

**THE DEVELOPMENT AND EMERGENCY RELIEF INITIATIVE  
ANNUAL REPORT**

FOSTERING SOCIAL RESPONSIBILITIES  
“Be part of the breakthrough for a sustainable society”





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## INTRODUCTION:



# WHO

## WE ARE ??

We are an independent Not-for-profit organization founded with the mission to foster development in under-developed and developing countries while providing humanitarian interventions in areas thorn by emergencies. DERI is designed to strengthen digital communication in emergencies while enhancing Sustainable Development through corporate social responsibilities. We use advanced technology to provide solutions to the myriads of devastating crisis impending growth and prosperity in Africa.

Through our work, we help communities and organizations attain their communication goals by providing up to date research methods to develop and improve digital communication and innovation in order for them to attain their objectives.

The goals we have set ourselves are very challenging as they aim at combating poor nutrition and health; promote quality and accessible education for all, youth empowerment and entrepreneurship amongst others. However, by building solid partnerships with individuals, communities, governments, businesses and donors, we have the firm conviction that all is set for the better.

## Our Ambition

We have solid and firm ambitions: We envisage a world void of crisis and epidemics impeding growth and prosperity. We want to attain this by researching and providing digital communications and innovative methods on programme delivery. Our compass is the sustainable development goals. Our actions strive to towards achieving six breakthroughs, which are :



### Digital learning

All scholars irrespectively of geographical location should benefit from quality education.



### Digital communication

Provide modern approaches to news coverage and media activities for every target audience to achieve equitable development.



### Good health and Nutrition

Make available a holistic approach in providing better feeding habits to pregnant women and their children to prevent acute malnutrition and promote better feeding practices.



### Youth empowerment & Entrepreneurship

Accelerate the promotion of women's rights and the girl child, while fostering entrepreneurial ambitions.



### Positive use of social media:

Enhance the usage of social media in the manner that will drive growth, promote development, and advance educational standards among youth.



### Regional development and Action:

Assist communities in which we operate in transforming economically and socially towards a more sustainable and environmentally friendly society.



# GLOBAL CHALLENGES AND TRENDS

## 1. Education

With the already existing disparity in school registration and attendance between sex and continents, the Covid-19 pandemic permitted the expansion of a system which has never been in the advantage of the less privileged. The world is currently facing a learning crisis as the mere presence in a classroom isn't sufficient to call it education. The pandemic made things worse for the girl child most especially. Today, the world counts over 70 million children of primary education age not in school. The majority are found on the African continent and rural areas are particularly hit.

Nonetheless, the growing influence of digitalisation and the massive internet penetration of the continent present an opportunity for us. We want to ensure that new technologies are beneficial for the redistribution of equitable educational opportunities.



## 2. Rising conflicts

Never as before World War II has the world known such unprecedented levels of conflicts and chaos, from rising populism in Europe, to terrorism in the Middle East and post electoral challenges in Cameroon and Nigeria. Furtherance, these conflicts have affected the interventions and humanitarian assistance of many bodies. Most at times, the cause lied in the poor communication surrounding the programme delivery.

With the rising need to communicate more efficiently while using new approaches to news coverage and media activities for every target audience is pivotal. We make sure that communities get plugged into the full potential of online communication through our strategic marketing and social media management techniques.

## 3. Nutrition and sanity

The on-going covid-19 crisis has significantly disrupted the redistribution of vital consumable products around the world. The global economy has been affected as primary household consumables experienced a surge in prices and shortage. With less privileged communities depended on such produce, "living healthy" became a faraway dream for a numerous. Despite the existence of subsidiaries to curb wheat, sugar and oil price surges, such as maize and cassava, cash cropping remains a serious challenge on the African continent.

However, an opportunity remains in the relatively growing youth which represents a secure labour for the ready arable land. We want to tap from this to reduce regional and global dependencies to provide for the less privileged in rural and geographical harsh areas while promoting healthy living habits at the same time curbing epidemics and acute malnutrition.



## 4. Growing Youth

The global youth population is set to soar, with India estimated to host the largest youth population by 2030 and then Africa by 2050. The African Continent already houses a significant number of youth, with over 50% of its population being between the ages of 15-25. This has set pace for large unemployment while promoting insurgency. Unemployed youth have found shelter and confidence working for militia propagating terror in order to survive hardship.

