



GOMBELE WAGON INITIATIVE

An advertising solution tackling loneliness amongst the albino community in Burkina Faso

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Abstract

Albinos frequently endure loneliness because of their physical characteristics, social exclusion, and hostility from their society. Due to their physical traits, albinos may also feel unworthy, which can result in bullying, harassment, violence, and discrimination at the job. Albinism is a congenital, incurable disorder that makes it difficult for those affected to integrate into society, and often experience social isolation and low self-esteem. The Gombele Wagon Initiative (GWI), a non-profit organization run by albinos with the goal of bringing about systemic change in how society perceives and treats persons with albinism, is put out as a solution to this problem. In order to foster a more welcoming and friendly atmosphere for people with albinism, this initiative intends to generate advertisements for businesses and organizations.

GWI aims to combat loneliness and provide social support for albinos by connecting them with similar groups. To create inclusive communities and increase public awareness, the GWI will start campaigns and advocacy projects. It will also give albinos a platform to participate in activities like music, sports, and artistic endeavours. The GWI website will offer forums, community activities, and projects that will encourage interaction and cooperation among people with albinism, reducing their sense of isolation and increasing meaningful participation in society.



1 Introduction

Africa is a challenging place for albinos, who are often confined to their homes due to superstitious beliefs and ignorance. Albinism causes social isolation, prejudice, and stigma for those who have it because of their physical appearance. Albinism, a condition caused by the lack of melanin, is a pigment found in the skin, eyes, and hair that protects us from the sun's ultraviolet rays. People living with albinism are generally referred to as albinos. Albinos are more sensitive to the sun, more prone to develop skin cancer, and more likely to have eye problems since they have little to no melanin. These individuals run away from fellow humans, seeking compassion, and love resulting in them being lonely. In addition, albinos are vulnerable to medical complications and social discrimination.

According to research published in the *Journal of the American Academy of Dermatology*, Africans are genetically predisposed to albinism. According to a 2019 study, between 1 in 5,000 and 1 in 15,000 people in Africa have albinism. In Burkina Faso, albinos face a range of challenges, such as discrimination, ignorance, humiliation, limited access to healthcare and education, and even violence. They are often referred to in derogatory terms. Their friends and the general public frequently refer to them as "gombèlè" (an albino). Some organizations, like the Association Burkinabè pour l'inclusion des Personnes Albinos (ABIPA), were started in 1999 to give parents and kids with albinism a place to discuss their problems and needs (Noulens, 2020). By supporting and upholding their rights, the organization aims to promote social, economic, and cultural inclusion for people with albinism. The Fondation Slamazone and the Association des Femmes Albinos du Burkina (AFAB) are other examples of organizations in Burkina Faso supporting the albino community. However, they are not enough to deal with the superstitions



and myths surrounding albinos. Besides, there is little harmonization of data between these institutions making it difficult for the visibility of albinos.

There are few precise statistics on albinos in Burkina Faso. However, certain organizations that support and include persons with albinism have carried out research or censuses in some provinces. The president of the Association of Albino Women in Burkina Faso claims that albinism is not uniformly spread throughout the country. Out of the thirteen regions, Cascades, Centre-East, and Hauts-Bassins have the most cases. Les Albinos de Héma Nayélé, a group, acknowledged 1,500 albinos out of 3,032,668 in Kadiogo Province in 2018. ABIPA conducted a study in 2019 that discovered 1,279 cases of albinism in the provinces of Comoé and Houet (Ouédraogo, 2016). There are 500 albinos in other areas where no investigation has been done. This number indicates that there is one person with albinism for every 13,000 persons. However, the total number of albinos in Burkina Faso is still unknown.

The presence of existing organization has provided a safe space for albinos in Burkina Faso. Nevertheless, the Gombele Wagon Initiative will provide a visibility effort to create a normal living environment by providing job opportunities and increasing awareness through advertisements for businesses and other organizations. Apart from data collection from the first encounter with the community, this initiative's value proposition is to create diverse advertisements by albinos for organizations. Additionally, the albino society will create togetherness and foster a sense of community bringing them out of hiding.

