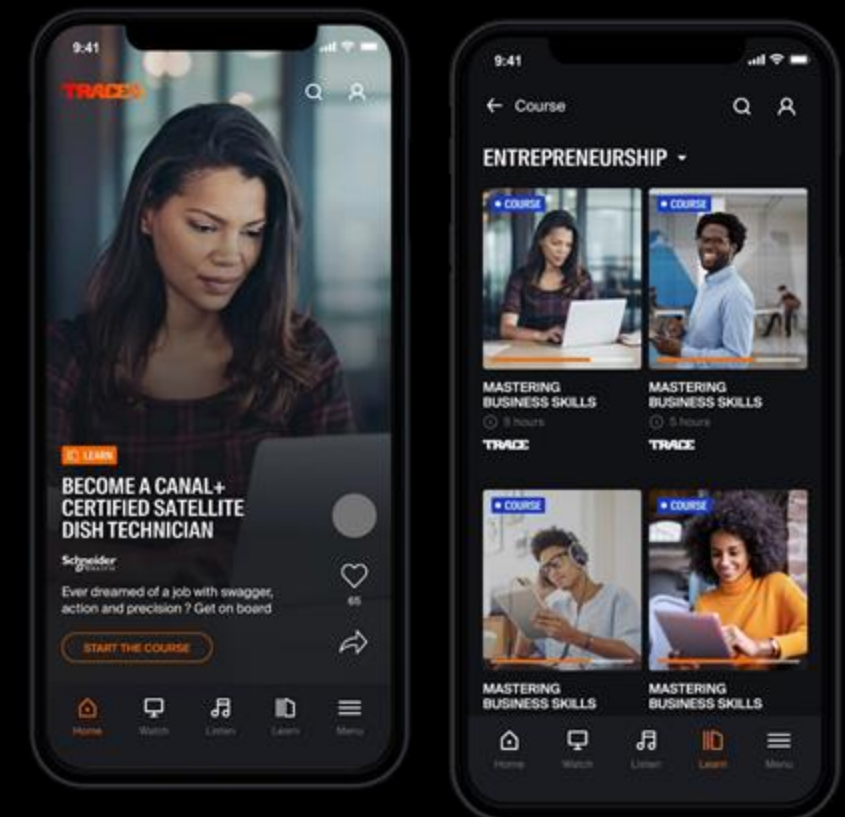
## EXPANDING GLOBAL IMPACT

- Supported by African Nations, now expanding through Trace media and the Trace+ platform.
- 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+**



**TRACE**

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

- 26 TV
- 107 RADIOS
- TRACE ACADEMIA COURSES
- VOD
- 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+