With the growing literate rate, we set ourselves through this opportunity to fight for the advancement of the rights of women and the girl child while promoting gender equality as women tend to suffer most during situations of conflict. But most importantly, create the necessary atmosphere needed for entrepreneurial ideas to thrive via provision of opportunities, guidance and funding.



## 5. Lost to societal morals perpetrated by social media



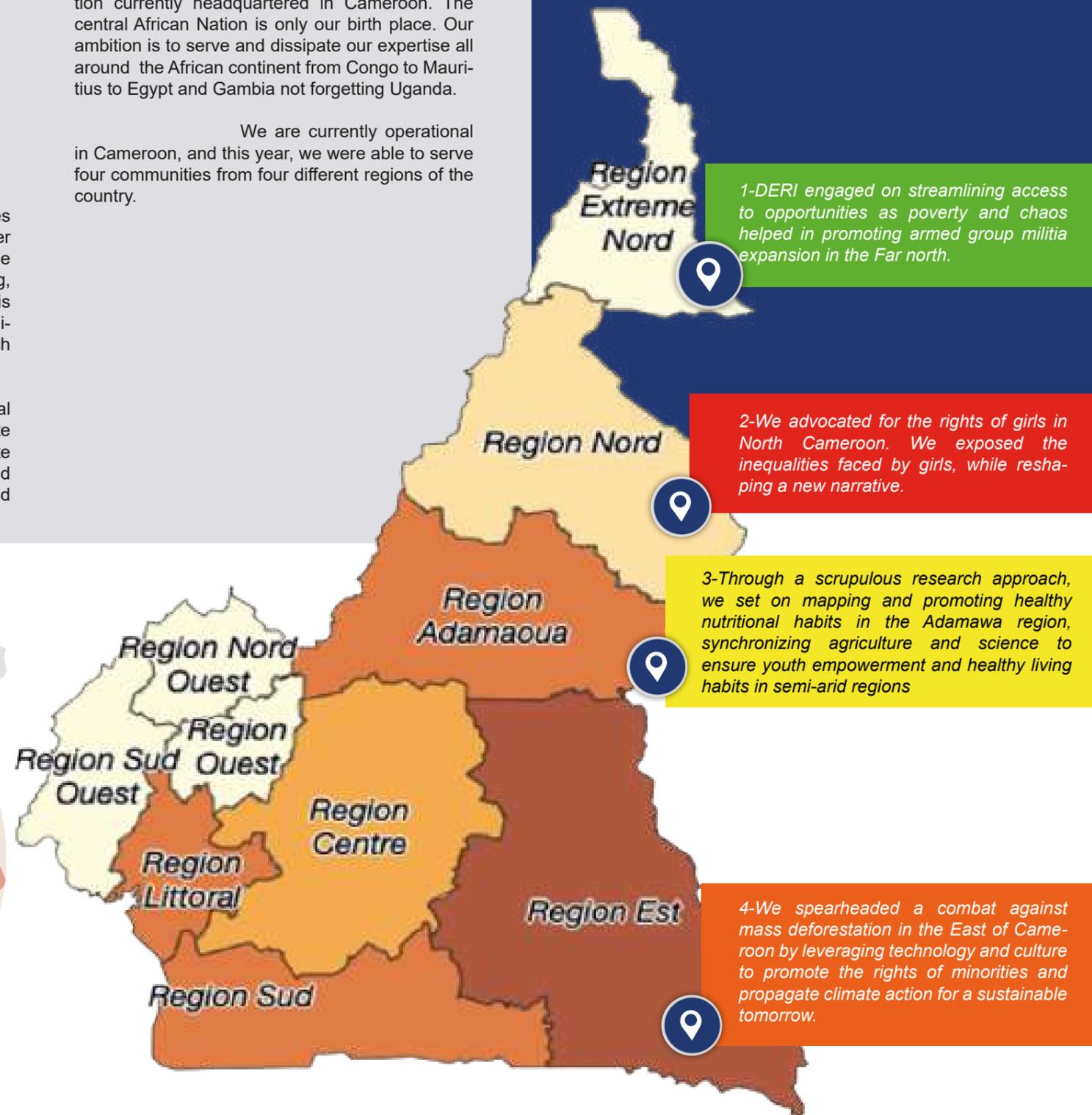
The arrival of the internet was under normal circumstances supposed to serve the limitations of the post; that is connect people better and faster. However, the appearance of social media made room for wide spread of hoax and fake news, entertaining an atmosphere of shaming, stealing and loss of societal values in the meantime. Social media is serving not its purpose for some, as it has become a centre for paedophilia and also creating addiction for a majority of the populace which constitute the youth.

