



“I am Africa. This is My Story...”

African Youth and NGO Web Storytelling Campaign

Proposal for UNESCO Power of Peace Network

Comments by: **Wandila Simon Kamukwape, Youth Action Forum for Networking, Zambia**

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“Sustainability and ROI of this campaign is such that it will unite and benefit every educational, ICT, youth and phone program in Africa. It will provide invaluable exposure to hundreds of agencies that could never afford this kind of awareness marketing. It will enable diverse youth agencies to work together in a non- competitive and fun way.”

“This is more than a YouTube storytelling campaign. It is an Internet empowerment and education program designed to attack the isolating restrictions of poverty with resources of our collective world.”

**– Richard Close
Servant-CEO Chrysalis Campaign**

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African
youth
Web StoryTelling Campaign...
“I am Africa. This is my story...”



OVERVIEW

Everything about poverty breathes failure, worthlessness and closed opportunities. This campaign will empower African youth and demonstrate to other people that this is an illusion, if not a lie, and that they no longer have to fall into the traps of poverty.

“I refuse to be another black statistic” – Kirk Franklin

The purpose of this campaign is to have the youth of Africa (ages 14 to 35) prove to themselves that:

1. they have a voice worth listening to.
2. thousands of African youth have found ways to succeed financially, ethically and with honor.
3. that education and learning is the foundation to lifting themselves out of poverty.
4. that the doors to success are always open for those who are persistent, work hard and don't quit.
5. that success takes teamwork and adults will help the youth achieve their goals.

DESCRIPTION

This is a youth storytelling Internet campaign that leverages a variety of organizations (cyber cafes, schools, missions and libraries) with Internet access to help youth tell their stories on YouTube. It will provide a web presents and landing page for the smallest of NGOs with no funds.

CASE: ZAMBIA'S YOUTH

Zambia is a youthful country. Young people, aged 25 years and below, account for 68 percent of the country's estimated 11.7 million people according to 2006 lived in Zambia Central Statistics Office projections. The 2000 Census of Population and Housing indicates that there were more than 5.5 million children and 1.3 million youth in Zambia. This bottom heavy demographic presents a major challenge with its far reaching consequences on the productive and social sectors of the country.

According to the revised national youth policy, a “youth” in Zambia is defined as any person between 18 and 35 years. The main problems that youth in Zambia face include poor

information flow on issues affecting their own survival and transition into adulthood; lack of protection; limited participation in national development and decision-making; and an absence of youth rights. Youths have not been sufficiently represented in community leadership and at different levels of society. They have had fewer or no opportunities to share their development ideas and network with elders for support to turn their ideas into reality.

Moreover, most youth in Zambia are affected by high levels of poverty, HIV AIDS infections and substance abuse as a result of peer pressure and other economic and social factors. Despite the high levels of HIV AIDS, most of the youth have not been able to access ARVs. They are not specifically targeted in current intervention programs. They have little or no voice in the current strategies for mitigating the impact of HIV and AIDS.

The plight of the youth has been worsened by their limited access to education, which has constrained their access to formal employment. The inadequate number of skills training facilities has further limited youth access to informal employment. This has been worsened by the non-availability of youth friendly credit facilities, which are a potential source of capital for entrepreneurship development among young people. The youth also find it difficult to access land, which has constrained their attempts to enter into agriculture industry.

GOVERNMENT'S ROLE

The government of the republic of Zambia has taken several steps from policymaking to implementation of programs aimed at solving some of the critical problems faced by their youth. According to the Zambia Fifth National Development Plan (2006), it is the vision of the government to provide enhanced youth and child survival, development and protection through a well coordinated and multi-sector approach by 2030. It is also their goal. 'To achieve increased empowerment and participation of children and youth in all areas affecting their well-being and livelihood. It is also important to enhance observance and protection of their rights in order to build a sound human resource base, to contribute to wealth creation and ensure socially optimal investments and sustainable national development.' Thus, the government has put in place some programs and objectives in order to achieve this

goal. The government through the Fifth National Development promised to prioritize national child and youth programs through comprehensive and multi-sector plans to integrate young people as partners in development. Also in conjunction with non-governmental organizations (NGOs), community based organizations (CBOs) and faith based organizations (FBOs), the government will continue their interventions.



NEED FOR AFRICAN YOUTH CAMPAIGN

Youth of Africa needs a campaign and voice they can call their own, "I am Africa. This is My Story..." They need to be the generation of possibilities and positive change.

However, the institutional response to the social and economic marginalization of youth in Zambia has had only limited impact. The existing strategies and approaches do not take sufficient account of youth needs, capabilities and potential.

