

# SXM88

A PROJECT OF 88 INTERNATIONAL

MAY 2021





# ABOUT 88 INTERNATIONAL

**88 INTERNATIONAL** is a non-profit organization based in New York. 88 International is registered as Europe88 in France.

**88 INTERNATIONAL** transforms lives with music.

**88 INTERNATIONAL** believes that music cultivates respect for differences and that music is a window to the world.



# MISSION

## 88 INTERNATIONAL's

mission is to install and nurture student-led after-school music clubs in public high schools inspiring creativity and leadership through music.



# IMPACT



MYANMAR  
MUSIC  
FESTIVAL

4

PROJECTS

695

SCHOOLS IMPACTED

100,000

STUDENTS REACHED

279

SONGS & VIDEOS CREATED BY  
STUDENTS

393

COMMUNITY EVENTS ORGANIZED  
BY STUDENTS

# MAIN PARTNERS

## International Organizations

European Investment Bank  
United Nations



## Government Entities

Germany's Federal Foreign Office  
Canadian Embassy  
Ministry of Education, Tunisia  
Ministry of Education, Taiwan  
Ministry of Culture, Myanmar  
Department of State, USA



## Local Organizations

Action et Développement Solidaire, Tunisia  
Kairos Art, Taiwan  
The Khayay School, Myanmar



# ABOUT SXM88

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**SXM88** inspires youth transformation through social inclusion and music.

It starts with the notion of **music** as a universal language, continues with meaningful **inclusion** into a music club, and is then a catalyst for personal **transformation** as students realize and embrace their ability to create and to make a positive impact on their communities.





The background features several thin, light brown lines that intersect to form various geometric shapes, including triangles and polygons, creating a modern, abstract pattern.

# **MUSIC, INCLUSION, TRANSFORMATION**

# ***MUSIC:*** *LAUNCHING OF THE CLUB*

Interactive  
Educational  
Concerts



Music Club  
Concept  
Introduction



Election of the  
Music Club  
Leader



# ***INCLUSION:*** *CLUB MEETINGS & TRAININGS*



# TRANSFORMATION: SONGWRITING & EVENT CREATION



Get ready for Tunisia88's...

## SONG WRITING CONTEST!

*If you want to be one of the Song Contest Winners and have amazing opportunities, follow these guidelines:*

- 1 Your song has to be ORIGINAL.
  - 2 All club members should take part in it.
  - 3 The video needs to show your school and region. We want to see the special parts of where you are from.
  - 4 You can sing in any language of your choosing, as long as you add English subtitles for our international judges.
  - 5 Upload your video on Youtube and submit the link to [Tunisia88contest@gmail.com](mailto:Tunisia88contest@gmail.com)
  - 6 Include the name of your school, number of members and your region in the description.
- And remember... mentors only support you, but the song has to be YOUR own creation!*

Song contest participants will ensure a spot in the National Creativity Training in February.

**DEADLINE: DECEMBER 31ST, 2019**



March 28 is the

## CONCERT CREATION CONTEST for COMMUNITY ENGAGEMENT

ALL CLUBS ARE REQUIRED TO HOLD AN EVENT ON **MARCH 28TH** AND SUBMIT A VIDEO REPORTING THEIR EVENT. THE CRITERIA ARE:

**INNOVATION** *In the choice and use of your performance space:* How creative is your club's use of the space? the atmosphere created? the positioning of the performers or the audience? any other aspects of presentation?

**IMPACT** *On your audience:* How many people attended your concert? how did you engage with them before, during, and after the event?

**ILLUMINATION** *Did you share a new perspective:* What was the message delivered by your event? What did your audience feel? Were they inspired to act or think in new ways?

**REPORTING:** Creating a 2 minutes video!

Show us pictures or short parts of the event with specific information about the place, the numbers of attendees and participants, etc.



TUNISIA 88

LAKC  
TUNISIASS

ALHIT OUT

# 3 PROJECT PRINCIPLES

The transformational power of SXM88 centers around 3 main experiential and psychological principles that reinforce each other: Music, Inclusion, and Transformation.

## Music

- Introduction to music through interactive educational concerts
- Promotion of active audience engagement

## Inclusion

- Participation by all, regardless of available resources, background, religion, gender, or age
- Sense of belonging through the common objectives of expressing themselves and their aspirations and hopes through music
- Joint journey of discovery and growth across all SXM88 music clubs
- Participation and event creation for the community to cultivate a sense of citizenship and leadership.

## Transformation

- Positive impact on the community and the self
- Personal transformation through their musical and organizational skills
- Setting examples of leadership, civic-mindedness in their communities, and responsible global citizenship



# IMPACT

# PARENT TESTIMONIALS 1/2

- My son used to spend his whole summer in video game centers or hanging around in the streets, but since he joined Tunisia88 he found the thing he loves, made friends from the whole country and learned to accept differences. It also taught him how to take responsibility. My son has changed 180 degrees. -Mohsen Akermi, father of Amen
- These sentiments echo those of many parents who are moved after seeing the transformation of their children following Tunisia88 trainings and club participations. Many parents note their children's ability and willingness to "self-organise" and take on responsibility substantially increased through Tunisia88.