Globally, the UN established the International Albinism Awareness Day in 2014 to honour the efforts and accomplishments of people who are albino and to raise public awareness of their rights and challenges. To honour this day, a variety of activities, such as conferences, workshops, cultural festivities, and sporting events are held throughout Burkina Faso on the 13th of June.



1.1 Literature Review

Personality traits that are associated with undesirable patterns of interpersonal involvement and may even encourage these behaviours serve as definitions of loneliness. As illustration, social anxiety, social inhibition, sadness, anger, and low self-esteem are traits that make it challenging to engage in meaningful and satisfying activities. Loneliness is also related to these characteristics. Indeed, research has shown that lonely people have a harder time maintaining lasting relationships. Because they are less likely to share private information with their peers, they also report having less intimacy with close friends (Hawkey, 2023). More than half of the 138 individuals in the study by Kipron et al. (2012) on the quality of life of Tanzanians with albinism who were eligible for marriage was single. Albinos lack social networks and frequent social contacts. Due to their sensitivity to sunlight and consequent limitations on their ability to participate in outdoor activities, children with albinism often endure physical and social isolation (Benyah, 2023). The school's outdoor activities can further deepen their social isolation. As Miles (2011) noted, some teachers fear educating an albino child because of superstitious beliefs. In Malawi, Lynch, Lund and Massah (2014) discovered gender differences in the education of children with albinism. Those with albinism experience problems in the labour market. Baker et al. (2010) highlight employers' prejudices against people with albinism and at the same time highlight the importance of employment for this group, both economically and in terms of social acceptance. The effect of loneliness and social isolation on mortality is comparable to other known risk factors such as smoking, obesity and inactivity, according to the National Institutes on Aging (NIA). Because being born an albino is considered a terrible omen in several African societies, albinos often attempt to be killed at birth or exiled (Benyah 2017). Others report hiding their children at home, seeking refuge in police stations, moving to areas of the country that are safer, or enrolling their children in boarding schools, summer camps, or relatives who live in such areas (Burke et al. 2014). According to others, the media's focus on the abuse of people with albinism

has made people realize how important it is to address the group's other issues, such as stigma, lack of access to health care, and lack of educational opportunities.

There has been little in-depth study of the psychosocial consequences of living with albinism in Africa, despite extensive media and NGO reporting (Pooe-Monyemore et al. 2012). Despite the growing body of literature on violence and discrimination against people with albinism at the community level, particularly in education, health and employment, there is little research on the actual experiences of children with albinism at the family level (Aborisade, 2021). There have not been many large-scale studies of albinism in African populations. A community-based assessment of 35 rural villages in northern South Africa, across the border with Zimbabwe, revealed a prevalence of 1 in 2,239 among the Venda people, with the frequency in one clan appreciably higher at 1 in 832 (Lund et al. 2007). In addition, great efforts are still needed to support people with albinism. Laws to protect people with albinism exist, but they need to be effectively implemented, according to Alum et al. (2009). International responses, which have been criticized for being little more than political rhetoric (Burke et al. 2014), are thought to have had some success in raising awareness and advocacy only through the media and NGOs.

1.2 Myth and Superstitious Beliefs

The majority of Africans have no problem with albinism, but they continue to run away from terrorists and monsters who dwell in the shadows of superstitious beliefs, illiteracy, and ignorance. Some Africans continue to believe in black magic and other superstitious beliefs, even going as far as attacking fellow humans to satisfy their bestial instincts. Albinos experience social prejudice more severely in Africa than they do health issues. This is a result of myths and beliefs that witchdoctors disseminate. Albinos are persecuted and killed in Tanzania for their "miraculous" body parts, which leads to the sale of such parts to witchdoctors. Rapes of innocent albino men and women have occurred in Zimbabwe due to the myth that having sex with an albino



can cure HIV/AIDS. It appears that the Zimbabwean administration is unconcerned about this problem.