Nonetheless, we find opportunity in the simple fact that, social media has become the fastest way to spread information and accelerate educational possibilities. We hence set ourselves the objective to promote the positive use of social media among millennial to enable them avoid the ills of social media addictions and its inappropriate contents and usage

# WHERE WE WORK

We are a regional organisation currently headquartered in Cameroon. The central African Nation is only our birth place. Our ambition is to serve and dissipate our expertise all around the African continent from Congo to Mauritius to Egypt and Gambia not forgetting Uganda.

We are currently operational in Cameroon, and this year, we were able to serve four communities from four different regions of the country.



## 6. Climate challenges & regional geopolitics

Of all activism ever set out for climate action, the years 2000 have been the most active and fiercely. In 2021, a growing number of persons mobilised by climate activist have forced governments and corporations to do more for the environment. This militating has indeed widened the talks on climate related issues, more and more people are becoming conscious and cautious about the eventual consequences of not caring enough about our global home.

With this rise in awareness, DERI through its innovative creation of the World Business Congress on Sustainable Development (WBCSD), aims at pushing member companies from all across Africa in particular and the world at large to continue from within-in, in the rapid campaign on enhancing sustainable development through their daily company activities in communities they operate. But also eliminate regional tensions diminishing cooperation and trade.



# OUR STRENGTH AND SERVICES



## Our strength

Our team is a dedicated group of individuals comprised of top notch specialists in their fields. They consist of an array of sophisticated project managers, communication experts, software developers, graphic designers and videographers, policy analysts, and a number of talented individuals in different fields. As a non-profit, in 2021, we put our time and energy at the service of Cameroonian communities to combat hunger, foster gender equality, sustainable development and peace.



## Our services

Through our Division of Media and Communication in Emergencies and Development (DMCED), we reshape the landscape of media and communication by providing and assisting in video and animation creation for projects and campaigns, providing social media strategies, photography communication/graphic design, digital publications, editorial and content creation, as well as branding. In summary, we make research and evidence more accessible. Aside from designing tools and resources, we also aim at understanding the specific needs and setbacks faced by our partners to create tailor-made, sustainable and context-specific solutions.



# WORKING TOWARDS THE SDGs

We understand that in order for us to attain equitable and sustainable development, we must have a compass guide; this guide is the sustainable development goals. Our interventions are structured in such a way that they contribute towards the realisation of one or more of the SDGs. As of 2021, we're only nine years away from achieving the 2030 agenda of the UN.

The current situation in Cameroon still has much to be done in order to be desirable, as education is particularly hit by the crisis in the North West and South West region worsened by the pandemic. Today over 800,000 persons are internally displaced with the majority being children and students. Drop-out levels from primary to university level haven't stopped from expanding since 2017.

Inequalities between the girl and boy child have not been eradicated yet in most parts of the country.

Today, there still exist a pay gap between men and women despite equal working hours and task allocation. The patriarchal system has indeed favoured this. As of 2021, of over 35 ministerial positions, barely a quarter are led by women. The same is observed in the national assembly where equitable laws are to be enacted. The voices of women aren't sufficiently heard, and they still aren't occupying positions where they could significantly advance their rights.

Sanitation and sustainable cities is yet to be a dream achieved. As of 2021, major cities in Cameroon were still facing urban degradation with household waste littered in every corner of major economic and political cities such as Douala, Bafoussam and Yaounde.

In reality, there is still much to be done within these nine years. We want to be part of the breakthrough, by assisting in the identification of trends,

patterns and relationships which will increase the impact of organizations and their works towards achieving the SDGs.



# ACTING MORE EFFICIENTLY DESPITE ADVERSITY

We are so far the only not-for-profit organization in Cameroon specialized in doing what we do. We improve on digital communication and innovative methods on programme delivery across Cameroon and Africa. This beautiful picture and wonderful job isn't realized without the hunting of our own demons.

In 2021, we operated in complex environments gloved by terrorism and transportation challenges. We continuously monitored our internal team to ensure that we give the best of our abilities.

