

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS















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01. INTRODUCTION

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In 2009 I embarked on the experience of a lifetime! I went back to my heritage land to do development work.

At the age of 23 years old, I went on a 10 week programme to do development work in West Africa, Ghana. From building a community centre, working in clinics to teaching and farming at a small village in the Brong Ahafo region, called Kasapin.

Coming back to the UK full of enthusiasm and energy to develop my experience further, Wakeup Campaign was created and has now developed into a social enterprise, using placemaking initiatives and community outreach, for those that want to improve the living conditions of communities, and understand the issues surrounding development in the Volta region situated in Ghana, West of The Republic of Togo, working with Volta: Home Away From Home.

At Wakeup Campaign, we believe in promoting global citizenship through in-depth intercultural interaction, sustainable community driven development projects, through the participation of volunteers in partnership with grassroots community members and organisations.

Viviane Williams

Founder of Wakeup Campaign





02. MISSION

We believe change is possible through social design*

Our mission is to promote global citizenship through in-depth intercultural interaction, sustainable community driven development projects, through the participation of volunteers in partnership with grassroots community members and organisations.

With a rich educational experience and services provided through volunteer experiences, local work placement, host family living, home base living, educational activities and critical reflection embedded within our placemaking projects.

*Social design is the application of design methodologies to tackle complex human issues, placing the social issues as the priority. Designer's role is to take this into account and take on the responsibility in society through the design process to bring about social change.



03. WHAT WE DO

SOCIAL DESIGN CHANGEMAKERS AT WAKEUP CAMPAIGN WE: Produce **Digital Design Campaigns** for social/ sustainable projects and organisations Give Talks and Workshops on social design Run Conscious Swap Shopping Events (a space where you can up-cycle your clothes, get them customised and swap your clothes for new ones) • Run Outreach Volunteer Programmes in Ghana.