In Burkina Faso, albinism sufferers experience stigmatization and rejection. Although there have been efforts to kidnap albino children, there has never been a confirmed incident. In addition, a lot of albino women have a variety of challenges in their romantic and marital relationships. Being intimate with an albino woman might bring power and prosperity to some people. Due to these factors, many people are prepared to approach her and even consider marriage with the express purpose of being able to confirm their preconceived notions. The albino mother and her children are simply left behind after they have one or two children and the predicted prosperity does not materialize.

Black African albinos experience a living nightmare because witch doctors buy their bodily organs to make wealth-enhancing charms after hacking them apart. It has taken a while for them to receive justice, and some families even murder albino newborns at birth to stop prejudice. This is because albino families as a whole frequently face discrimination in Africa.

1.3 Implementation Location

Burkina Faso is a landlocked country in West Africa with an area of 274,200 km² (105,900 sq. mi). Mali, Niger, Benin, Togo and Ghana are its neighbours to the north and south, and Ivory Coast is its neighbour to the southwest (Figure 1). The projected population of the country in 2021 was 20,321,378 (Alum et al., 2009). The French-ruled nation was originally known as the Republic of Upper Volta. Independence came in 1960. In 1984, President Thomas Sankara changed its name to Burkina Faso, which means "land of honest people" or "land of integrity" in the Mossi and Dioula languages (Baker et al. 2010). The nation faces various problems including terrorism, drought, famine and poverty. With a score of 0.449 in 2021, it ranks 184th out of 191

countries in the Human Development Index. Agriculture, mining and services make up the majority of the economy. The time zone is UTC (GMT) and the currency is the West African CFA franc. Burkina Faso is a member of the Organization of Islamic Cooperation, La Francophonie and the United Nations.



Figure 1: Geographical location of Burkina Faso

Source: <http://www.myraswells.org/>

1.4 Problem statement

Albinism causes discrimination and results in concerns with mental health, low self-esteem, and loneliness. Socializing is challenging for those who have albinism since they also struggle with physical problems including impaired vision and sensitivity to sunshine. Because of these beliefs and practices, people from this vulnerable community hide from the greater social space leads to an element of loneliness among individuals. Destigmatizing albinism and fostering an inclusive atmosphere are necessary in order to address these problems. To address their needs and promote

inclusiveness and diversity that instils a sense of belonging, fight for accessible options in education, healthcare, employment and other opportunities that every normal person has.

1.4.1 Empathy mapping

Understanding the depth of the challenges of loneliness among albino community, identified the feelings and emotions of albino people. We developed an empathy mapping strategy as compared to creating a persona in business terms. In this light, an empathy map was the best tool to gain a deeper insight into our target beneficiaries of this initiative. As part of the design thinking strategy utilized by our team, the empathy map detailed certain key issues that an average albino in Burkina Faso would face as explained in figure 2.