Clearly Africa is doing great work, yet the demand is critical. To impact this kind of change takes a major event of inspiration that we can repeat each year. We need a way to reach out and touch the hearts of the youth. We need to increase skills and opportunities for youth in order to enable them to effectively and efficiently participate in the transformation of their lives, attain balanced lasting and sustainable social and economic development for themselves and the communities they live in. Lack of skills and opportunities are the causes of poverty for many makes this imperative. More so, labor in its crudest form is the only resource which the poor have and adding value to it would be the only way out of poverty.



LEVERAGING THE INTERNET

The Internet is our youth's free resource for extensive growth. It taps them into a global world of possibilities.

Before the existence of the Internet and the rise of the so-called digital revolution, multimedia production was limited to the few in society who possessed the skills, funding, and equipment necessary to handle complex media projects. With the arrival of affordable PCs and the Internet, multimedia production and distribution have become much more accessible. Today, the Internet offers young artists, authors, and activists an inexpensive communication tool that allows them to combine text, images, video, audio and animation into a final product that can carry content to a global audience at a relatively low cost. Many young producers, with assistance from supportive institutions, have found creative ways to publish their civic-minded messages. The result of this media revolution is a new generation of young people empowered to speak their minds, shape their communities, and offer solutions to some of society's most pressing problems.

LEVERAGE YOUTH AND SOCIAL MEDIA

Free social media is explosive with youth in developing nations. Social media describes the online tools and platforms that people use to share opinions, insights, experiences, and perspectives with each other.

Storytelling social media can take many different forms including text, images, audio, and video.

The common term "Web 2.0", basically refers to the second-generation of web based services such as

social networking sites, wiki, and communication tools that emphasize online collaboration and sharing among users.

In Web 2.0, people with no specialized programming knowledge can create their own websites to self-publish, create and upload audio and video files, share photos and information and complete a variety of other tasks. In this new world, the internet becomes a platform for self expression, education and advocacy that the average person can use on their own without having to go to an expert to do it for them.

Therefore, social media can offer Zambia's youth a range of opportunities:

- It will be a way for each and every one (youth and adults) to collaborate and share information.
- It will facilitate the sharing of ideas and causes that youths are passionate about.
- It makes the Internet the primary place they learn life skills.
- It becomes a place to simply have fun!

LEVERAGING LISTENING AND INSPIRING THE SPIRIT OF AFRICAN YOUTH



With social media, youth learn to question the world around them and to understand how government and society works. They become creators, raising youth voices on topics of societal concern. And through the Internet, they gain access to far broader audiences than those of traditional print outlets. Thus, social media can amplify youth voices and provide a means of expression for the marginalized. When these websites are interactive, they also create a new forum for civic dialogue -- a virtual dialogue that transforms youth from content "consumers" to content "providers." More so, leadership is a very powerful tool when matched with social networking. Through this we can prove that wealth grows with the knowledge that we have the resources around us to succeed. Even more importantly, we have access to other people's resources that will help us succeed in life.

CHALLENGE OUR YOUTH AND OUR NATION

Therefore, we need to challenge African youth with an awesome campaign accessible to street children and/ or young adults. We need to both empower them and inspire them. They also need to be inspired by what others are doing within Zambia by the power of education and personal perseverance.

Through social media, this project will nationally train and motivate more people in an innovative efficient and effective way. Just because a person does not have access to residential technology does not mean they cannot access outlets and use them to their advantage. Together we can help them prove this point.

**- Wandila Simon Kamukwape,
Youth Action Forum for Networking,
Zambia**

A PLATFORM FOR THE SMALLEST NGOS AND SCHOOLS

It is hard for small groups to be heard against the competitive web masters of large NGOs "I am Africa. This is my story..." is also their story as well. Small NGOs will use the campaign to learn to use and leverage this global resource.



The screenshot shows a Ning network page for the "Kitale Early Child Educational Centre". At the top, there is a profile picture of a man and the text "Added by James kipruto korir on July 26, 2011 at 7:19pm" with a "Send Message" link. Below this is a large photo of a group of children sitting at a table. Under the photo, there is a text block: "Please help us expand our services to Kitale's street children Email our Director: james korir [jameskorir@yahoo.com]". Below the text are three links: "View Slideshow", "Get Embed Code", and "Share". At the bottom of the page, there is a grid of eight smaller photos showing various scenes of children and adults in educational settings.

CAMPAIGN GOAL AND OBJECTIVES:

WHAT IS “DIGITAL STORYTELLING”?