# PARENT TESTIMONIALS 2/2

- Beyond these life skills, many parents also see the emotional positive impact of Tunisia88, as the mother of Nourelhouda, former club co-leader put it: "Tunisia88 helped her get out of her isolation and loneliness and join a big family where there is closeness between students united in a club."
- This emotional positive impact is often also cited with significant improvements in academic school performance. As the mother of Sarra put it: "my daughter became a lot of more self-confident, she learned discipline and patience, and was able to overcome her speaking problem by at least 90%."

# SCHOOL DIRECTOR TESTIMONIAL

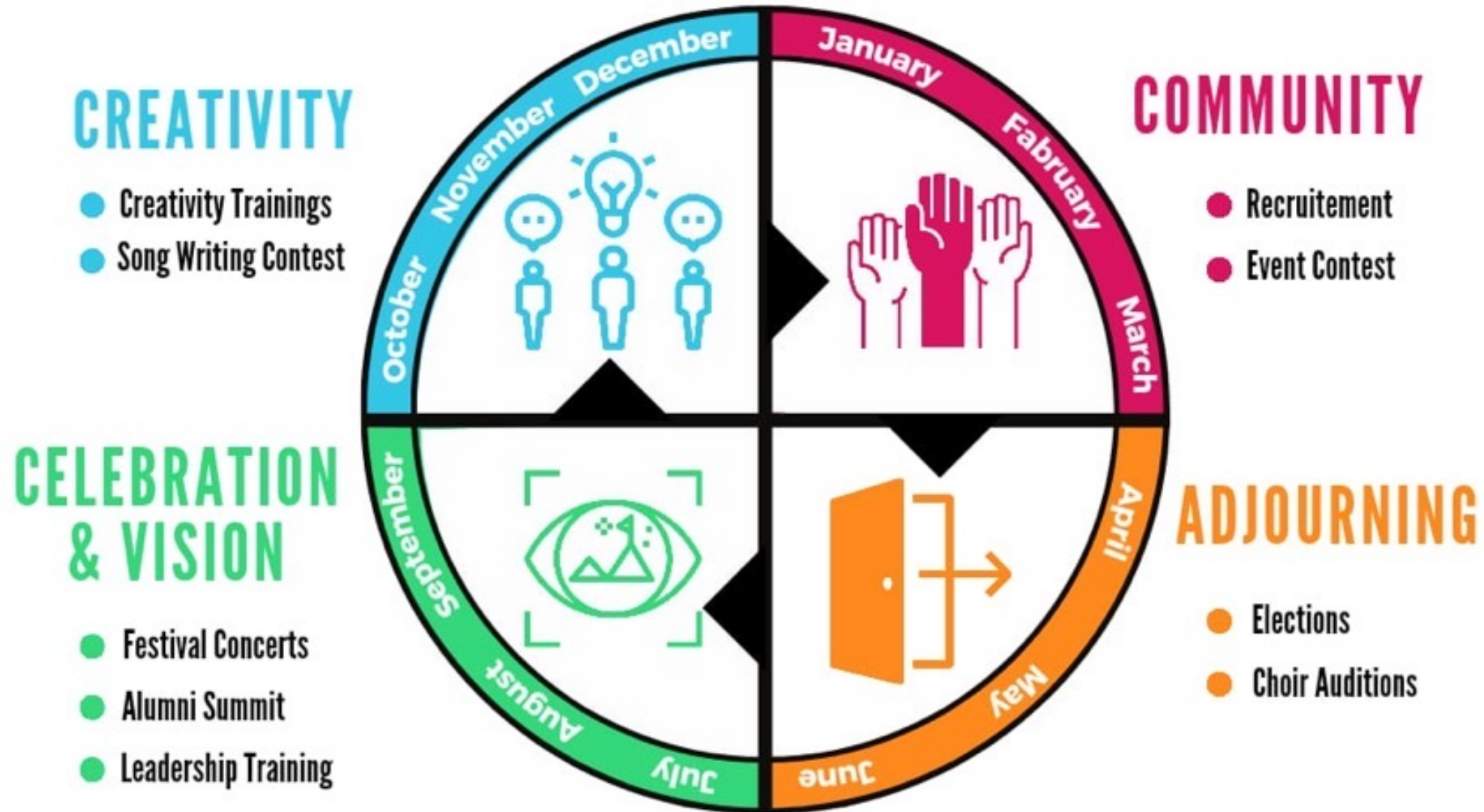
- School Directors, in turn, highlight the wider impact of the Tunisia88 clubs on the school and the community around the school, beyond the club leaders or members. The director of a school in Sfax, Tunisia stated: “The Tunisia88 club spread the culture of student-led clubs to all the clubs at the school, which granted us various prizes regionally and even nationally, as we received the Presidential prize for cultural animation in high schools for the year 2019.”