Wakeup Campaign Outreach Brochure

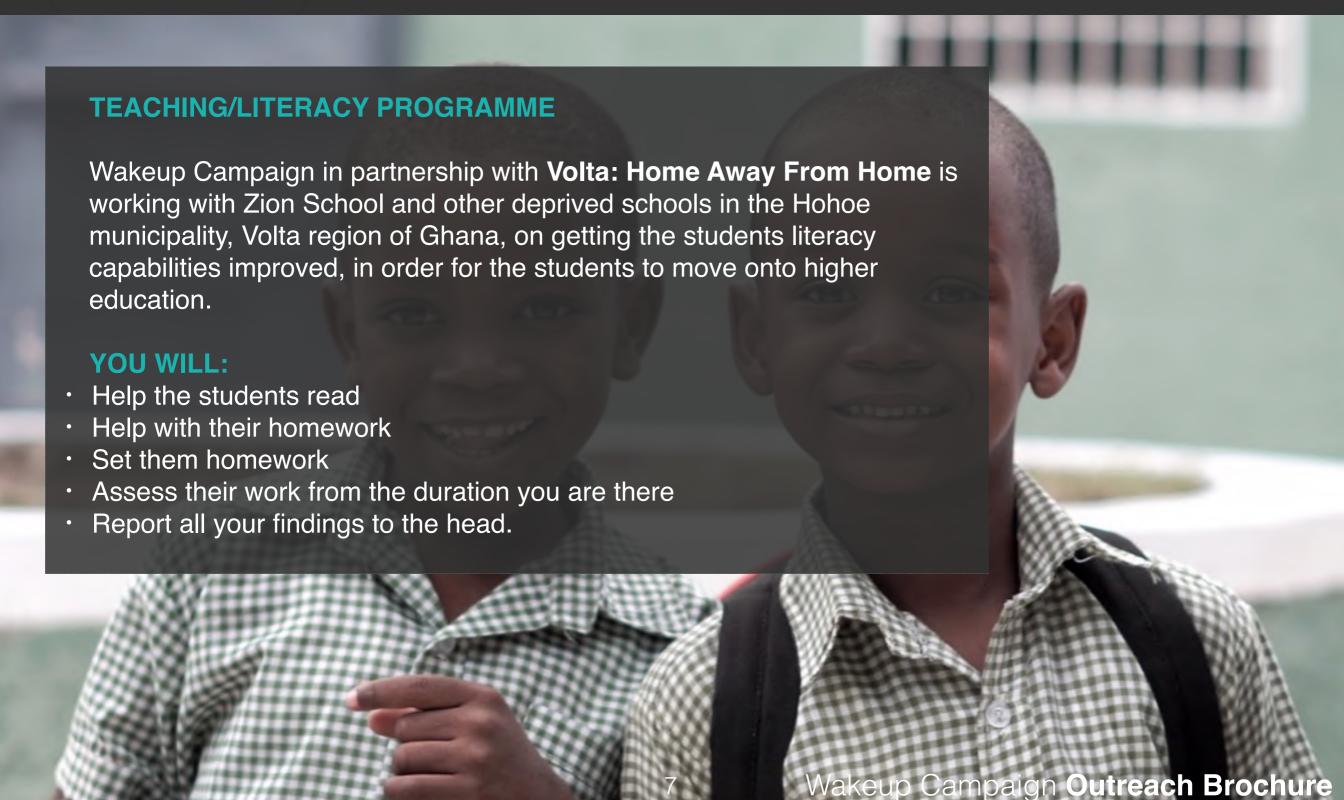


04. OUTREACH PROGRAMMES

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SUSTAINABLE FARMING

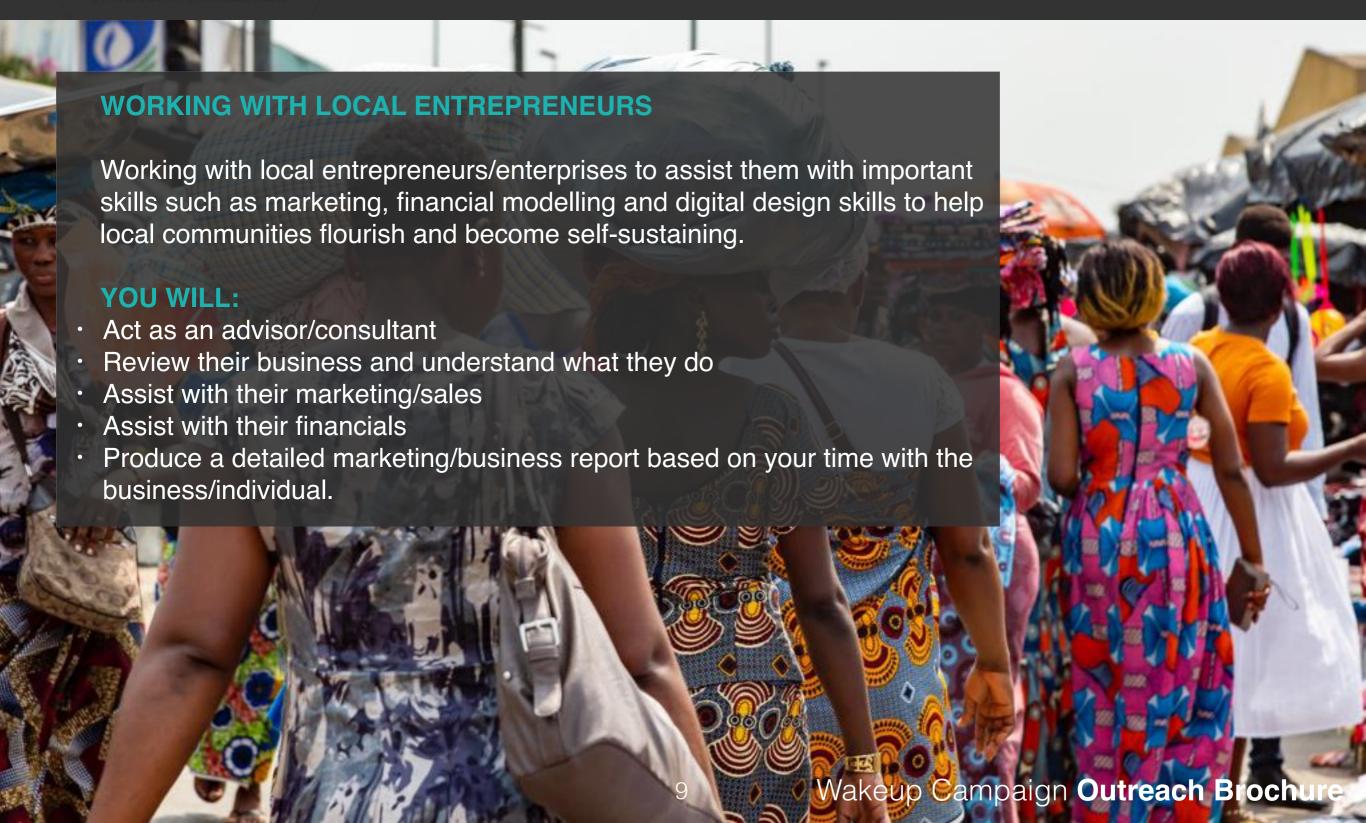
Wakeup Campaign in partnership with **Volta: Home Away From Home's** founder Knox Odumah has a clear and important initiative to reclaim fertile usable land in the Volta region of Ghana, to become sustainable agricultural land producing staple foods such as vegetables to sustain the surrounding communities within the area.