The second largest search engine in the world is YouTube. It has become the media of educators, self expression and also trash. We can debate the quality of the content on YouTube, but there is no debate on its success or impact on youth.

For thousands of years during African invasions, colonialism and tribal conflict, the youth of Africa have not had a voice. Well they do now. **We do not need another movie or a rock star’s voice to “represent” that Africa has the power, soul, drive and intelligence to lift itself up.** We need to hear from the youth, we need their story. Let them roar.

Giving African youth a voice of their own is needed now more than ever before.

We have tens of thousands of cyber cafes, schools and people connected and ready to go. **Let us hear the youth of Africa roar.** Let’s NOT see them become another sad NGO statistic.

A digital story uses free Web tools that are available all over Africa to tell a short story of survival or success they achieved with the help of other people.

A YouTube Digital Story consists of a three to five minute clip that contains:

1. A statement of who you are.
2. Where you came from and the hurdles you have faced.
3. How you lifted yourself out with the help of other people.
4. The end result – where you are now.
5. Credits... who helped you.

Aggressive asking for donations or selling products will be allowed either on the YouTube channel or the social network.

GOAL

To empower and inspire the youth and women to embrace leadership and social networking skills in order to appreciate and utilize the resources and opportunities around them in order to improve their lives.

For the youth of Africa to see for themselves that anything is possible.

To have a sense of purpose and identity.

VISION

Our vision is to have communities of self-sustainable youths and citizens. More over, we seek to inspire and empower the youth, women and small businesses to help themselves realize and actualize social and economic development by utilizing resources and opportunities around them.

A LOCAL COMMUNITY “CYBERDAY” WORKSHOPS

To produce each YouTube segment, at least two people must be involved: A youth who the video is about, and someone with a camera and a PC with an Internet connection to help them publish it.

Successful training workshops have been conducted in Zambia High School, entrepreneurs, missions and National University of Lesotho.

In each event, the youth grabbed our technology and simply ran with the program. It is hard to describe the emotional impact and power this has on the both the storytellers and the one behind the camera. It is amazing to watch how technology is simply an extension of who they are.





OBJECTIVES:

- For Africa is youth to realize that they have a global voice
- To publish a 4 minute (or less) video designed to inspire, encourage and inform on YouTube
- For youth to experience being empowered, to use their own voices and to work together
- For youth to learn how to turn to businesses and elders for help
- For youth to have pride in their culture through publishing their music and dance...fun.
- For youth to see learning as a way out of poverty... with great results
- For youth to see what other young adults have accomplished through education
- To learn how to use the power of technology to open the door to more opportunities
- To be encouraged and inspired
- To build a network of supporters: e.g. adult community schools, missions and businesses
- To help Africa's national brand image

EXPECTED RESULTS:

- Youths will gain leadership and teamwork skills
- Youths will gain social networking skills
- African youths will have a global voice at a relatively low cost
- Youths will experience empowerment and inspiration
- Youths will see the myths of poverty isolation with the access to global resources
- Youths will have pride in the culture through publishing their music and dance
- Youths will appreciate learning as a way out of poverty... with great results
- Youths will learn and appreciate what other young adults have accomplished through education

- Youths will learn how to leverage ICT as an invaluable resource in realizing skills and opportunities, cultural, personal and community growth.
- Youths and adults will appreciate the power of the new social media in youth development.
- Youths will know the experience of working with institutions of learning, missions, mentors, businesses and the community.
- Africa's national brand will be promoted.
- The youth will have some honest fun.
- Youths will form a new generation of young people empowered to speak their minds, shape their communities, and offer solutions to some of society's most pressing problems
- A new forum for civic dialogue-a virtual dialogue that transforms youth from content "consumers" to content "providers" will be created

BENEFICIARIES

The project targets are children and youths from the age of 14 to 35, male and female, able and disabled, urban or rural, who are citizens of Africa, regardless of their health, religion, ethnicity, gender, and political or cultural status. Street children, HIV positive and any other marginalized youths will be beneficiaries without any form of discrimination. The project will both inspire and empower the youth of Africa, creating an opportunity and environment for the collaboration between youths and elders, businesses and other stakeholders, to learn and share ideas, skills and opportunities that will help youths to turn their ideas into action, hence becoming self-sustainable.

By combining the power of leadership with social networking, and leveraging the power of ICTs (in New Social Media and in youth development), more youth will participate, learn, and vocalize their views to the global audience. The communication of these strong civic voices will effect change.

