THE OKWELIANS

PRESS RELEASE

THE OKWELIANS PUBLISHES THE "GREEN BOOK", A ROADMAP TO ACCELERATE CAMEROON'S SUSTAINABLE TRANSFORMATION

Yaoundé, 22 August 2025 – Aware of the challenges facing Cameroon, and following the inaugural edition of The Okwelians Summit, an international economic forum dedicated to Cameroon's sustainable transformation held under the theme *"Cameroon 2035: at the crossroads of sustainable transformation"*, the Think Do Tank The Okwelians is publishing the Green Book, a key document setting out strategies and action lines to accelerate Cameroon's sustainable transformation.

This contribution, the result of a multidisciplinary reflection involving 300 participants from over 20 nationalities – including representatives of the public sector, the private sector, civil society, and around a dozen development partners – offers a clear-eyed diagnosis of the country's structural challenges (poverty, infrastructure gaps, energy access, underemployment, etc.) and puts forward strategic and operational recommendations to unlock Cameroon's economic and social potential.

The Green Book is structured around three pillars: (i) an in-depth diagnosis of the persistent challenges holding back economic transformation; (ii) the identification of key national and regional trends, including the digital, energy and ecological transitions; (iii) a set of strategic and operational recommendations to place sustainability at the heart of public policy, strengthen the State–private sector–civil society partnership, and transform human capital.

"*Cameroon is at a decisive crossroads in its history. The time has come to build an ambitious national consensus to overcome these challenges. This Green Book serves as a strategic compass aligned with the Stratégie Nationale de Développement 2030 (SND30), to bring together energies, transcend divisions, and engage both the State and civil society in a sustainable dynamic of co-constructing a prosperous Cameroon, in the footsteps of the Asian dragons*," emphasises Me Jacques Jonathan Nyemb, Co-founder and President of The Okwelians.

In concrete terms, the Green Book seeks to bring real added value to Cameroon's economy by directly addressing the country's main challenges, namely youth employability, industrialisation, business financing, ecological transition, with at the core the promotion of *Made in Cameroon*.

Furthermore, the Green Book sets out a genuine transformational agenda focused on structuring agro-industrial value chains, accelerating the digital transformation of SMEs, promoting "liveable" cities, strengthening energy potential, and enhancing indigenous knowledge. The Okwelians thus proposes an ongoing dialogue with all stakeholders, reaffirming the need to place civil society at the heart of Cameroon's sustainable economic transformation project.

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To demonstrate the impact potential of the proposals set out in the Green Book and in line with its vocation as a Think Do Tank, The Okwelians is announcing the creation of the ORCA Coalition, born of a strategic partnership between The Okwelians, the Réseau des Maires Camerounais pour l'Économie Sociale et Solidaire (REMCESS), the Conseil National des Chefs Traditionnels du Cameroun (CNCTC), and the Association Internationale de Valorisation de l'Artisan Africain (AIVARA). The ORCA Coalition aims to pilot, at the local level, experimental projects built around sustainable value chains rooted in Cameroon's socio-economic realities. In its initial phase, the Coalition will operate in five selected municipalities, each becoming a living laboratory for the economy of tomorrow.

ABOUT THE OKWELIANS

Founded in February 2020 and chaired by Jacques Jonathan Nyemb, The Okwelians is a Think Do Tank that brings together a community of more than 3,200 Cameroonians across four continents committed to promoting a culture of social innovation in the service of Cameroon's sustainable transformation. Convinced that the country's sustainable transformation depends on a community of leaders united by shared values, vision, and ambition, The Okwelians acts both as an incubator of ideas and as a field actor.

The Okwelians is headquartered in Douala (Rue Kotto Deido) and also has a representation in Paris (France). The name "Okwelians" derives from the verb *okwele*, which means "to learn" in the Duala language. It embodies a conception of leadership founded on humility, discernment, and trust.

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