

Why MAKREA Engages with Non-Profit Actors

Since its creation in 2016 by Hermann Mak, a consultant in branding and communication, Makrea Enterprises has established itself as a young player that stands out in the field of communication and branding in Cameroon. True to its values of transparency, ethics, and social commitment, the agency has chosen to support actors in the non-profit sector. These include UN agencies, cooperation agencies, development institutions, NGOs, civil society associations, and foundations among Makrea's privileged interlocutors. In this first article, we explore the reasons for this commitment and the benefits of this collaboration for non-profit organizations.

Understanding Social Impact

The non-profit sector plays a crucial role in society by addressing social, economic, and environmental needs that other sectors often cannot fulfill. UN agencies, NGOs, and other development institutions contribute significantly to improving the living conditions of communities around the world. As a support agency, Makrea is aware of the importance of these contributions and wishes to actively participate in them.

Makrea's core values include ethics and deontology, transparency, and a deep social commitment. These values closely align with those of the institutions we work with. This convergence of values creates a natural synergy, facilitating authentic and fruitful collaborations. We firmly believe that to generate sustainable social impact, it is essential that our actions and those of our partners are guided by common principles.

Expertise and Experience

Since its foundation in 2016, Makrea has accumulated extensive experience in the field of social communication, institutional communication, and the implementation of advocacy and impact strategies. We have worked with various organizations, including UN agencies like UNESCO-BIE and WHO, local and international NGOs like Positive-Generation, and cooperation and development institutions such as GIZ. Among our flagship projects, we supported a branch of UNESCO in implementing a study and advocacy for a resilient education system in Togo; edited the annual report on health indicators monitoring in Cameroon for WHO; designed and implemented the "No Pangolin on My Plate" campaign with WildAid, resulting in significant awareness among restaurateurs about pangolin protection and a significant reduction in the distribution of this meat in restaurants in Douala and Yaoundé. These collaborations have not only strengthened our expertise but also demonstrated our ability to produce tangible and positive results for large-scale organizations.

Building on these experiences, we apply a rigorous methodology tailored to the specific needs of non-profit actors. Our strategic approach is based on a deep understanding of the missions and challenges specific to these organizations. We develop customized strategies, both in communication and research or capacity building, aimed at maximizing the visibility and impact of our partners. For example, for a popularization campaign on the areas of action of the CEMAC Commission (Central African Economic and Monetary Community), we

developed visual supports and engaging content that reached thousands of people across the six member countries.

Commitment to Social Causes

Makrea Enterprises is proud of its commitment to social causes. The goal has always been to be a responsible company. For this, we have supported numerous projects and campaigns with a direct impact on communities. For example, we collaborated with a civil society association to organize a series of workshops on entrepreneurship for young people. These workshops enabled many young people to develop essential skills and launch their own initiatives. The testimonials from our partners and beneficiaries attest to the positive impact of our commitment.

Collaborating with Makrea Enterprises offers many advantages for organizations and development actors. Thanks to our expertise in impact communication and brand strategy, we help these organizations increase their visibility, credibility, and impact. We offer innovative solutions tailored to their needs, enabling them to stand out and achieve their goals more effectively. Our past successes, measurable through increased engagement and funding, clearly illustrate these benefits.

Makrea Enterprises is resolutely committed to development actors. Our shared values, expertise, and strategic approach make us an ideal partner for any organization seeking to maximize its social impact. We invite all interested organizations to collaborate with us to create lasting positive change.

For more information on our projects and collaborations, visit our project portfolio. For any new organization interested, we have attractive packages and free services. Contact us today to explore how we can work together to achieve your goals and amplify your impact.

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