WHAT THE YOUTH WILL LEARN

- How to find work with community organizations
- Positive Internet community skills
- How to work with elders, tutors and guides.
- How to be encouraged by the community around them
- How to use technology to communicate using: cameras, cell phones, and PC software
- How to seek out and accept help from an organization or adult mentor
- How education impacts a career and family
- Inspiration to persevere

THEME AND MAIN ISSUES TO BE COVERED

The Campaign will run under the theme “I am Africa. This is my Story...”; Africa’s best stories, told by the youth of Africa for the entire world to see. It will cover the following as the main issues:

1. Best of African culture in song and dance
2. Best Inspirational video success story for a community
3. Best video of a young adult providing for a family
4. Best TV commercial video teaching people about HIV/AIDS
5. Best story on how education helped some succeed in a career
6. Best community success story

OBJECTIVES

The objective of this project will be achieved through the youth social media forum that will involve the participation of individual youths and institutions housing ICT tools, particularly computers with internet access.

Campaign success is measured by the following:

1. Number of videos uploaded
2. Number of youth in the community
3. Number of cyber cafes helping youth
4. Number of and response of sponsors
5. Media and public response to the campaign

THE FOLLOWING ACTIVITIES WILL TAKE PLACE:

- A YouTube channel to facilitate the uploading of brief, simple campaign videos consisting of introductions and movie making guides. These videos can also be delivered on CDs for cyber cafes with low bandwidth.
- A Ning (social networking) site will handle registration, terms, training, video showcasing and cross community collaboration.
- YouTube voting

THE AWARDS

A campaign will be conducted, and participants will be required to join the social community and create and produce a video in any of the four (4) categories:

1. A music video about how they promote peace.
2. Young adult best story about work and providing for a family (Agri of Microfinance).
3. Best HIV/AIDS video.
4. Youth best story about education changing their lives.

INTERNET BASED CAMAPAGN MANAGEMENT

- Everything is managed through the Ning.
- Training on how to make campaign video will be on YouTube
- Promotion will be done through TV and newspapers, radio shows, social networks, posters, and T-shirts which will be made for Cyber Cafes, schools and businesses
- As each video is uploaded, everyone will have access to them on the Ning network.
- There is no cost to enter



HOW WILL YOUTH DO THIS?

- First, this will be open to everyone, even street children
- Children will be told through the news to go to their schools, cyber cafes and business. These agents will assist the youth with video production
- We will build a Ning network that educates youth on video production using free software
- Children will be encouraged to find adults and even mission vacationers to help them tell their story
- There may be both a national TV show and a streaming Internet award show. This depends on sponsors
- Everyone who enters will have bragging rights. We will set up a Ning profile for each person who enters the campaign along with their sponsoring cyber café, school or Mission. This way everyone's video will be seen and honored.

EXPANDING INTO CYBERDAY WORKSHOPS

“CyberDay” workshops will leverage local sponsors and grassroots involvement from, press, film media, bloggers, NGO, and schools along with women and youth organizations.

The event will consist of the following

1. Mass sign up of youth to Internet resource
2. Youth workshop on how to leverage Internet
3. Small business workshop on how to leverage the Internet for growth
4. Community Leaders workshop on how to leverage the Internet for growth

SUSTAINABILITY

The inspiration and empowerment that will be achieved by the end of the first campaign will have an impact that will inspire the ongoing community. Upon assessment of the impact of the first round of the campaign, we shall embark on developing the project to ensure increased impact in the second round of the local campaigns.

Thus, more partners will be called for as well as sponsors, with more categories for the campaign. More so, we shall seek to increase the number of participants and seek a way of



realizing the inspiration and empowerment creating inclusive, lasting and sustainable social development in the life of the youth.

The Ning and YouTube will remain available for a full year providing both the youth and the sponsor bragging rights.

We will call volunteers who help youth “CyberGuides”. The agencies and places that help the youth with videos can be called “GuideCenters.”

The Youth Social Media Forum, will be held either in a central city that offers the most exposure or aid from a partner. The rest of the video campaign will be held online, taking advantage of the Ning platform that will be created.

While entry into the campaign will open thereafter, the youth will learn how to create the campaign video and enter into the campaign. Meanwhile, posters and other promotional materials will be distributed to schools, cyber cafes, telecentres, and other production venues, while contact details of producers will be made available through the media.

REQUIRED RESOURCES

ORGANIZATION STRUCTURE

It is essential that an autonomous campaign organization develop, build, launch and manage the campaign.

