



## **How can we communicate the challenges faced by South Sudanese refugees in a creative and engaging way?**

### **Background information**

---

Kakuma Refugee camp has become a forgotten refugee crisis. The camp was established in 1991 and numbers have steadily increased to 227,986 refugees and asylum seekers in Turkana, North West Kenya.

Every year funding is cut and the camp (alongside many African refugee camps) remains underfunded; offering the absolute lowest standard provisions from the international community whilst battling it out in the harshest living conditions.

Over half the refugee population in Kakuma come from Emmanuel's home country of South Sudan. Only 1/8th of South Sudan's population are now being educated in primary schools and less than 50% of these young people will be educated to secondary school level. In Kakuma, primary schools are cramped with over 100 in each class and many can't afford the fees for Secondary School.

The main-stream, international media has become 'tired' of the story, and this incredibly pressing issue is not being communicated or addressed in a manner that will change this dangerously precarious situation which looms over the next generation - and the impact it will have on the stability of the Sub-Saharan region and its rapidly increasing youth population.

### **The Challenge**

---

In and amongst multiple calls to action for refugees worldwide, it is difficult to communicate the more extreme challenges faced by South Sudanese refugees living in camps, based on the lack of services available to them and the ever increasing length of period in which they have not been able to become independent and free from danger.



# YOUNG LIONS COMPETITIONS

How can we communicate the challenges faced by South Sudanese refugees in a creative and engaging way to drive donations and finance Gua Africa's humanitarian projects?

We would like this campaign to especially focus on financing **The Gatwitch Hub**.  
<https://www.gua-africa.org/gatwitch-hub/>

*"Media is usually a result of Emmanuel and his work as an artist bringing attention to Gua and also the needs of South Sudanese refugees. He is an advocate for change and our key ambassador. We have tried working with Buzzfeed and other outlets before but they test out the story and it gets squashed due to 'tiredness' of African conflicts. This has been the exact feedback we have received previously."*

## Target Audience

---

Target audience would now be activist groups, schools, colleges and universities. Those who care about the suppression of black people who want to address the inequality rife amongst the help and support offered to African refugees which is drastically different to European refugees. As an interesting background information - Emmanuel's target audience in the past has predominantly been women who are Mothers and care about supporting children in conflict, other mothers and youth.

## Insight

---

***"You will never know the potential of any child unless that child is given an opportunity." - Emmanuel Jal***

The main-stream, international media has become 'tired' of the story, and this incredibly pressing issue is not being communicated or addressed in a manner that will change this dangerously precarious situation which looms over the next generation - and the impact it will have on the stability of the Sub-Saharan region and its rapidly increasing youth population.

## Strategy

---

We need to get on the radar of media outlets around the world in a way that will be attention grabbing to showcase what our organization is doing. We want to drive donations to finance the different humanitarian projects we are working on, but especially to finance **The Gatwitch Hub**.



# YOUNG LIONS COMPETITIONS

**The Gatwitch Hub** is a model which offers extra educational classes, a safe and welcoming space for women and youth as well as a reprieve from the harsh living conditions. It is a focal point in which we would like to take to other areas of the camp and IDP camps in South Sudan. It helps shape the future of many people giving them the opportunity to be more. We would like the media teams to focus on this as a solution. <https://www.gua-africa.org/gatwitch-hub/>

## Key Message

---

“My Life is Art Gatwitch hub” is committed to responding to the specific needs of the community it serves, projects are designed to nurture creativity, leadership, and enterprise and ensure this is both sustainable and accessible.

*The Gatwitch hub is a safe space where diversity is valued, and inclusion is practiced. In particular with the most marginalised and vulnerable individuals and groups, many who have talents and skills, which have not had a platform to shine or be developed.*

*Through the success of this hub we would like to use it as a model to replicate in other areas, most notably back in South Sudan as the country restores itself after decades of war and instability.*

## Support to the Brief

---

Nurturing educational support, creative talent and well-being develops leadership and independence. These are key in supporting South Sudan and its youth moving forward. It's evident in what GUA as a charity has provided for the past 15 years and Emmanuel as its founder is a living example of what this type of support can result in. He's a key activist, leader and spokesperson for his community offering a vital role model outside of the toxic political hierarchy in South Sudan, whilst offering a more stable and positive solution for his community and the 'aid' model crippling the country and its population at present.