YOU WILL:

- Help to fertile the soil
- Work with the farmers to plan production, procure supplies and sell the produce
- Cleaning, tractor driving, general handiwork, tending to livestock, ploughing, planting and harvesting crops
- Work on basic maintenance and repair work on vehicles, machinery, fences, gates and walls.



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SOCIAL DESIGN CHANGEMAKERS **RUN WORKSHOPS/CONFERENCES** Wakeup Campaign in partnership with Volta: Home Away From Home have teamed up to produce a variety of conferences both in Ghana and the UK. Many of these events focuses on poignant humanity topics to enable positive impact to transcend through to communities. **YOU WILL:** Work with the organiser to plan the workshop/conference Have regular meetings Work on the logistics, budget, venue finding, promotion of the event Produce a report of your findings.



TRAVEL & TOURISM

Whilst being in Ghana, you will be able to soak up the vibrant rich culture of the Ghanaians. Rising heritage sites, museums, key landmarks that has helped formed the country to what it is today.

YOU WILL:

- · Take part in a cultural dance
- · Take part in a wildlife safari cycling and hiking tour
- · Take part in a day coastal tour
- · Visit Shai-Hills and Akosombo lake
- · Visit Tafi Atome Monkey Sanctuary.



06. PROJECT SITE

Ghana - One of the most politically stable countries in Africa, Ghana is gifted with a diverse and scenic landscape, from beautiful beaches and waters to forests with a diverse array of wildlife. A mix of modern and traditional belief systems, the culture of Ghana is complex yet welcoming, and you will find a friendly face and welcoming hand at every turn. Although over 100 languages are spoken throughout the country, English remains the official language for business and in secondary education.

HOHOE VOLTA REGION - Volta Region, is one of Ghana's sixteen administrative regions, with Ho designated as its capital. It is located West of Republic of Togo and to the east of Lake Volta. The region is Multi ethnic and multi lingual including groups such as the Ewe, the Guan and the Akans peoples.

Places of Interest: Mount Afadja, Mount Gemi, Wli Water fall, Adomi Bridge, Monkey Sunctuary

The Hohoe municipality district is one of the twenty five districts in the Volta region. The municipality has a population of about 153,00 people.



07. ACCOMODATION

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HOME BASE - Volta: Home Away From Home, Ghana West Africa

Where you will be staying offers a beautiful view of flower garden in the forecourt of the house. Common areas are furnished with plenty of chairs and couches that are decorated with bright batik fabrics.

Enjoy the evening breeze on the patio with fellow volunteers or bring out a book for some quiet time. Living areas are communal with plenty of space to keep your belongings. Each bed also has a mosquito net, so we've got you covered, literally!

During your stay, you'll feast on a blend of healthy Ghanaian cuisine. If you're not "big on spicy," the cook will turn it down a notch or two. Typical meals include plenty of starches like pasta, potatoes, and some new favourites like cassava and plantains mashed into fufu and banku - Ghanaian specialties, and fresh fruit to sweeten each dish.

At meals, you'll have the option to use silverware, but give the traditional way a try by using your hands to sop up a helping of homemade stew with your fufu.

View photos



WAKEUP 08. PROGRAMME DIRECTOR

AL DESIGN CHANGEMAKERS



Hello everyone!

My name is Knox, I am the programme director for the volunteer programmes at Wakeup Campaign. I will also be your supervisor during your stay.

