Sawa World Youth: Marginilised Youth Become Community Reporters to Empower Millions with Local Solutions to Extreme Poverty

Uganda

Daphne Nederhorst

Organization type:
nonprofit/ngo/citizen sector

Budget:
$100,000 - $250,000

Website:
http://www.sawaworld.org

- Citizen participation
- Employment
- Poverty alleviation
- Media
- Vulnerable populations
- Youth development
- Youth leadership
Project Summary

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Marginalized youth from the slums are being trained and employed as community reporters to share local solutions to millions.

Problem: What problem is this project trying to address?

Sawa World targets two severely marginalized and colossal population groups (1) the 1 billion people on the planet who are living in extreme poverty, surviving on US$1 a day and (2) within this threatened group the millions of unemployed youth between ages of 15 and 30. Despite a global commitment and over two trillion dollars in foreign aid over the past 60 years, that number of people living in extreme poverty sadly remains unchanged. The ideas, solutions and leadership of the people that live in extreme poverty have largely been ignored. Staggering youth unemployment is a reality in most of countries that endure extreme poverty. Uganda has one of the highest youth unemployment rate in the world, with an alarming 83 percent (World Bank, 2008). Sawa World unlocks both of these momentous global challenges using a revolutionary approach with the application of videography and new media technology.

Solution: What is the proposed solution? Please be specific!

Sawa World uses a unique and innovative approach to solve extreme poverty with the use of new media technology. Sawa World does this by providing training and a basic income to unemployed youth who live in extreme poverty. The youth obtain training from established media partners, in the world’s poorest countries, so they may ultimately become community reporters (Sawa Youth Reporters). After the training, the Youth become employed advocates continually documenting, on short video, local community leaders (Sawa Leaders) that have found proven solutions, to uplift their community out of extreme poverty - without the assistance of foreign aid. Using new media technology, the Sawa Youth can reach millions through community screenings, radio broadcasts, television interviews, social media and other local media outlets. The Youth bring knowledge and inspiration of the local leaders to people who, like them, live in extreme poverty, so they can be inspired or replicate these practical, solutions in their own communities. This innovative approach demonstrates how solutions for ending extreme poverty lie in the hearts, minds and hands of those who suffer it most. At the same time, Sawa’s approach awakens an entire new generation of youth journalists to capture and share local leadership in an attempt to provide an effective solution to extreme poverty.

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

A Sawa Leader in Uganda, Robert Kalyesubula, grew up as an orphan and studied to be a medical doctor. He established a remote integrated health clinic in rural Uganda treating thousands of people that face extreme poverty. Jude Nege (29) has recently become an employed Sawa Youth Reporter in Uganda. He lives in one of Kampala’s worst slums. He was unable to complete high school and was unemployed. After careful screening, he was selected to take part in the Sawa World Youth Media Training Program, an intensive four week video production and media leadership training at the Ugandan Television and Film Institute (UFTI). Now, he has gained new, employable skills, feels inspired by the local heroes he has met in his community and receives an income to provide for his basic survival needs. After the training, Jude was assigned to Robert and documents his work and success on a monthly basis. Last month, he documented the incredible efforts of Robert and his team treating a 10-year old boy with a critical heart condition and HIV/ AIDS. He needed immediate surgery that was not available in the region. In the video, Robert’s colleague James asked the community for support. Jude produced the video and shared this with thousands of people locally through community screenings, local radio and television interviews and posting it on social media platforms. As a result, a group of Ugandans that had international contacts are arranging for his surgery in South Africa. The video can be seen in the Media section of this submission.

Impact: How does it Work

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Sawa World has no direct competitors at this point. Sawa has a globally unique and integrated approach to tackle extreme poverty using local successes and media to spread these for local replication. Sawa World views potential future “competitors” as strategic partners to scale the the program worldwide. We are currently in discussion with Straight Talk Foundation, a Ugandan-based media organization that uses radio and print to reach youth adults with information that brings social change. The work and videos of the Sawa Youth Reports would be an effective complementary service for Straight Talk and reach thousands more with the practical information of the Sawa Leaders to solve extreme poverty. Sawa World is also in discussions with Film Aid International. They conduct film screenings in refugee camps to inspire the most vulnerable communities and to address their critical needs. Their large scale outdoor video screening technology could be of great benefit for Sawa World’s local community screenings and the practical tips of the Sawa Youth Reporters monthly videos can inspire large scale change to the refugee populations that Film Aid serves.

About You

Organization:
Sawa World

First Name
Daphne

Last Name

About You

Nederhorst
Daphne Nederhorst was born into a Dutch family but grew up in Tanzania. Her parents, both working in the international aid sector, challenged the long term sustainability of foreign aid models to solve poverty in countries such as Tanzania.

Since infancy, Daphne had an opportunity to live in communities across Africa that endured extreme poverty. She was mesmerized by their strength to find solutions to their own poverty challenges and witnessed the failure of foreign aid first hand. She felt a strong sense of responsibility to help these communities. Daphne wanted to offer a voice to these extraordinary unsung heroes and share their valuable lessons with other people. At the age of 7, Daphne made a conscious decision to make this her life’s mission.

Since then, Daphne’s has lived and travelled to over 48 countries, received three academic degrees including in video production and international development. She has worked with and advised governments and international aid agencies such as the United Nations and collaborated with renowned global leaders including Richard Branson and Muhammad Yunus. She resigned from her corporate job in 2007 to spearhead Sawa World.

In the last three years, Sawa World has trained 215 Sawa Youth Reporters in six of the world’s poorest countries. Through this process the SawaYouth have shared the success models of 20 Sawa Leaders with a combined impact of reaching close to 500,000 people living in extreme poverty.