# EXPANDING IMPACT THROUGH EDUCATION

## TRACE ACADEMIA



**A FREE ONLINE LEARNING PLATFORM WITH ACCESS TO JOBS**

**280 FREE CERTIFICATES & INTERACTIVE COURSES AVAILABLE ON TRACE+ ABOUT:**

- Vocational training related to jobs
- Entrepreneurship
- Soft skills

**1.2M DOWNLOADS • 270K+ REGISTERED USERS**

**A COALITION OF 50+ PARTNERS**

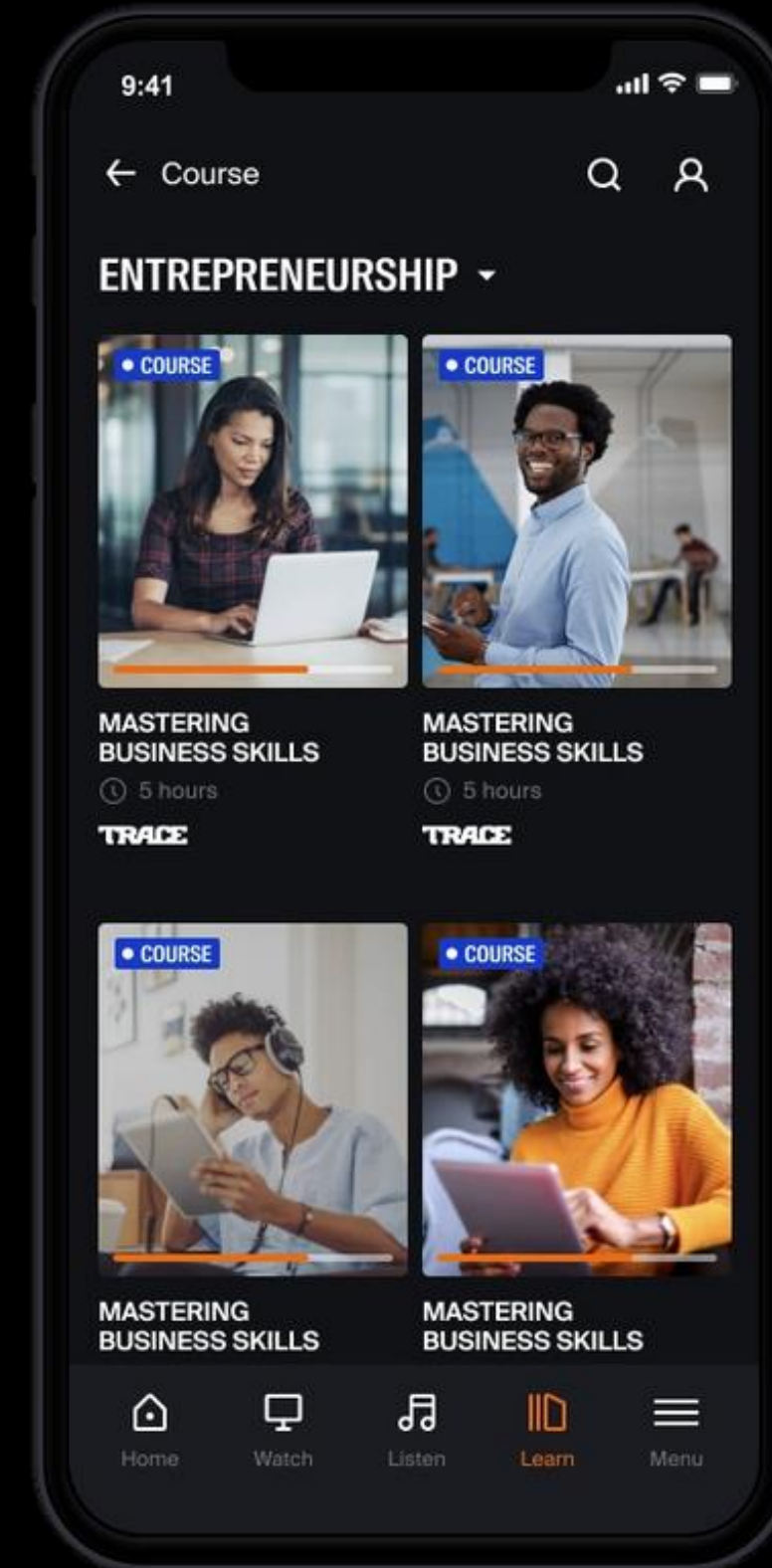
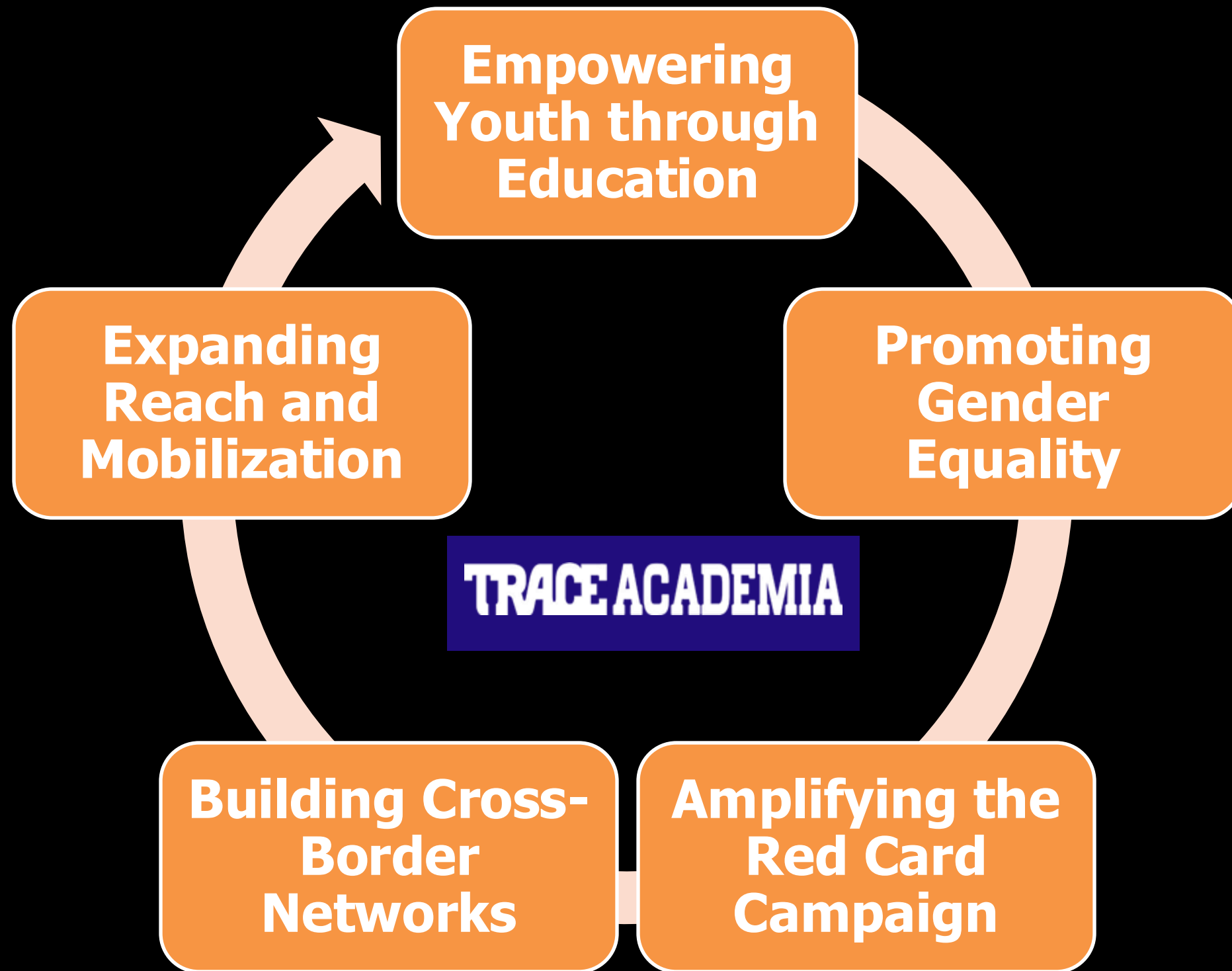