A little bit about me, I have been a volunteer outreach manager for the past 10 years working for organisations like Canada World Youth, PLATFORM2, Syto Ghana and Cross Cultural Solution. I have come to develop a passion and compassion to empower the youth, working with grassroots structures to help empower them to bring sustainable change to the masses.

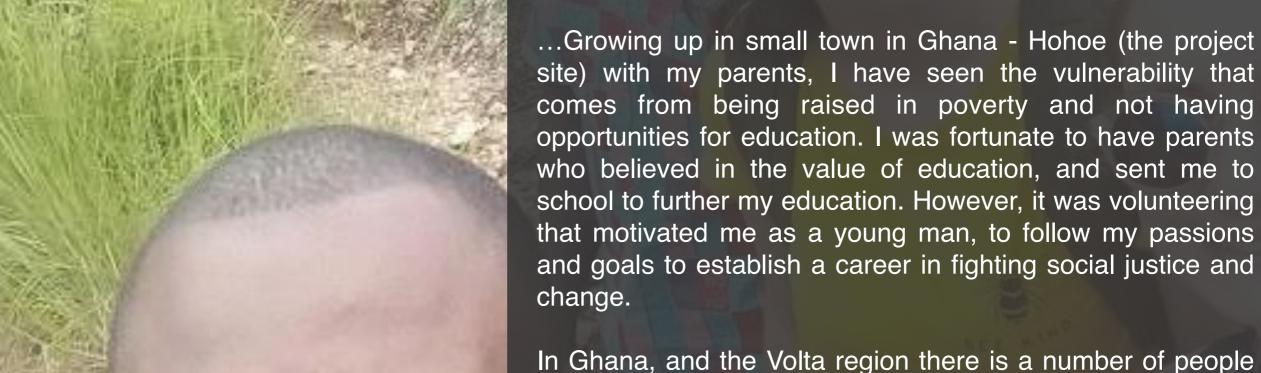
Meeting Viviane, the founder of Wakeup Campaign when she was 23, whilst doing development work in Ghana, being her supervisor, we struck up a friendship, keeping in touch when she went back home to the UK, we decided to partner on what we were working on, marrying social change through design and volunteering to develop volunteer outreach programmes.

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WAKEUP 08. PROGRAMME DIRECTOR



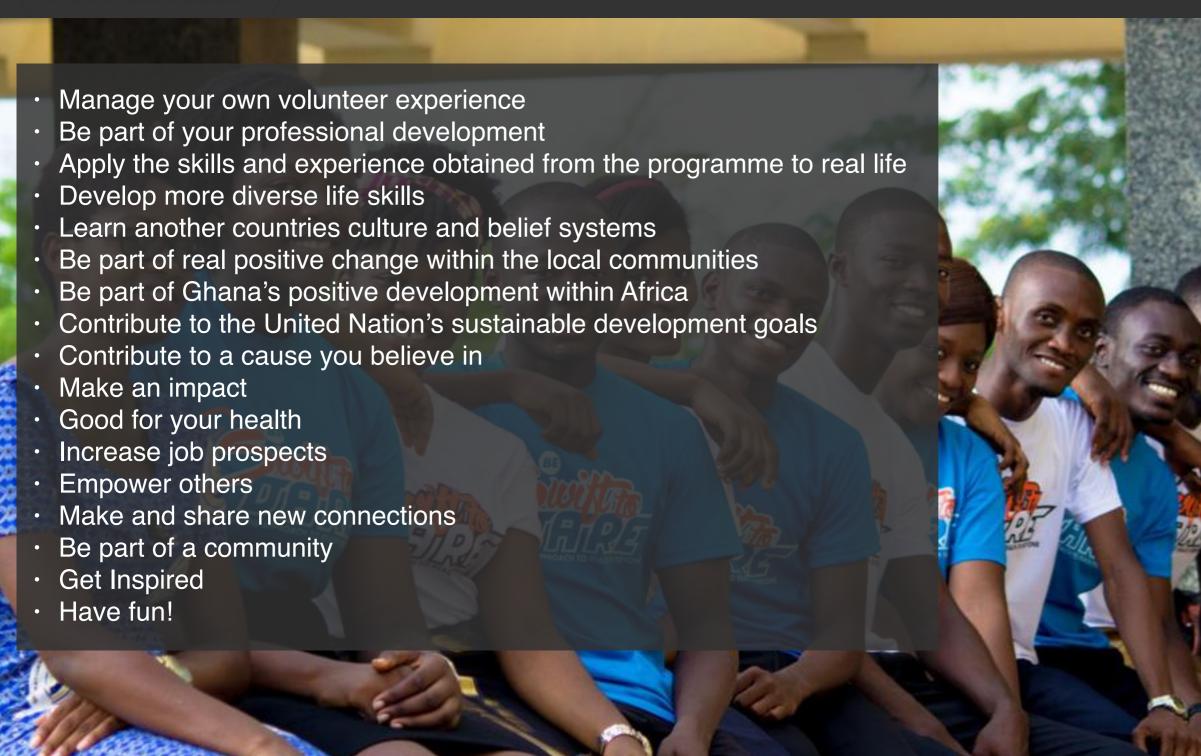
that lives in poverty at under \$1 per day. With schools that are underfunded and overcrowded, the need for individual attention, guidance, and encouragement to children pursuing their dreams is key to a brighter future. I am committed, with Young Ambassadors of Change volunteers (YAC), to improving the possibilities for each child in my community and welcoming you all on a brilliant adventure.