To celebrate this year, we wanted to catch up on efficiency despite adversity. In this year, we were focused on becoming an effective organization that is trusted and that counts. This supposes :

## 01 Managing limited finance

As a growing organization, over 50% of funds were harnessed from the contributions of members. Considering the hardship currently faced in the country, our members and donors were still able to tap out money from their finance to foster social responsibilities. We are putting in place adequate means so that we can reach a larger public who will help us make our work visible and sustainable. We thus offer services which could bring about surplus, which in return will serve as funds for our internal projects

## 02 Building a diverse income base

Given the fast-changing nature of the different contexts in which we work in, it is essential – as it is for all Not-for-profit organizations – that we are in control of how we make and spend our money. At the moment, a high proportion of our income is either internal contributions or service payments. This means of funding are restricted and not sustainable. This leaves little flexibility to take action on issues requiring large finance and of urgency.

So we are working to ensure that over the coming years more than 50% of our global income comes through unrestricted sources, so that we can keep programmes running even when there is declining contributions from members. We will therefore innovate new solutions in 2022, to ensure finances are available for unforeseen humanitarian emergencies.

## 03 Creating the best team to deliver the best work

Our impact can only be felt based on the quality of our work on the ground as well as our ability to influence others from afar. That is why in the coming years, we will be building a stronger and larger team which can understand varied context and scenarios to deliver the best work everywhere we go.

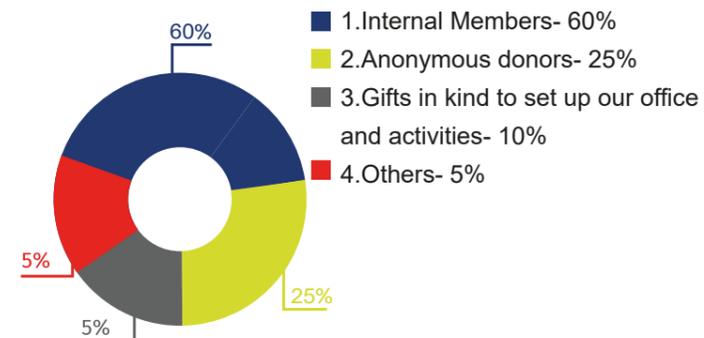


## HOW WE'RE SPENDING YOUR MONEY

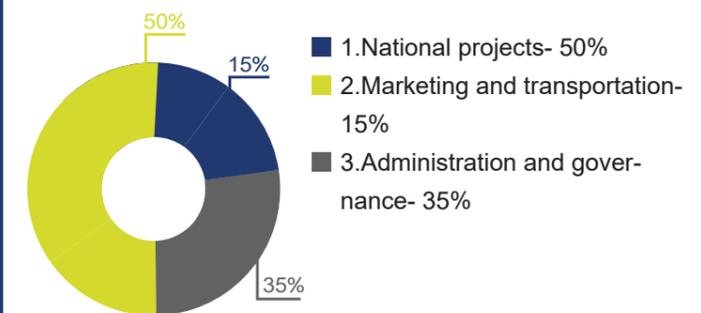
Although this year over 50% of funds came from our members who believed in the course of what we embarked in, our business model isn't structured this way. With this large vision of ours, we can only attain it with your help and continuous support. Our annual year runs from January to December.

Even though we want to promote the visibility of programmes engaged by other organizations through digital communication, we do not only want to be a secondary actor in the actions of others. That is why we as well run internal projects which advance the course for which we first began our work. Also to avoid the dependency on free will giving, we deliver services to organizations, who fund us to continue doing what we do best ; assist in humanitarian emergencies.

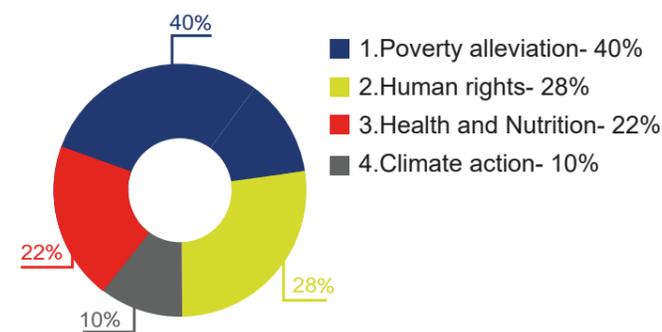
Our 2021 model cannot sustain our dream, and without strategic partnerships, our real abilities wouldn't be felt enough.