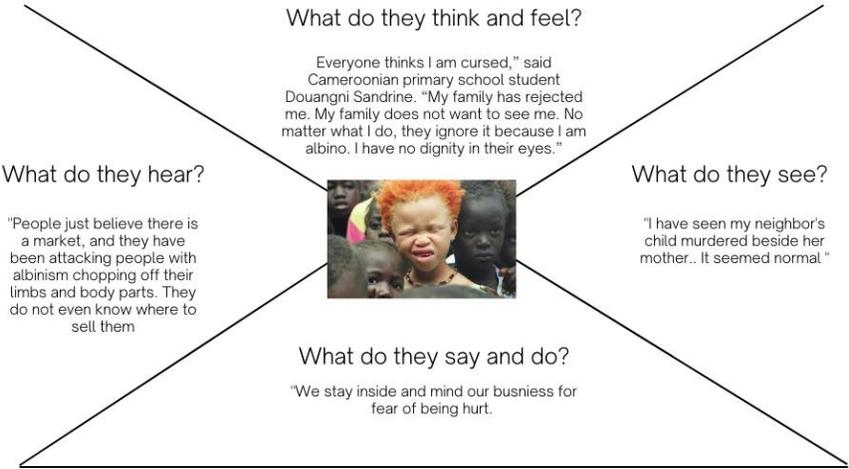


Figure 2: Empathy map developed from documented testimonials

Examples of testimonials

Albinism has had its grave negative impacts on its community from outsiders driven by false and bizarre myths. Albinos who have been in these situations have gory accounts of their daily lives in Burkina Faso. It is also important to acknowledge that albinos all over the world have a hard time



living normally because they are different. Fabere and Maimouna are two example individuals we use because they have defied the odds and attained relevant success despite their condition. Below are compiled detailed accounts of their lives in Burkina Faso in box 1 and 2.

"I struggled with albinism as a child. I became aware of my difference at a very young age. I was the subject of a lot of mockery in my neighborhood and especially at school. The black children called me "gombèlè" which means "albinos" in Dioula, a local language especially in Bobo-Dioulasso, the city where I went to school.

Another difficulty was my parents who were unaware of the health consequences of albinism. Like my non-albino brothers, I was therefore subjected to field work in the sun all day without adequate protection. Sometimes, my two little sisters with albinism and I would end up with big wounds that our father would treat before leaving for the fields.

At the time, in 1970, there was no awareness campaign about the disease. This phenomenon or disability was not supported by the State or by any structure of civil society. We didn't talk about it at all so we had no information in Burkina Faso.

For example, one day, my teacher in the CM1 class summoned my father to tell him that I could not see the writings on the board. He advised him to have me examined by a doctor. The ophthalmologist concluded that I was born with incorrigible myopia. He offered my father to find me glasses to protect me from the sun, which he did. Since these were not corrective lenses, there was no change. So I asked my table neighbor in class to dictate the summaries of the lessons. We were very careful otherwise the master could call us talkative and punish us. No provision was made or initiated by the teachers to help me in class. This situation did not allow me to have a good course of study while my teachers thought I was intelligent.



Fabere Sanon

Box 1

"In Burkina Faso, persons with albinism are in the large group of persons living with disabilities. Unfortunately, the specific needs of people with albinism, especially in terms of health, are not taken into account.

For example, for people with locomotor disabilities, it is often easy to accompany them with means of transport, canes, etc. For people with albinism, the problem is more serious in that we are in a heavily sunny country. So, albinos who have not had the chance to find a job that allows them to be in the shade, are forced to work under the sun. And in the long run, they end up with skin cancer problems. Most often, for those who approach us, we realize that the cancer is at an advanced stage and management becomes difficult and expensive.

Given our limited means, it is often up to the person to fight as best they can. This is why we are witnessing, with bleeding in the heart, the death of some of our members, often very young. The other difficulty is access to education. Fortunately, with inclusive education decreed in Burkina Faso, we are able to intervene to facilitate access to education for albino children in schools where they are often victims of exclusion.

However, albinos who manage to obtain diplomas find it very difficult to fit into the professional world.

Also, in our society, if people with albinism face difficulties, women and mothers of albinos face even more difficulties. You know, in some families, women, even non-albinos, are under pressure at some point in marriage.

This is an opportunity for some families to use these excuses to get rid of their albino daughter. This is why we often end up with albino girls of 18, 19 or 20, given in marriage to very old people or living with a mental disability. In the mother of the albino, there are some who believe that the albino child is a carrier of misfortune. So the woman who gave birth to an albino is marginalized, abused and often even repudiated. That's why we focused on the albino woman.