Knox Odumah **Programme Director**



09. BENEFITS & IMPACT

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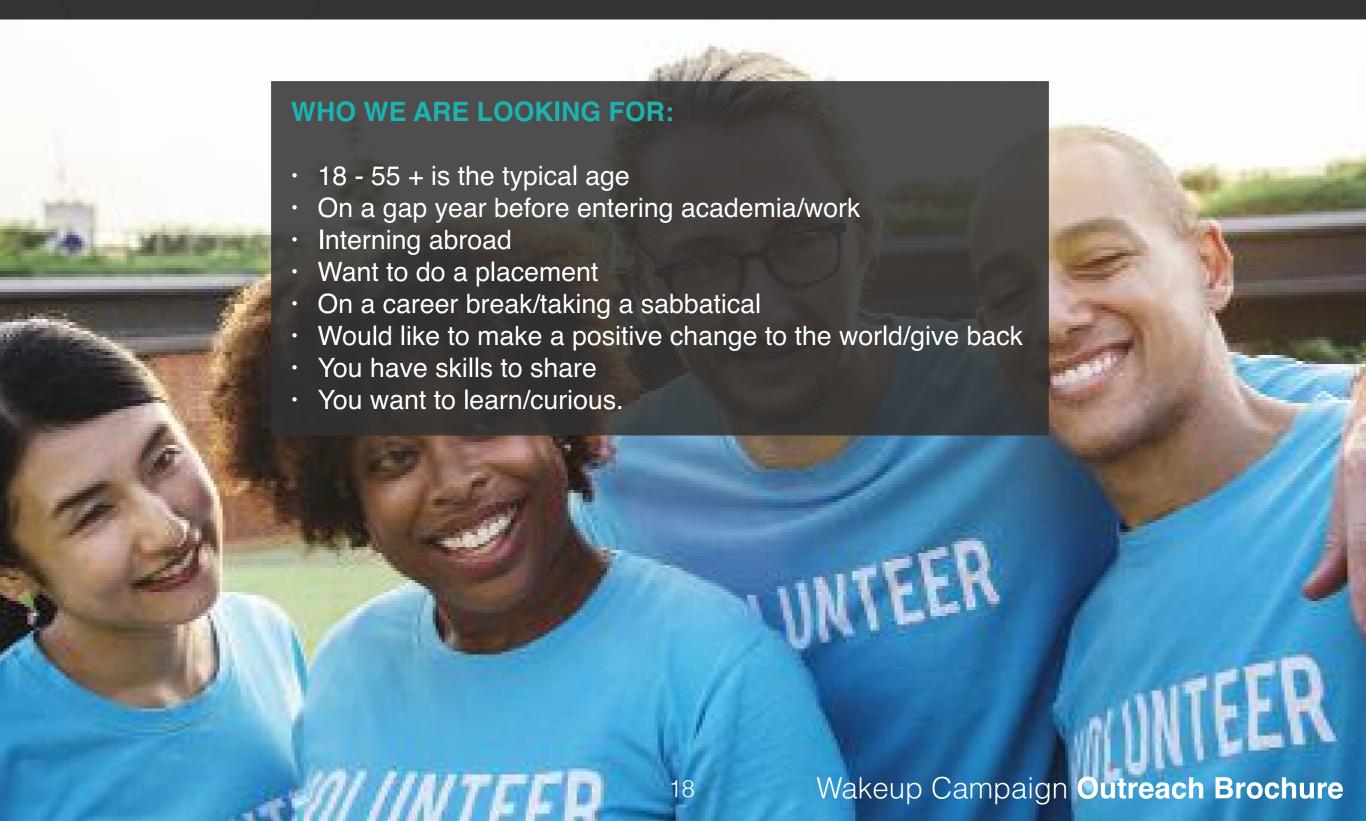