Gwladys Watrin  
Director of Trace Academia





# EMPOWERMENT AND EDUCATION IN THE SERVICE OF PEACE



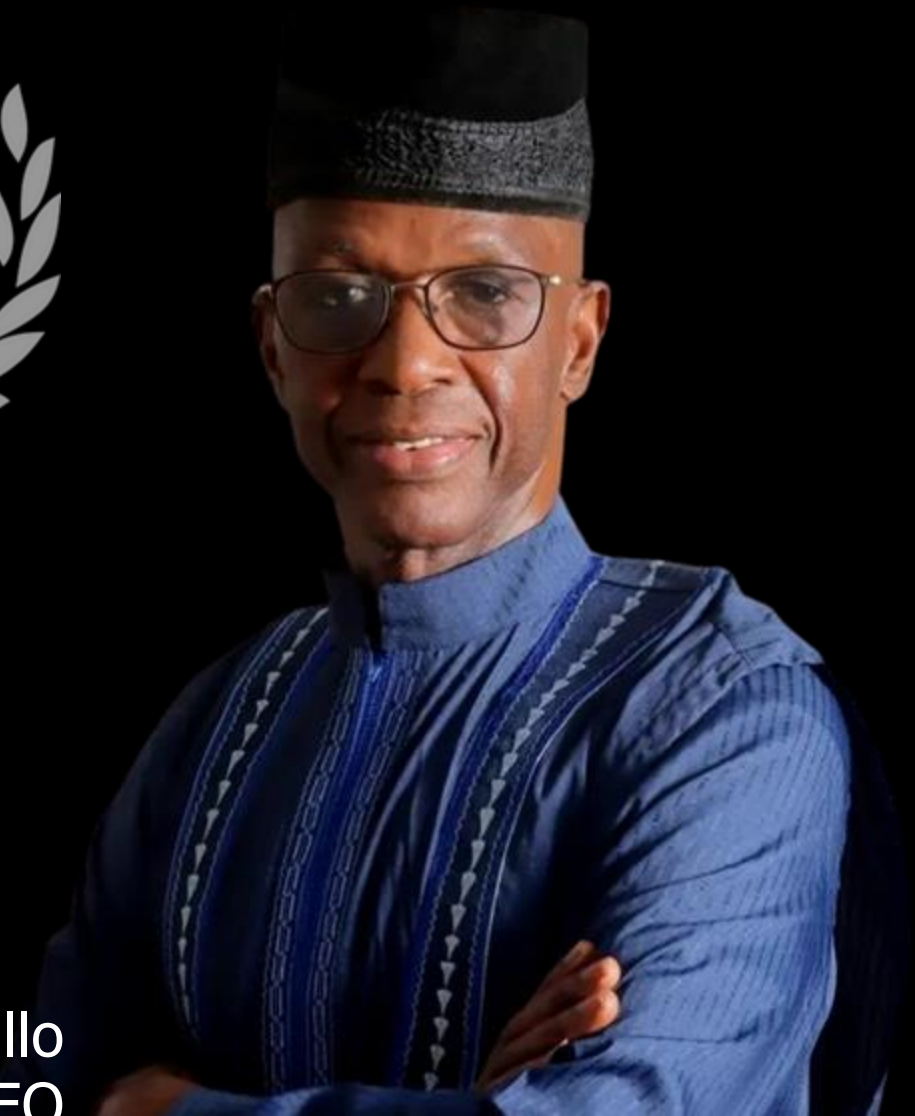
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**TRACE**



# Q&A

**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



**ARDN.NGO**  
angelauzoeme@gmail.com