

Lunga no.11



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The project Cultural Awareness—a tool for sustainable development among youth in Tamale, Ghana.



As you may remember our association in September 2016 after months of work and talks between Ghana and Denmark sent an application for a grant of a project running at Youth Home in Tamale. In December we received the good news. Our project was accepted. Now the further work and preparations for the first visit could start.

The Project is funded by Cisu, Civil Society in Development, Danida and co-funded by our association Friends of Youth Home Cultural Group, Denmark and by Youth Home Cultural Group, Ghana. Participants from Denmark and US are partly paying for the travel expenditures when travelling to Ghana.

The main objectives are as described in the application to Cisu:

Tamale Youth Home Cultural Group (TYHCG) is an NGO situated at Youth Home. Youth Home is an organization for children and young people in Tamale established by the State of Ghana and the Region of North Ghana. Around 90 children and young people are members of the group and meet every day for activities such as drumming, dancing, sewing, drum making and batik at different workshops. The aim of this project is to make it possible for more young people in Tamale around Youth Home to improve their economic and better their living conditions, and to safeguard that TYHCG in the future is an example for children and young people as well. The immediate objectives are contributing to the development of TYHCG by (1) further development of the sewing workshop at Youth Home, (2) establishing an office for cultural promotion and tourism and (3) the further development of the organisation of TYHCG which combines the activities of the sewing workshop and the office for cultural promotion and tourism. The project is run in cooperation with the Danish organization, FTYHCG.



The project will run in 2017 and 2018. Years of close cooperation have been the foundation of this project and we are absolutely delighted that it is now reality.

The project is divided into three phases and the following activities:

Phase 1

(January –august 2017)

with the following activities:

- Startup of the project,
- A Future Creating Workshop with the title *The Future of TYHCG in 2027 – activities and organization*
- Contacts for local teachers in design workshops and accounting.
- Preparation and startup of arrangement of container for The Office of Cultural Promotion and Tourism.
- Two courses in Accounting and in Mini Business Plans.

Phase 2

(August –December 2017):

- A course in Design, Quality Development and Quality Control
- Course in Promotion of Northern Ghanaian Cul-

ture and History

- Course in preparation, planning and advertising of tours for tourists.
- The opening of The Office of Cultural Promotion and Tourism: *Tamale Cultural Tours*.

Phase 3

(January-December 2018):

- The Tailoring and Sewing Workshop will continue to increase the quality and sale of designs and are familiar with accounting and mini business plans (objectives 1.)
- Tamale Cultural Tours will continue to sell tourist services, raise awareness locally as well as abroad and draw up accounting and mini business plans (objective 2.)
- The Constitution of TYHCG has been developed and a new visible structure of management is developed (objective 3.)

The startup of the project

The project began in January 2017. In February /March Annemarie Grüner and Lise Drewes Nielsen went to Ghana. Before that a lot of preparations had been done in Ghana as well as in Denmark. In Ghana the partner, Youth Home Cultural Group, had informed their members to join the project and to be members of the different working groups. They had also prepared setting up a container for the future office for Tamale Cultural Tours. They had booked a nice conference hall for meetings and workshops.

In Denmark we had planned a tight schedule, in close cooperation with our partner, for activities and workshops, where the participants were divided up into different working groups.

We celebrated the launch of the project with a kick off meeting, where a contract for the next two years of cooperation was signed. Lise Drewes Nielsen, Annemarie Grüner and Abdul Rahaman Mohammed presented the ideas behind the project, the aims and expected results.

After the kick off meeting we arranged The Future Creating Workshop: The workshop had 30 participants from the group. Over a two day workshop the participants worked with visions and action plans for the group up until 2027.



The Future Creating Workshop is a method created with the purpose of involving and activating participants in the development of their own future. It has been used worldwide, but was developed by two Austrian sociologists Jungk and Müllert. In Denmark it has been used among NGOs as well as among NGOs in development projects.