Maimouna Déné

Box 2



2. The Solution: Gombele Wagon Initiative

To address the issue of high levels of loneliness, including social, emotional, and physical, we suggest the Gombele Wagon Initiative (GWI). We chose this specific name to identify with the albino community and change the infamous narrative of discrimination. The Gombele Wagon Initiative will be an albino-led non-profit initiative with a primary focus of achieving systemic change in how society views and values people with albinism by developing advertisements for organisations and business. GWI will promote diversity and inclusion and by working with the hidden albino community to advance opportunities, reduce stigma and discrimination, and encourage full participation in social activities.

2.1 Specific objectives

- To create advertisements that promote diversity and inclusivity.
- To provide employment opportunities for individuals with albinism.
- Link albinos to diverse events and opportunities requiring participation, including, games, debates, parties, cooking marathons, concerts etc.
- To create awareness by individuals with albinism.

Gombele Wagon initiative will work in helping organizations welcoming an inclusive nature for people with albinism to reduce loneliness. The Wagon will have a team which provides script and content development for organisations; referral or staffing services including albino writers, directors, crew, actors, and more. This initiative will increase diverse and authentic representation of albino people on screen, leading to systemic change in how society views and values people with disabilities.



2.2 Theory of Change

With regard to the prevalence of albinism in the country, GWI will conduct a study that involves identifying current and potential change agents in order to solve ongoing problems and bottlenecks. To address the difficulties experienced by individuals with albinism, GWI will make use of a proven theory of change and work to influence both structural and behavioural change. GWI will work with albinos to create advertisements for clients, bringing attention to the disadvantaged. The program focuses on education and lobbying initiatives to combat the stigma and prejudice that albinos experience. GWI will work to provide a welcoming and secure atmosphere for the albino community by offering the necessary guidance, counsel, and services for mental and physical health to improve their welfare. Furthermore, GWI will be engaging with government decision makers, civil society, individuals, and other stakeholders, to connect (be a link) and ensure protection and access to justice for people with albinism based on human rights principles. GWI will also work to improve knowledge and practices related to educational access and job opportunities for people with albinism and attempt to generate more equitable access to health services and treatments, including access to special sun protection gear and the provision of preventative advice (figure 3).

