

OFFICIAL BLUEPRINT: ONE PLATEAU STREET ART FIESTA 1.0

A Collaborative Public-Centric Peace and Cultural Renaissance Initiative**

Presented by YoungMan Africa Development Foundation (YMADF) & Face of Peace Global (FOP) In Partnership with Community, Faith, and Creative Stakeholders

Tagline: **One Brush. One Beat. One Plateau.** — Reclaiming Our Shared Identity Through Collective Creativity

1. Executive Summary

Plateau State, long celebrated as the "Home of Peace and Tourism," faces a persistent challenge: external narratives of conflict overshadow its rich cultural diversity, resilience, and potential for unity. Traditional peace building efforts often remain isolated among religious groups, NGOs, and government actors, limiting collective impact and public ownership.

One Plateau Street Art Fiesta 1.0 offers a transformative solution: a large-scale, inclusive **collaborative volunteerism** model that democratizes art and music as tools for peacebuilding. Under the guidance of professional Creative Directors, thousands of residents—regardless of skill level—will co-create vibrant murals and an original "One Plateau" anthem across public spaces in Jos and beyond.

This 5-month initiative (May–September 2026) will produce a permanent "visual signature" of shared identity, foster intergenerational dialogue, boost cultural tourism, and generate media content that amplifies Plateau's positive story globally. By aligning with **Sustainable Development Goals** (SDG 16: Peace, Justice and Strong Institutions; SDG 11: Sustainable Cities; SDG 4: Quality Education through creative participation), it positions Plateau as a model for arts-driven peace and creative economy development in Nigeria and Africa.

Expected Outcomes:

- 20+ large-scale murals co-created in public/community spaces.
- 5,000+ direct volunteer participants from diverse ethnic, religious, and age groups.
- A professional documentary series and full-length film for global dissemination.
- Strengthened community ownership of public spaces, reducing vandalism and enhancing pride.

- Economic ripple effects through tourism, local supply chains (paints, scaffolding, catering), and youth skill-building.
- A replicable blueprint for future editions (1.0 → 2.0+).

We invite strategic partners and sponsors—government, corporations, NGOs, media, creative communities and international development agencies—to join this movement and co-own a legacy of peace through creativity.

2. The Problem Statement

Plateau State's global image has been disproportionately shaped by historical ethno-religious tensions, despite its extraordinary ethnic diversity (over 50 groups), natural beauty, and cultural and agricultural richness. This narrative vacuum hinders investment, tourism, and social cohesion.

- **Isolated Efforts:** Religious bodies, CSOs, artists, and government initiatives often operate independently, missing synergies for broader impact.
- **Limited Public Ownership:** Elite or top-down approaches fail to engage everyday citizens, resulting in low sustainability and ownership of peace processes.
- **Untapped Creative Potential:** Art and music—proven globally as powerful, non-confrontational bridges for dialogue (e.g., community murals in conflict zones in Africa and beyond)—lack a structured, inclusive platform in Plateau.
- **Opportunity Gap:** Without a unifying "visual and sonic signature," the state's resilience and shared aspirations remain invisible to residents, the diaspora, and the world.

Evidence from similar initiatives (e.g., Lagos Street Art Festival, African participatory arts projects) shows that public art can transform urban spaces, reduce tensions, boost local economies, and shift narratives when communities actively co-create.

3. The Solution: Democratizing Peacebuilding Through Collaborative Volunteerism

One Plateau Street Art Fiesta 1.0 shifts from "merit-based" exclusivity to inclusive collaborative volunteerism. Professional Creative Directors and lead artists provide oversight, training, and quality control, while volunteers (youth, adults, faith groups, CSOs) contribute "colors of peace" — filling in designs that synthesize community stories of resilience, diversity, and unity.

Core Innovations:

- **Public-Centric Design:** Every participant becomes a stakeholder; murals reflect collective input rather than individual visions.
- **Interfaith & Inter-Ethnic Integration:** Faith leaders designate sites (churches, mosques, community halls); "Peace Teams" mix diverse volunteers.
- **Multi-Artform Synergy:** Visual murals paired with live music, poetry, and an original anthem.
- **Digital + Physical Legacy:** High-production media content ensures the impact endures and reaches the global Plateau diaspora virtually.
- **Sustainability Focus:** Capacity-building workshops, maintenance plans with local communities, and tourism integration.

This model embodies "**art as social good**" — lowering entry barriers while delivering professional-grade outcomes, fostering empathy, and building social capital.

4. Strategic Roadmap (May – September 2026)

Phase I: Mobilization & Launch (May 1–31)

- Digital portal launch for volunteer registration and resource mapping.
- Premier 3–5 minute "First Stroke" documentary featuring YMADF/Face of Peace leaders alongside key religious, traditional, and government figures painting the inaugural stroke.
- Stakeholder mapping and MOUs with faith institutions, CSOs, Plateau Peace Building Agency, and tourism bodies.
- Initial media teaser campaign.

Phase II: Design Curation & Capacity Building (June 1–30)

- Community story-collection workshops to inform mural blueprints.
- Professional synthesis by Creative Directors into scalable designs.
- Volunteer induction and "Peace Team" formation with basic skills training.
- Weekly digital "Meet the Team" content to build momentum.