Here we want to synthesize the results. The workshop focused on five visions for YHCG. Mind you the workshop was not narrowed to the Cisu project, but was about YHCG in general. The visions were all about how to strengthen Youth Home activities and for Youth Home to become a more sustainable center with a variety of activities:

- Group 1: In 2027 YH dancers and drummers all have a certificate also in teaching
- Group 2: In 2027 Youth Home Cultural Group has a bus and other means of transportation
- Group 3: In 2027 Everyone in the group gets paid and YH is no longer dependent on donors
- Group 4: In 2027 YH is producing large quantities to export to international markets
- Group 5: In 2027 50% of tourists who come to Ghana also come to Youth Home.

The workshop also created ideas of how to reach some of the visions, and the creativity was impressive. After the future creating workshop we narrowed down the visions and ideas and started up three working groups in Ghana: Working Group 1: Sewing Workshop, Working Group 2: Cultural guide and office and Working Group 3: Organization and development. We all made agreements on activities during the following months, both for Ghana and for Denmark.

Activities in august/September 2017

When Dale from the US, Annemarie and Lise from Denmark arrived in August, everything was ready for the next phase. All the agreements from February were fulfilled by each of us as partners, both in Denmark and in Ghana. During a 3 week stay in Ghana Annemarie and Lise worked with course activities around the Tour Guides and Dale worked with the Sewing Workshop, unfortunately Trille was unable to travel to Ghana.

Tamale Cultural Tours, the name of the company/office, opened on the 11th of September. Everything was ready for the grand opening: The office is furnished with nice furniture and technical equipment, the brochure was printed, the training of 11 tour guides was completed and the tour guides were dressed up in nice guide t-shirts.

In conjunction with the opening of the new Youth Home Cultural Tour office, the Sewing Workshop has begun a new project. They are making a line of readymade garments in four sizes-- small, medium, large and extra-large, along with their tailored clothing. Some are traditional Ghanaian designs and some are modern designs created by Workshop teachers and participants. All are sewn from colorful Ghanaian wax prints and available for immediate purchase at the Youth Home. At the opening ceremony for the Tour Office, the sewing workshop presented 5 new designs on the catwalk. It was the result of their hard work during the two weeks.

A summary of the project so far: From our perspective the project is going very well indeed. We are often surprised of the enthusiasm and dedication from our Ghanaian partner. We are following our project plans and budget to the point, of course with a few but minor corrections and we have a very close

working relationship with our partner in Ghana. The office of Tamale Cultural Tours is a very nice place at Youth Home and an extension of all the other activities at the center. Our future challenge, both in Ghana and Denmark, is to make people aware of the activities they provide. In Denmark it is our aim to develop their website so that it reaches a certain standard. In Ghana they are busy presenting their activities to different restaurants, hotels and local NGO offices.

We are indeed looking forward to continue the work in 2018.

Graduation of seamstresses



Six girls and one boy from Youth Home graduated in May 2017 as educated seamstresses.

A big ceremony was arranged for the graduation and the Danish Friendship Association supported the celebration by offering sewing machines, irons etc. to all of the graduates. It means a lot for them and enable them to start up small workshops/businesses in their own neighborhoods. We also raised funding through crowdfunding and private donors. A big thank you to everyone who contributed. You make such a huge difference!

Sponsors

We still have 15 sponsorships. Some sponsors want to stop, but we have managed to find new ones.

We are proud to announce that two of our children/young people now have passed their exams and continue to high school. The new prime minister in Ghana has introduced a new politic for high schools which means that no school fees are to be paid, even if the school is a boarding school!



Lecture

At the 20th November Jeanett Tankred and Lise Drewes Nielsen gave a lecture at Smørum Kirke Seniors with an audience around 50 persons. The title was: In which way can a small NGO in Denmark make a difference for people in Ghana?

What happens in Ghana?

Youth Home Cultural Group has during the last year kept up the level of activities when it comes to performances.

There have been visitors from abroad -from Denmark, Argentina, Canada and the US. In Ghana the group has performed several times in Accra. They were in Accra and performed at the 60th anniversary of Ghana's independence and they have performed in Accra at a conference arranged by the Minister of Youth.

In Tamale as well as the Northern Region the group is often invited to private celebrations, but also to conferences, restaurants and hotels.

In 2017 the group also travelled to perform in Burkina Faso at a festival there.