10. TESTIMONIALS





11. ELEGIBILITY















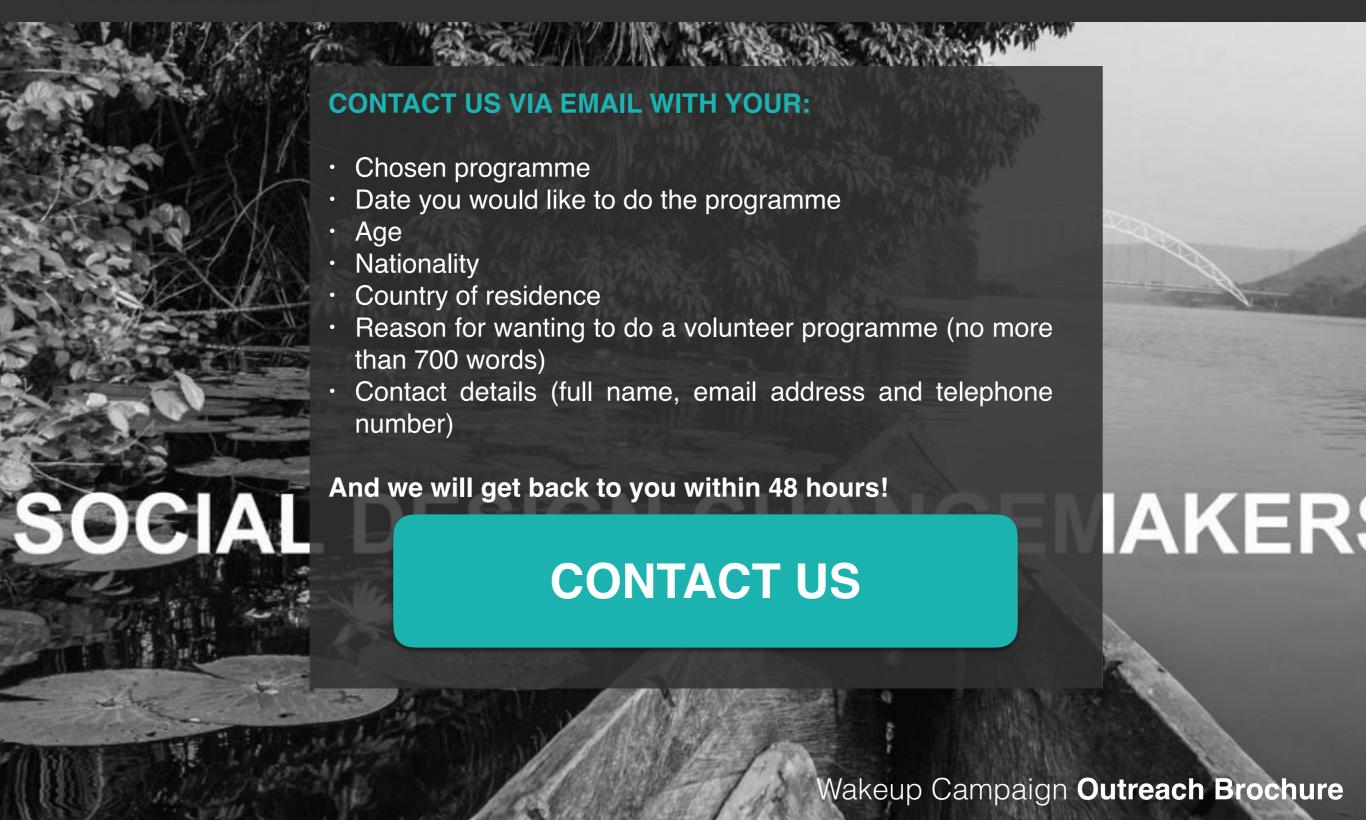


HOW MUCH DOES THE PROGRAMME COST?