Phase III: Preparation & Activation (July 1–31)

- Site preparation (cleaning, priming walls across Jos and satellite communities).
- Music/poetry rehearsals for the "One Plateau" anthem.
- Public engagement campaign: "What Does One Plateau Look Like to You?" (interviews, social challenges).

Phase IV: Co-Creation & Live Engagement (August 1–31)

- Professional artists lead outlines; volunteers fill colors in collaborative sessions.
- Daily street pop-ups: acoustic performances, poetry, and family-friendly activities at sites.
- Real-time documentation via vlogs and live streams for virtual participation.

Phase V: Celebration & Legacy (September 1–21)

- Media build-up showcasing completed murals as a "living gallery."
- Grand Finale on **International Peace Day (September 21)**: Peace Walk through mural sites, culminating in a major open-air music/arts concert.
- Premiere elements of the full-length "Peace Lens" documentary.

5. Media & Amplification Strategy: "The Visual Narrative"

A multi-layered content ecosystem will document and broadcast the journey:

- **Launch Documentary** — Triggers sign-ups and partner interest.
- **Short-Form Series** ("First Stroke," daily wins) for TikTok, Reels, and YouTube Shorts.
- **Full-Length "Peace Lens" Documentary** — Professional production capturing process, challenges, and triumphs (targeted for festivals and online platforms).
- **Live Streams & Virtual Participation** — Enabling diaspora engagement.
- **Impact Reporting** — Professional photography, before/after visuals, and data on participation/diversity for partners.

This creates evergreen assets for tourism promotion and narrative shift.

6. Impact Measurement & Sustainability

- **Quantitative:** Participant numbers, murals completed, media reach/impressions, volunteer diversity metrics, economic contributions (local procurement/jobs).

- **Qualitative:** Pre/post surveys on sense of belonging, intergroup attitudes; testimonials.
- **Legacy:** Community maintenance committees, integration into state tourism calendar, potential for annual editions, and policy advocacy for creative peacebuilding.
- **Risk Mitigation:** Insurance, security coordination with relevant agencies, phased implementation, and inclusive site selection.

7. Call to Action: Strategic Partnerships & Sponsorship Opportunities – Act Now – The Window is Closing

Time is critical. With the official launch of Phase I scheduled for **May 1, 2026** — just weeks away — this is your final opportunity to join as a foundational partner in what promises to be Plateau State’s most ambitious and visible peace and cultural transformation project to date.

The **One Plateau Street Art Fiesta 1.0** is not just another event; it is a historic movement that will culminate on **International Peace Day, September 21, 2026**. Partners who commit in the coming days will receive priority visibility across all murals, media assets, the full-length documentary, and the grand finale concert — positioning your organization at the forefront of a narrative that will reach local communities, the Nigerian public, the global Plateau diaspora, and international audiences.

This is a rare, time-bound opportunity:

- Early partners will shape the visual identity of the project and secure premium branding on multiple large-scale murals and digital content.
- Limited Platinum and Gold sponsorship tiers are available and will close once core funding and material commitments are secured.
- Government and international agencies that onboard now will be featured in the high-impact “First Stroke” launch documentary, giving them immediate visibility in all promotional materials.

We urgently invite the following stakeholders to act immediately:

- **Public & Creatives (Artists, Musicians, Poets):** Register today via the digital portal to join a Peace Team. Slots in the initial Peace Teams are filling rapidly — secure your place under professional Creative Directors before capacity is reached. No prior expertise required — only passion and commitment to “One Plateau.”

- **Religious & Community Leaders:** Designate your church, mosque, or community wall now and mobilize your youth groups. Early site commitments will receive dedicated support and prominent recognition in the final “living gallery.”
- **Local & State Government Agencies:** Provide policy backing, site access, and security coordination. Your early endorsement will help lock in international partner interest and position Plateau as a national model for creative peacebuilding.
- **Corporate & NGO Partners/Sponsors:** Commit materials (paints, scaffolding, media equipment), funding, or technical support **within the next 14 days** to be recognized as Founding Partners. In return, you gain exclusive branding rights, employee volunteer opportunities, detailed CSR impact reports, and association with a high-visibility project that delivers measurable peace, tourism, and youth engagement outcomes.
- **Media Houses:** Join immediately as official documentation partners. Early collaborators will co-shape the storytelling and enjoy priority access to all live streams, vlogs, and the “Peace Lens” documentary.
- **International Agencies & Development Partners:** Align your peacebuilding, cultural diversity, or creative economy portfolios with this initiative now. Your support will directly contribute to SDG 16 and position your organization in a flagship Nigerian arts-for-peace model with strong documentation and global dissemination potential.

Do not miss this moment. The brushes are ready. The walls are waiting. The story of a truly united Plateau is about to be written — in color, in music, and in collective action.

Register interest and access the launch documentary here:

 [LINK TO ONE PLATEAU DIGITAL PORTAL]

Together, we can paint a new future — one brush, one beat, one Plateau at a time.