# MUSIC INSPECTOR TESTIMONIAL

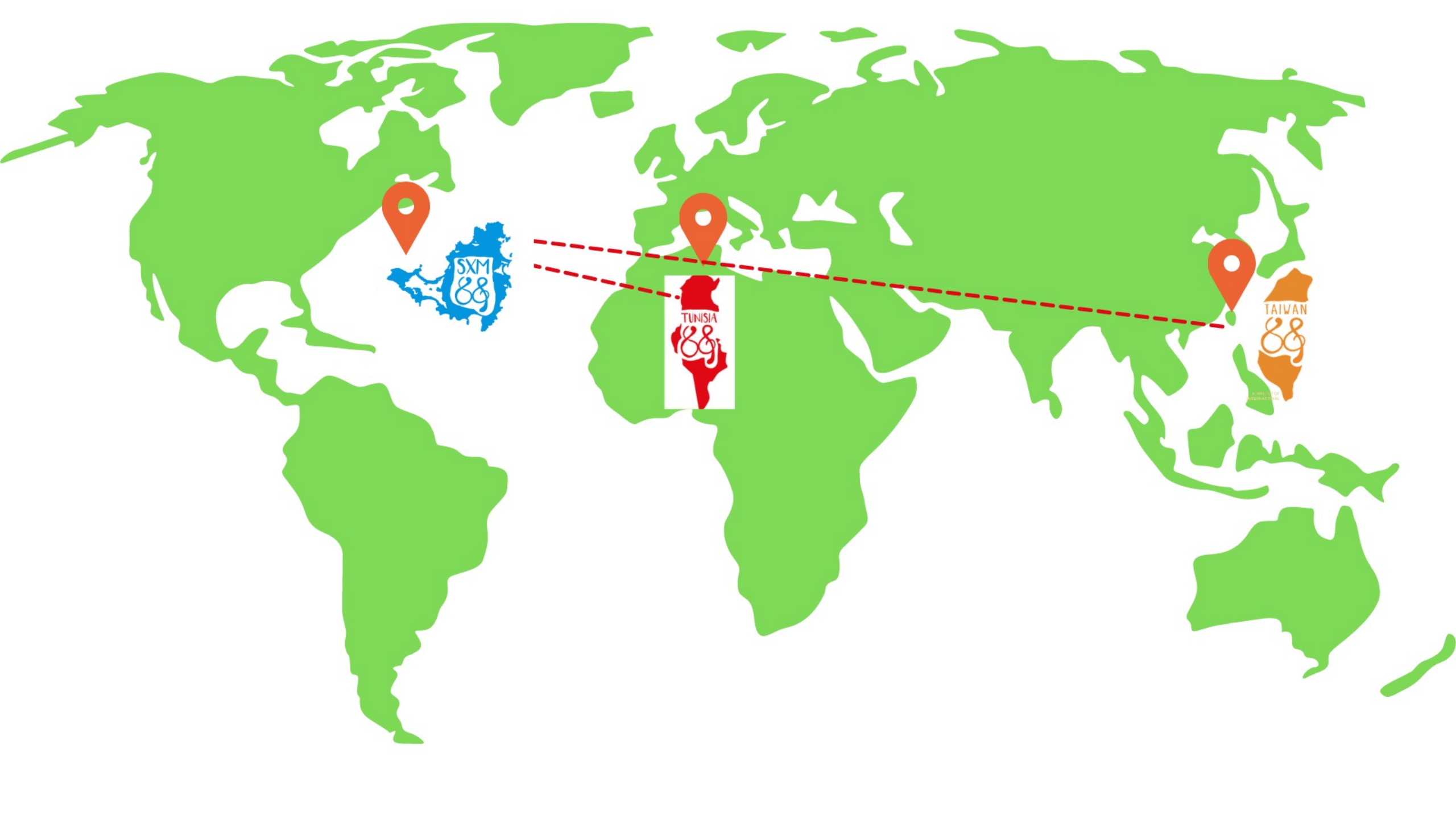
- The General Inspector of Music for the Ministry of Education responsible for music education in all Tunisia high schools, Mr. Mejdî Daoud endorses the Tunisia88 concept and generalizes its impact “The direct impact on the club members’ individual behavior is the development of numerous life skills, most importantly, negotiation, cooperation, as well as musical and social creativity.”

# ANNUAL CYCLE

# ANNUAL CYCLE OF ACTIVITIES



# INTERNATIONAL EXCHANGE



# NEXT STEPS



# NEXT STEPS

- Launch in the beginning of the next school year.
- Request your blessing and permission to proceed to meetings with School Directors/Principals to explore this further.
- Contact information needed.
- French side advancing as well.

**THANK YOU FOR YOUR  
TIME!**

# CONTACT

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