

SENEGAL: “Y’EN A MARRE” MOVEMENT



ANATOMY OF PROTEST



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DAKAR : ANGER IN EVERYDAY LIFE

In the early 2010s, Senegal was experiencing a very serious **social crisis**. Repeated power cuts, the high cost of living, youth unemployment, suspicions of corruption, and **the sense of a state captured by clientelism and impunity** gradually drove the population to exasperation.

In this context, frustration was no longer merely individual: it became a collective mood, a shared language - ***"The cup is full: we've had enough."***



“Y’EN A MARRE”, FROM A CRY TO A CIVIC ENGINE



“It is certainly a cry of exasperation, but it is also an organisation that awakens people and moves them forward,” summaries activist and journalist **Fadel Barro**, co-founder of Y’en a Marre (YAM) alongside rappers Thiat and Kilifeu, as the movement became formally organised in January 2011.

YAM seeks to transform diffuse social anger into collective discipline, focusing on **raising awareness, mobilising young people, and exerting public pressure.** Its objectives are clear: democracy, good governance, and civic engagement in Senegal.

RAP AS A MEGAPHONE

YAM turned rap into an **infrastructure for collective action**: in 2011, anthems accompanied key moments of mobilisation, concerts were followed by debates, and the rappers' speeches established an ongoing civic narrative. **This strategy united people and made politics more comprehensible.**

Following this period, on 25 March 2012, opposition leader **Macky Sall was elected President of the Republic**, marking a political transition in a context where citizen vigilance had been durably strengthened.



DEMOCRACY, TRANSPARENCY AND PARTICIPATION

Today, Y'en a Marre claims continuity with its manifesto, the ***Nouveau Type de Sénégalais (NTS)***, launched as a compass: to promote citizenship grounded in justice, equity, and social progress.

In line with this vision, the movement presents itself as **an actor of civic engagement and good governance**, organised around projects such as *Dox ak Sa Gox* (citizen participation and oversight), *Citizen Mic* (expression and leadership through urban cultures), *La Télé Citoyenne* (citizen media), and *Karibu* (welcoming and training spaces).



GEN-Z TAKES HOLD OF THE MOVEMENT

Fadel Barro analyses the 2025 Gen-Z movements **as a resurgence of the early Y'en a Marre mobilisations**. However, he cautions against the movement's disorganised nature and urges Gen-Z to *"appoint a leading group to carry the multiple demands of African youth."*

The movement **must be embodied** in order to foster new forms of leadership: without this, it cannot move forward, and **the same nepotistic and clientelist practices keep resurfacing**.



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