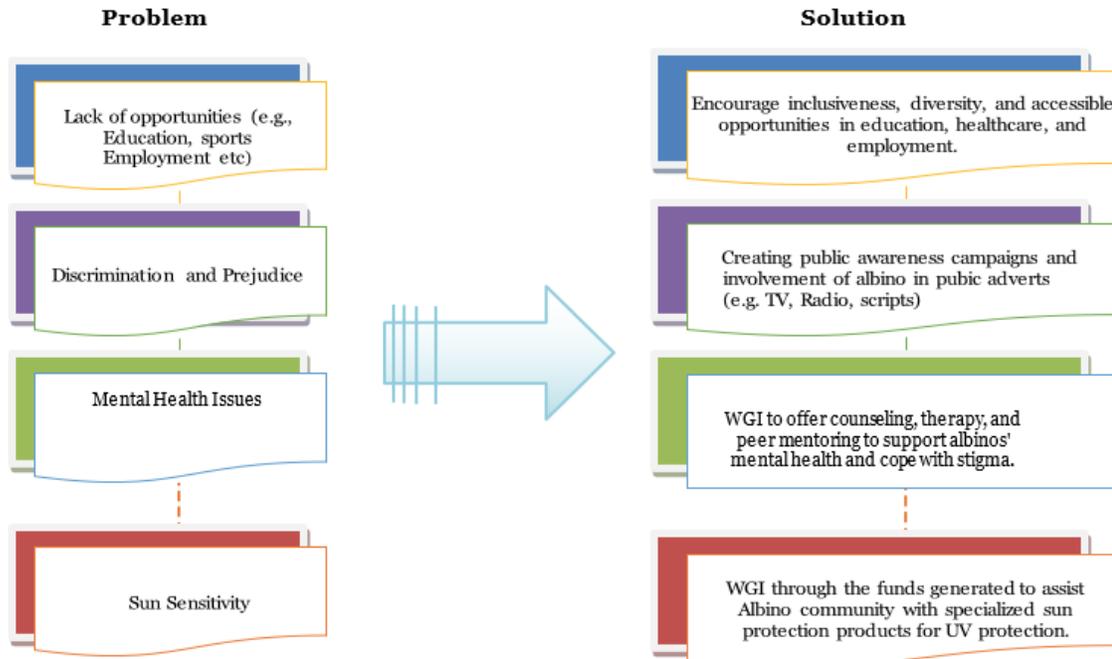


Figure 3: GWI problem tree into a solution tree

2.3 Approach adopted

2.3.1 Initiation process

GWI will create a website to promote inclusivity and diversity in advertisement creation to ensure visibility of the albino community. Effectively, GWI will also develop a database to capture the albino community in Burkina Faso. This data should include but not limited to:

Medical History: Any medical conditions, allergies, treatment information, access to health services

Personal Information: Names, ages, gender, contact details, location, and educational background



Social Situation: Marital status, housing and living situation, access to recreational activities

Career Information: Work histories, skills, areas of interest occupational qualifications, employment gaps and reasons for such, and access to adequate positions in career advancement

Education and Training Information: Educational progress, areas of interest, access to training and resources, and emotional and social support programs

Economic Status: Access to financial resources, inclusion in development projects and access to evidence-based funding opportunities

A database capturing albino information will enhance GWI's interconnectedness, discrimination prevention, health access, and empowerment, ensuring equal opportunities and access to resources.

Free medical exams will be provided in an effort to find hidden albinos so that the information they provide can be submitted to the main database. With the assistance of the pertinent local and national authorities, we will first make contact with everybody who shows up for the checkups and register them with a special ID.

To further harmonize and validate data on the demographic of albino persons residing in Burkina Faso, GWI will collaborate with already established entities and organizations like ABIPA and AFAB.

2.3.1.1 A Presentation of Database and Website

GOMBELE WAGON INITIATIVE(GWI) ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

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A1	NAME									
1	NAME	GENDER	MARITAL STATUS	AGE	CONTACT DETAILS	LEVEL OF EDUCATION	SKILLS	SOCIAL INTERESTS	MEDICAL HISTORY	LOCATION
2	Kaboré Ben	Male	Single	21	226 76723342	Primary school	Joinery	Sports	Skin condition	Kadiogo
3	Koné Mariam	Female	Single	19	226 51343324	Primary school	Sewing	Music	Skin condition	Hauts Bassin
4	Ouedraogo Issiaka	Male	Single	24	226 71713256	Secondary school	Soldier	Sports	Eyes condition	Cascade
5	Compaoré Fabien	Male	Single	26	226 70233012	primary school	Photography	Sports	Skin and eyes condition	Koudougou
6	Savadogo Aissata	Female	Married	28	226 78980943	Primary school	Sewing	Sports	Eyes condition	Kadiogo
7	Bonkougou Samuel	Male	Single	35	226 74752124	Bachelor level	Teaching	Sports	Skin condition	Orodara
8	Kéré Lolita	Female	Single	22	226 60513016	Secondary school	Hairdo	Dancing	Skin condition	Kaya
9	Balima Auguste	Male	Married	29	226 79457398	High school	Shoemaking	Sports	Skin and eyes condition	Nouna
10	Sankara Affousetou	Female	Single	32	226 55657632	High school	Informatic	Sports	Eyes condition	Dedougou



GWI website



OUR GOAL IS TO TACKLE LONELINESS AMONG ALBINO THROUGH ADVERTISING

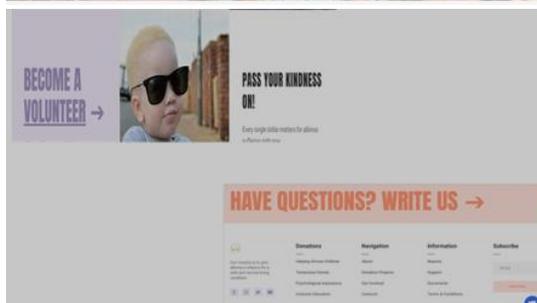
Your help is invaluable!