## Goals

The model and goals for investing in a community for the community:

We are committed to six sustainable goals:

1. Developing leadership
2. Developing allyship
3. Developing programs for women



# YOUNG LIONS COMPETITIONS

4. Developing our LAC program for the most vulnerable children
5. Developing our Living Library – a library with a kitchen garden

**Leadership:** We are committed to developing diverse leaders across the community who will in turn put back into the community they serve. <https://www.mylifeisart.org/youthretreat>

**Allyship in Action (AIA):** To develop an educated body of leaders who will in turn lead and embed the AIA program. Core aims include developing how to be empathetic ally? How to work together towards equality and respect across gender, sexual orientation, disability, religion, tribes, race, and ethnicity. We know that communities and business's that value diversity and nurture inclusive leadership are more likely to have success. There is greater empathy, collaboration and understanding equating to peaceful problem solving and solution finding.

AIA is supported by our educational partners in Kenya and Dulwich College London, UK.

**Women Up:** To develop opportunities and programs for women to support their specific needs educationally and wellbeing. To 'level up' leadership within the community and Hub.

Workplace gender diversity helps increase productivity, creativity, improves performance, and as established, boosts collaboration throughout the community.

Businesses and non-profits that actively support gender equality tend to make better business decisions and ultimately are more successful. Research shows that inclusive teams make better business decisions up to 87% of the time, and that teams with less diversity are more likely to make poor choices for their companies.

**LAC program:** We are committed to providing education and holistic care for the most vulnerable children in Kakuma within the South Sudanese community. This is for those who have been orphaned and are in need of full-time care and support.

**Living Library and Kitchen Garden:** A flexible learning and workshop space with a garden for wellbeing purposes and for growing both edible and environmentally improving plant life. GUA Africa is committed to funding and maintaining the Library and Kitchen Garden in partnership with Kenyan, UK and US schools, Libraries, garden centres/ farms and community groups.

**Not-for-Profit enterprise start up program:** To provide opportunity for start-up enterprise we offer small and flexible space in the hub as a testing ground with minimal overheads and support.

Small business models will apply for the program through the leaders and a member of GUA Africa board. If successful they can test out their enterprise ideas with low risk, minimal overheads and with the support and coaching from GUA Africa mentors and partners, and the



# YOUNG LIONS COMPETITIONS

GAH leaders. Start-ups will benefit from a place on the 'My Life is Art' program and completing a business and financial literacy course.

There is guaranteed no rent for six months with a choice to make an application to stay in the hub (space permitting) as a Not-for-Profit incentive. Profits from the business will go back into running costs of the Hub and workshops and a living wage/ Incentive will be paid. Alternatively, they will have support finding a rentable space close by in the community and can continue to be supported by their Gua mentor.

**Not-For Profit Gatwitch Club hotel:** The Hotel (café) will provide food and light refreshments at low cost and as part of educational and wellbeing workshops. This is a zero waste zero alcohol establishment with health, culture, and wellbeing central to its food philosophy. The hotel is an integral part of the wellbeing ethos of the hub and linked directly to the living Library kitchen garden. Opportunity for vocational training in the hotel is also provided open to school leavers onwards.

## Personality

---

Our brand would be like Emmanuel! Our principles are based on Emmanuel's characteristics and vision with our programs offering the exact tools which have supported his recovery from being a child-soldier and refugee to his success as an emotional leader and peace advocate. These tools include educational programming to refugees, as well as a range of comprehensive, purpose driven initiatives, which promote creative wellbeing and leadership in order to address more sustainable solutions for peace and independence for our young beneficiaries.

## Specific Creative Deliverables

---

Teams are asked to create an innovative media strategy that answers the brief. Teams must demonstrate how they intend on using selected media channels, how they will encourage engagement, how they will make use of emerging media, and how they will unearth consumer insights to drive the most compelling communication strategy.

A PDF presentation of no more than 10 slides describing your campaign.

The presentation must include one slide that visually summarises your idea. The summary slide is included in the 10 slides.

A three-part written submission

- Idea and insight - This includes your market research and data gathering. (150 words)



# YOUNG LIONS COMPETITIONS

- Strategy - Target audience, media planning and approach (150 words)
- Execution - Implementation, media channels and integration, timeline and scale (150 words).

## About Gua Africa

---

Gua means *'Walk in your purpose'*.

'You will never know the potential of any child unless that person is given an opportunity; and there is no bigger opportunity than the gift of education and self-development.'

### Founder

Emmanuel started his life as a child soldier in the war-torn region of Southern Sudan in the early 1980s. He was eventually rescued by a British aid worker Emma McCune and smuggled to Kenya where he was put in school.

He overcame a huge number of struggles to become a successful and acclaimed recording artist and peace ambassador. He now lives in Toronto, Canada.

### Mission

Gua Africa provides educational programs for those affected by war and displacement in East Africa

We primarily work in Kenya offering education to refugees who have survived war and genocide. We believe that a holistic approach to education is key, especially in communities where young people have been cut off from mainstream schooling