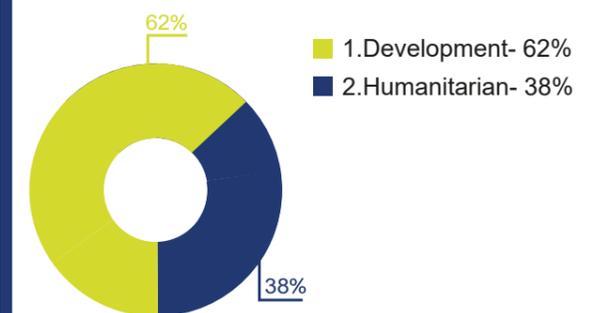
Our income by source of funds



Total spend



Spend by area



Global spending by context

# THE GRAVITY OF YOUR SUPPORT

## 1. Advocating for the rights of girls in the North of Cameroon (February 2021)

*How our platform is rendering visible the inequalities faced by girls in the north of Cameroon, while reshaping a new narrative*



the one hand and the development trajectory of Cameroon on the other is what accounted for the implementation of this project by the Development and Emergency Relief Initiative (DERI).

We are only nine years away from 2030, a year which should mark the realization of the UN's blueprint to «achieve peace and prosperity» via its 17 enacted principles known as the Sustainable Development Goals (SDGs). At DERI, we have the firm conviction that if Goal 5 (Gender Equality) isn't attained, the other goals would be at jeopardy. This result for why the spread light on such issues (Gender mutilation, forced marriages, little or no education for the girl) has never been this important. In an era of technological development and innovation, it is pivotal that girls and boys have equal opportunities and rights. Figure wise, women account for over 49.58% of the global population (according to statistics times), at such, constitute almost half the proportion of world labour and consumption. They therefore have the right to education and the capacity to decide for what is right or bad for them.

Furthermore, this has not been the case in the north of Cameroon for a very long time. Dominated by the Muslim communities, their rites and cultures usually put girls in the second place. They are deprived of education in situations of choice between their male siblings, they are forced into early marriages, as early as nine years of age and today still undergo one of the most fought battles by UN Women, that of female genital mutilation.

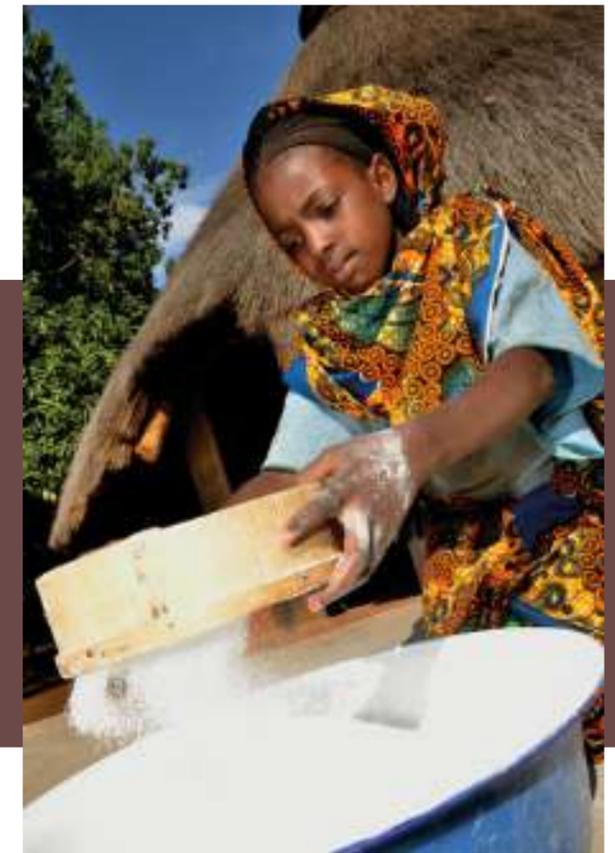
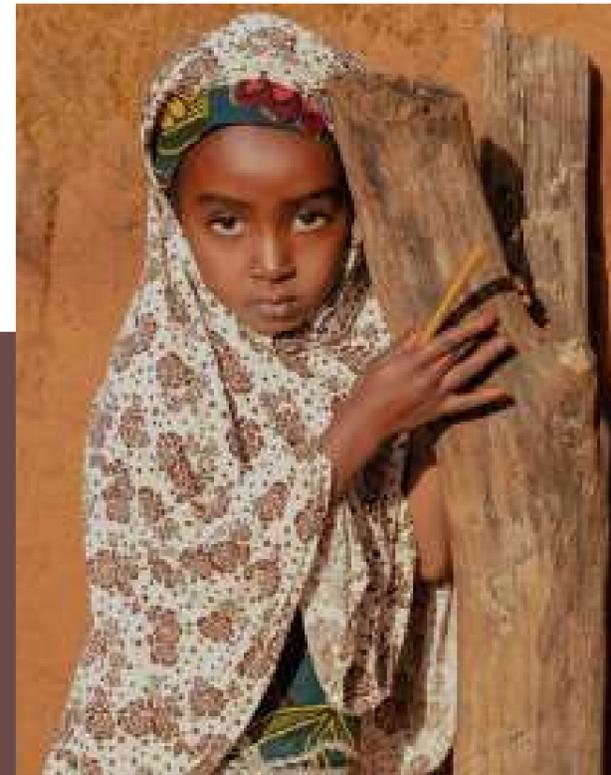
Genital mutilation, little or no access to quality education, poverty, famine, sexual violence, forced marriages, lack of clean water and sanitation, discrimination, disregard for dignity and respect, kidnaps and little information.