The Chrysalis Campaign, Inc. is responsible for:

- Developing “I am Africa. This is my Story...” Campaign branding, marketing and PR program
- Development of the social network Ning environment along with integration into Twitter and Facebook
- Launch of the campaign program and training
- Management of community
- Loading of videos and other assets
- Management of sponsorships
- Judging process
- Gifts and Awards event

YOUTH SERVICES

PROJECT TEAM AND MANAGEMENT

- I am Africa Campaign Manager
- Campaign Administration
- Campaign Training Support

PROMOTION AND AWARDS:

Every effort should be made to develop a viral marketing program that leverages local, on the ground resources, such as schools and cyber cafes. We are looking for local involvement, encouragement and pride. TV and mass media will aid this process. Sponsors will also be used to aid the message delivery. The goal is to keep costs down and convey a strong message to the people about the aims and objectives of the campaign.

Note that all storytelling must exclude politics, violence and divisional tribalism.

INFRASTRUCTURE

The goal of the campaign is to teach youth to use the resources available to them and to work with people who have access to the required technology.

Infrastructure for this program has two elements:

1. Campaign system: YouTube, Ning and text voting system. Registration and hosting of the campaign material will be free.
2. Production tools: Youth can use a number of free movie development tools (such as Microsoft Movie Maker) that we will recommend and provide simple training videos for. We will place them on the Ning network with campaign guidelines and tutorials. With the Ning, a youth can even tell their story on a cell phone and upload it.

In that this is a free campaign using web 2.0 Internet tools, there will be no use of LMS technologies or proprietary technologies. Registration will be done through the Ning network and YouTube will be managed through the campaign organization. Near zero hosting costs is a requirement.

SUSTAINABILITY

Once the first campaign is developed, the campaign can be run easily by the local country at a profit because of the sponsorship programs. All technology, social communities and marketing programs can be replicated without programming or advanced technical skills. This budget delivers several campaign manual cookbooks and Internet social communities.

The second year of running a fund raising campaign for sponsors will be easier to establish.

The YouTube Channel and Ning Social Community will be left online and accessible after the campaign so publishing and community growth can continue.

At the end of the first Youth Web Story Telling Campaign we will publish the entire program guide in electronic format which can be localized by any country.

LEVERAGING EXISTING CHANNEL ASSETS

The Chrysalis Campaign has partnerships that provide both physical assets, marketing, outreach on the streets and technology.

These channels of influence and resources will be leverage in the next phase of the campaign with the launch of the CyberDay workshops.

Chrysalis Campaign, Inc. Leverage the combined communities of “I am Africa. This is my story...” and the Global Learning Framework community.

This includes:

- [Http://i-am-the-story.ning.com](http://i-am-the-story.ning.com)
- <http://globallearningframework.ning.com>
- LinkedIn communities reaching 1,000
- Facebook and Twitter communities
- Africa blog and paper communities
- Africa women’s groups
- Africa Telecentre groups
- African Universities
- African press and film groups
- African Youth groups.



MONITORING, EVALUATION AND FOLLOW-UP

- Monitoring will be from the Social Networking Ning reports that measure the level of activity and interest in the campaign.
- Measurement of success will also result from the public reaction to the campaign and evaluations of those involved in producing videos.
- Additional measurement can come from reaction in the Ning blogs and comments on the videos.
- School attendance.

Keep in mind that the campaign is a virtual 365 days 7/24 event. This being the case it can be left open for African youth to continually tell their story and it will spill over into Facebook, YouTube, blogs and other social media. It will be interesting to see if more schools consider using internet tools in educational programming. In addition, Chrysalis will launch a parallel educational Ning that educates teachers and cyber cafes how to use the Internet for free educational resources. It is our goal to see these activities take place.

CHRYSLIS CAMPAIGN, INC.

MISSION

Provide safe community learning centers, safe social communities for collaboration and global Web resources in collaborative ways that transform the poor into self-sufficient communities with new possibilities.

ABOUT

In the corporate eLearning market, Richard has 20 years of experience consulting and developing marketing-event programs for companies such as IBM, Microsoft, Oracle and helped launch a number of eLearning companies. He has published white papers and several books. He is an International conference speaker, industry strategist and developer of the Global Learning Framework at: <http://globallearningframework.ning.com>

Richard designed and built, in the US, its first profitable commercial Technology Center in New York City called the Netlan Technology Center.

In his missions to Africa, he has developed two photographic writings books for Kenya and Zambia. He continues his work to show the mercy and the beauty of the poor by building Web based social communities, photo galleries and press for partnering missions. <http://www.scribd.com/richardcclose>



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