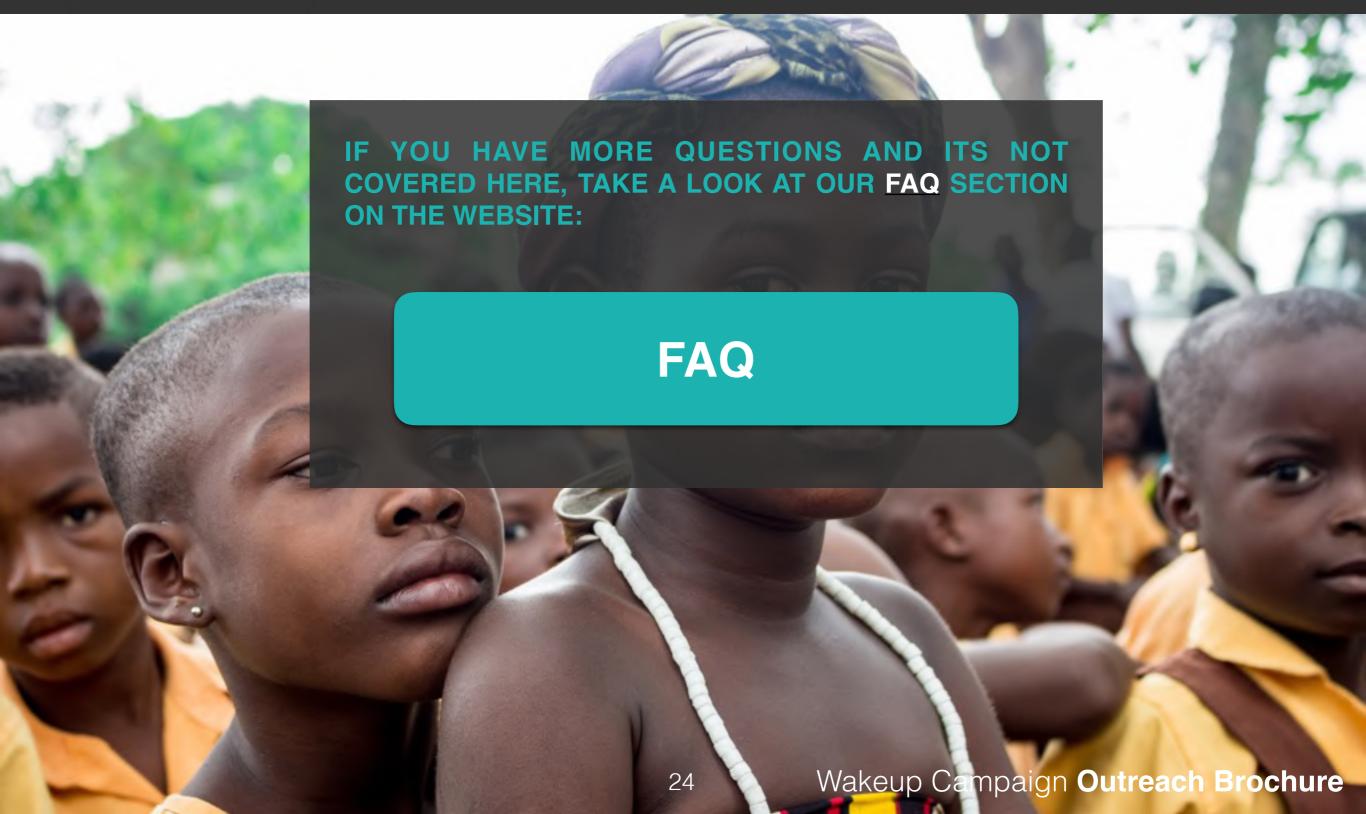
Number of Week (s)	1 Week	2 Weeks	3 Weeks	4 Weeks	5 Weeks +
Cost £ per person*	£400	£720	£1,040	£1,360	£1,680 + £240 per week

^{*} If you would like to go in a group, we will be able to provide a group discount.











13. MESSAGE





14. CONTACT US

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