These are some of the many human rights violation currently observed around the world. The African continent is perculiary affected, but a particular group and gender more: Girls. Most at times marginalized because of their gender or age, girls still bear the burden to both endure pain while meeting up with their counterpart males to promote economic and social development. Despite numerous legal attempts undertaken at the international level, or still the medical advancement permitting gender swaps, the rights of girls are much disregarded in north Cameroon. Proof being, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the conventions of the rise of th child

the Convention on the Rights of the Child (CRC) is not known by almost all the populace which constitutes the north of Cameroon; talking less of it being respected and implemented. Even though these conventions present some limitations, as they usually frame girls in a negative light as victims of the aforementioned atrocities rather than persons with the full potentials to decide, lead and move freely.

Cameroon is a rich country in culture and this richness has sometimes accounted for the dismissal of the rights of girls and women as people tend to be sometimes very tribal and disconnected from “others” and “elsewhere” things rather than theirs. This is probably the reason why after numerous years of campaigns against genital mutilation and early marriages, the seven other regions which constitutes the East, South and West have made better advancement compared to their northern counter parts.

The gap in information and the negative consequences which these practices may have on the girl child on



statistics by the World Economic Forum have actually demonstrated that, if girls are been given equal access to education and opportunities, it could help reduce poverty, famine and income disparity. Indeed, girls and women contribute largely to the labour market although not usually taken into account by micro and macro-economic aggregates. At such, female genital mutilation (FGM) usually contributes to school drop outs in the north of Cameroon and also for the propagation of later problems such as cysts, bleeding, increased risk of HIV, infertility and complications during childbirth just to name a few as they are sometimes mutilated at pupil ages. Cameroon established the National Action Plan to combat FGM in 2011 and founded the Department for the Promotion and Protection of the Family and Children's Rights in 2012. Meanwhile, it also instigated the 2016 passage of the civil, “Penal codes of the Republic of Cameroon”. However, neither mandate nor legislation exists to truly stop the practice of FGM.

Moving ahead, early marriages also accounts for the great number of the few educated women and girls from

the North of Cameroon. This is probably the reason why it is so far the only region without any significant generational transition from father to daughter with regards so financial patrimony. Girls generally by age nine are attributed a husband with whom they may probably never be given the chance to be educated. This vicious cycle prominent since the 1960s attaining its apogee in the 1990 and once again during the pandemic of Covid 19 is nothing to write home about. So far, the most attached to these practices (FGM and early marriages) are the Fulbe, Haoussas and Arapshouas. The advent of covid-19, the increase of civil conflicts, economic downturn and resource scarcity related issues have hindered efforts to decrease FGM and early marriages.

As an Organization that doesn't associate with nor tolerate gender inequality, the DERI organized series of campaigns and interviews notwithstanding the setbacks of Covid 19. These interventions (Beka, Guider and Pitoa) were done to understand

the reasons for failures of legal implications in ending these practices. Despite prison sentences or imposed monetary fines charged on perpetrators of FGM, the staunch cultural identity, and the myth of an improving genital aesthetics and reduction of sexual immorality among women have been the major advancement for the furthering of such practices. However, we believe that these accounts for a voluminous contribution towards the low economic and social development of this part of the nation.

The DERI platform remains a major space to fight against FGM and Early/forced marriages. With partners, we intent to exert pressure on the government to put in place better measures, but also document the progress of campaigns while educating households, community leaders and organizations on the advantages of educating the girl child and its repercussion on economic development and the SDGs in general.