To track our impact and challenges, we apply a range of monitoring tools such as surveys, emails and site visits to gain valuable information from the youth reporters, media partners and community leaders (Sawa Leaders).

Currently, Sawa World works with media institutions in Haiti, Rwanda, Tanzania, Uganda and Zambia. Five Sawa Youth Reporters were recently trained at the Uganda Film and Television Institute and received a guaranteed income for 24 months. During the first month of their training the Sawa Youth reached 80,000 Ugandans living in extreme poverty with the practical solutions of three local Sawa Leaders.

By 2020, Sawa World’s goal is to further replicate and scale the program to 50 of the world’s poorest countries.

Winning entries present a strong plan for how they will achieve and mark growth. Identify your six-month milestone for growing your impact

* Expanding the program and impact in Uganda and assess the program successes and challenges
Six-Month Tasks

Task 1
(1) Work with team at Uganda Film and Television Institute to train and employ ten more Sawa Youth Reporters

Task 2
(2) World with the team at Uganda Film and Television Institute to approve ten new Sawa Leaders and Youth produce 60 new videos

Task 3
(3) Sawa Youth reach 600,000 impoverished people with practical tips of the ten Sawa Leaders in Uganda

Now think bigger! Identify your 12-month impact milestone

* Replicate program in Haiti, Rwanda and Tanzania and develop sustainable income models (social enterprise)

12-Month Tasks

Task 1
(1) Work with the media partners in the 3 countries: Creative Studios, Kalisimbi Cinema Production and Kilimanjaro Film Schools

Task 2
(2) Meet with the Director of the East Africa Media Fund in Nairobi, Kenya to hire regional coordinator to expand program

Task 3
(3) Test several income projects by contracting of Sawa Youth Reporters to clients who want to document their impact locally.

How many people have been impacted by your project?
More than 10,000

How many people could be impacted by your project in the next three years?
More than 10,000

Sustainability

Explain how your company, program, service or product is structured

Non-profit

What barriers have hindered the success of your project to date? How do you plan to overcome these and other challenges as you grow your solution?

One apparent challenge we may encounter is the resistance from the trillion dollar international aid industry. Our innovative approach bypasses the traditional and mostly ineffective approach of these institutions and aims to strive free of charity and foreign aid to solve extreme poverty. At the core, Sawa World is putting unemployed youth and the people living extreme poverty in charge of solving their own poverty issues with their own leadership. To overcome this challenge, we have built strong alliances with international aid organizations, engaged them in our work and informed them how we can assist them in applying similar approaches.

How do you see the information-technology and media sectors shifting over the next decade? How will your solution adapt to and/or drive that changing environment?

Information technology will change at a rapid pace in the next decade which is of great benefit for Sawa World. This will allow Sawa world media partners and Sawa Youth Reporters to gain access to more effective ways to reach millions of people living in extreme poverty with local solutions to solve extreme poverty.

Failure is not always an option. If your solution fails to gain traction in the next two years, what other applications of the idea could you explore?

Sawa World has grown rapidly in the last three years mainly as a result of transparency and openness to the learning’s from field experiences and changing approaches and models accordingly. This internal leadership philosophy will be used to overcome any future barriers to success - "failure" will never be an option for Sawa World.

Expand on your selections, explaining how you will sustain funding

Sawa World has secured seed funding over $300,000 in the last three years. Our funding has grown every year between 15 percent and 100 percent. The main sources of funding have come from private philanthropists in North America. Sawa World’s goals is to strive free of charity and create earned income to support the field programs within the next 2 years. In support of this goal, Sawa World will launch (September, 2011) a new campaign called Hire a Sawa Youth Reporter. This will both engage the mass public and businesses. Sawa World is assessing 65 other income options

Tell us about your partnerships

Sawa World has an impressive list of global partner organization. Some of these include: Our main technology partner is Best Buy/ Future Shop who donate an extensive “Sawa Youth Media Kit” to local media partners with the goal to support the training and monthly work of the youth reporters. This includes items such as portable camcorders, tripods, microphones, mini projectors and speakers. They have included suppliers such as Kodak.
What type of team (staff, volunteers, etc.) will ensure that you achieve the growth milestones identified in the Social Impact section?

Sawa World's team consists of established media institutions who train and support the employment of the youth include the Uganda Film and Television Institute, Zambia Institute of Mass Communication, Tanzanian Kilimanjaro Film Institute, Rwandan Kalisimbi Cinema Production and Haitian Creative Studio. In addition, Sawa World has core team of 40 volunteer and staff to support the growth and replication of the program.

Changemakers is a collaborative and supportive space. Please specify any community resources you would need to grow and sustain your initiative. Select all that apply

Investment, Marketing or media.

Specify any resources you might offer to support other initiatives. Select all that apply

Human resources or talent, Research or information, Collaboration or networking, Innovation or ideas.

Please elaborate on any needs or offers you have mentioned above and/or suggest categories of support that aren’t specified within the list

Needs
(1) Capital investment will support us in expanding the program in our five focus countries and (2) Strong marketing and media awareness will raise the profile on the important and groundbreaking approach of Sawa World to solve extreme poverty with local solutions.

Offers
(1) Sawa World's uniquely trained Sawa Youth Reporters can be hire by other organizations to document (on short video) local project successes and impacts and (2) Sawa World's local media partners can hired to train local and international organizations how to capture local solutions to extreme poverty and reach large amounts of impoverished people for replication of these solutions.

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**Summary**

Define your company, program, service or product in 1-2 short sentences

Sawa World uses a bold approach to solve extreme poverty working with locally created solutions by those that live in poverty.

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