## 2. Combatting mass deforestation in the East of Cameroon: The case of Dja and Lobo and its influence on the culture of the Bakas. (April 2021)

*How we are leveraging technology and culture to promote the rights of minorities and propagate climate action for a sustainable tomorrow.*

The world is currently going through an unprecedented environmental crisis whose consequences can be seen across the globe. Among the causes of this crisis is abusive deforestation. Indeed, every year in the world, between 13 million to 15 million hectares of forests disappear, this surface is equivalent to the size of a country like Belgium. The East region is one of the particularly hit by this phenomenon in Cameroon. Border with the Central African Republic, the Republic of Congo and Gabon, this part of the territory completes the constituency of the Congo Basin, the second largest lungs of the world only after the Amazon. This region is also home to the Bantu population and the pygmy; precisely the Baka pygmies. The Eastern region suffers the loss of thousands of hectares of virgin forest every year. The main causes of this excessive deforestation are logging and agriculture in all its forms, promoted by foreign corporations and entertained by local authorities and community leaders.

Deforestation in the East region, in addition to its

harmful effects on the environment(-such as the disruption of the seasons, the disappearance of rare animal and plant species), directly affects the Baka pygmies whose survival depends entirely on the forest, this being their natural habitat. The Baka pygmies commune in the forest, heal themselves from the forest thanks to the medicinal plants found in it, they worship in the forest, and thrive thanks to the forest. Leaving this environment, they find themselves without landmarks, forced to settle in an environment of which they are total tripped of knowledge, culture and belonging.

In this region covered mainly by the Congo Basin, pygmies represent more than 40% of the indigenous population. Excessive deforestation which, moreover, is not accompanied by reforestation, could create a real humanitarian crisis between now and 2030 (A year supposed to mark the attainment of the SDGs), characterized by a very large number of internally displaced pygmies and a high mortality rate among the latter.

As an organization that places climate action and the right of minorities as one of its pillar priorities, DERI through the initiative **“Don’t touch my home, don’t harm my habitat”** aimed at assisting and halting this painful transition inflicted on the Baka people and also advocating against climate challenges. It was clearly a question of restoring their dignity, by providing them with moral support and by arming them with the skills (scientific and technical knowledge on tree planting, language learning, training of farmers, hygienic practices, seedling etc) necessary for survival in their new living environment while stopping the destruction of the former. But above all, it will be a question of rebuilding their natural habitat with them and teaching them how to monitor and maintain it so that they can one day return to their land.

Nevertheless, for them to one day return, we have to uplift our campaign strategies against major actors such as rubber producing company Sudcam to improve its social obligations (such as; reforestation, payment of indemnities etc) . Of the over 75.000 hectares of land destroyed so far according to Green Peace Africa from this part of the nation, the number faces high chances of increasing as illegal lumbering has become monnaie courante and also due to the flock of immigrants fleeing the Central African Republic and rising economic challenges. We have set ourselves the objective to develop an app which will permit civil society leaders to directly report to us about acts of illegal lumbering

(for example videos of transportation of non-marked/numbered wood from the region), but also partner with other organizations (through fund raising and project implementation) which intent to promote reforestation.

The Development and Emergency Relief Initiative uses scientific and technical knowledge in meeting specific objectives of the communities it operates in by transforming it economically and socially towards a more sustainable and environmentally friendly society. Through its innovative creation of the World Business Congress on Sustainable Development (WBCSD), we hope to push member companies from all across Africa in particular and the world at large to continue from within-in, in the rapid campaign on enhancing sustainable development through their daily company activities in their communities of operation. At such, our target is not only to lobby towards fixing other’s problems, but rather putting in place systems and methods which wouldn’t cause these problems, through dialogue, technology and innovation.

## 3. Mapping and promoting healthy nutritional habits in Adamawa region-Cameroon (July 2021)

*Synchronizing Agriculture and science to ensure youth empowerment and healthy living habits in arid regions*

The question of climate change is of no news to every human on earth. Of those who believed and those who didn’t the current rise in temperatures from India to Paris passing through Niger serves as the proof that our world is depreciating. Since 2013, sub-Saharan African countries especially Ethiopia, Somalia, Eritrea and Kenya have faced the worst droughts of their history. 2021 wasn’t any way different. These countries aside from droughts were plagued by locust swarms which accelerated the issue of famine as large production farms were attacked. Since 2016, Ethiopia alone potentially housed six million persons believed to be at risk of



starvation and without access to clean water. The situation did not get any better in 2021 which was as well plagued by the covid-19 pandemic. Moving further, the scenario has shifted south ward as more countries like Cameroon are beginning to face the hard hit impacts of climate change and the spread of the desert. Adamawa a semi-arid-region faces especially in its rural settings poor nutritional and health habits. Mothers are particularly concerned as the impact of poor diet practice are felt by their children between age 0-36 months. Some of the challenges of healthy eating are; high availability of low-cost foods and beverages that are also high in calories, fat, salt and sugar. Nutritional information that is difficult to understand and apply, but also the repetition of meals said “traditional” such as “fufu” or “pap”. Their over rich nature in carbohydrate are not sufficient to sustain a child in equilibrium. The results are scary; low IQ levels, retarded growth and malnutrition just to name a few.

The “Living healthy” application of the DERI which we have set ourselves the ambition to create shall be made available on the apple and android app-stores free of charge in order to give constant updates to all its subscribers on the information and prevention procedures to be implemented in preventing and treating epidemics across Adamawa and Africa at large.

For this year, we took a holistic approach in providing better feeding habits to pregnant women and their children in the villages of Bounou and Borongo to prevent acute malnutrition and promote better feeding practices. We were able to educate over 25 pregnant women and young mothers on feeding best practices. Our goal is to reach all fifty four departments of the nation come 2030.



#### 4. Youth unemployment, an avenue for terrorism in the Far North: Streamlining access to opportunities (september 2021)



**How poverty and chaos is promoting arm group militia expansion**

Africa is plagued by a good number of challenges, from women empowerment to education and Youth unemployment. The continent produces a minimum of over 3.2 million university graduates per year. Cameroon alone accounts for about 180,000 high school graduates every year. Over 65% of that number ends up graduating from either a two or three year university diploma/degree. In summary not a minimum of a 100,000 leave universities year in, year out. Of this all, the government can only employ 7%, of which it is the most envied employer by a majority the youth population. The remaining 93% need to struggle over the limited and competitive jobs found in the private sector or set themselves up for the entrepreneurial world. Many at times, the majority who don't make it into the public sector loose hope. This makes them more vulnerable and susceptible of either indulging into social media scams or joining jihadist groups in perpetrating violence and terror. Youth unemployment is one of the major challenges governments must take into consideration as they constitute a serious impediment to peace and security.



As an organization that has the SDGs as guide, we passionately believe that to attain SDG 16, we must resolve the major problem which could lead to this failure; youth unemployment. The coming into play of boko haram since 2014 in the North and Far North regions of Cameroon, coupled with the growing economic difficulties, accounted greatly for the rise in the youth population involved in jihadist movements. Our intervention in kousseri targeted the youth of the logone and chari departments through webinars and workshops on the possible dangers of falling prey for such institutions of terror but most importantly, provide them with possible outlets such as entrepreneurship. We want to pledge our support through your donations to fund 10 youth entrepreneur in the region making progressions in promoting community development and regional expansion.

## DRIVING YOU DOWN MEMORY LANE



Founded in 2019 in the Capital city of Cameroon by a group of diverse youth, the Development and Emergency Relief Initiative was birth from numerous observations. The most famous being the urgent need for modern approaches to news coverage and media activities in a rather fast growing continent plagued by humanitarian emergencies and sustainable development setbacks. More so, the necessity of "living healthy" in an age of globalization, where production is struggling to meet demand due to an unending rising population, leading to poor eating and living habits. Keeping also in mind that the sustainable development goals cannot really be attained without equal rights between men and women, DERI found its root with the aim of advancing women rights and the girl child. This goes in due line with our aspiration of promoting regional development and climate action, youth employment and entrepreneurship. It goes without doubt accurate that the growing number of the youth population in Africa is an impediment for peace and development. At such, the urgency of creating and promoting equitable opportunities has never been this apparent.

Our mission, vision and goals are built in such a way that, they ensure the elimination of one or many of the aforementioned impediments.

**Learn** more about us at : [www.deriafrica.org](http://www.deriafrica.org)

**Email** : [info@deriafrica.org](mailto:info@deriafrica.org)

**Contact** : +237 698 609 955

**Localisation** : Avenue Rey lamido bouba, carrefour régie  
Yaoundé - cameroun

 Instagram : [deri\\_africa](https://www.instagram.com/deri_africa)

 Facebook : [Development & Emergency Relief  
initiative](https://www.facebook.com/Development-&Emergency-Relief-initiative)

 LinkedIn : [Development & Emergency Relief  
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 **DERI** Development &  
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