Albinos face different challenges all over the world: physical bodily harm and killings, no access to education and medical care, violence, social discrimination, etc. But it doesn't have to be that way. We at Gombéle Wagon Initiative, help albinos all over the world to have a chance for a better future by using advertising.

1 OUT OF 5000 PERSONS LIVE WITH ALBINISM

DIVERSITY WITH ADVERTISING

2000 CHILDREN WILL RECEIVE MEDICAL CARE BY 2024



Source: Our own concept

2.3.2 Development of advertisements

GWI will specialise in providing advertising solutions to governments, and private companies through comprehensive campaigns tailored to reach their target audiences. Our goal will be achieved by working with the albino community in the running of the initiatives and the actual production of the media. Our clients will be made to understand the importance of the sustainable development goals (SDGs), in particular SDG 10, aimed at promoting equality. For all clients that will allow the incorporation of albino professionals in the development of the contents either on TV, radio or public events a 10% discount will be given to them. Figure 4 shows the interaction of the initiatives and development of content.

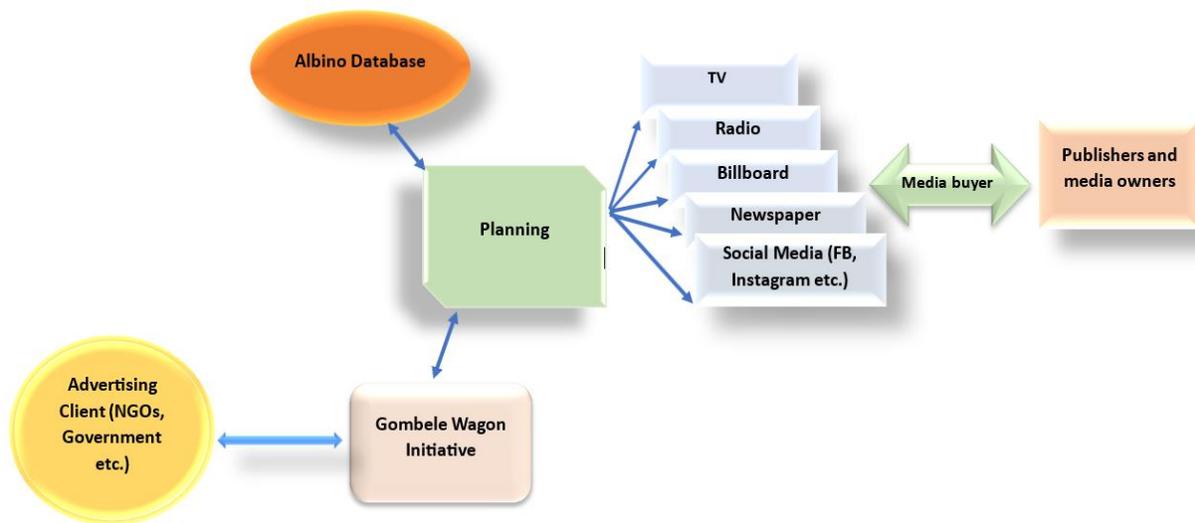


Figure 4: Interaction with clients and development of content

Our staff will be inclusive and will consist of professionals including media planners, creative directors, strategists, copywriters, and project managers. Our specialists have extensive experience in their respective fields and pride themselves in delivering a quality service and fostering long-term relationships with clients.



2.3.3 Connect albinos to diverse events and opportunities

From the developed database of albinos, GWI will use the collected information highlighting their interests and career prospects to link albinos to any event that requires everyone's participation. The website will also be used as a way to inform the general and albino communities of the available opportunities that require their input. To capture the attention of every member of the community, local media like TV and radio will be the main communication channel. GWI believes event participation will help reduce loneliness among the albinos in the following ways:

Making Friends: Participating in such events gives albinos the opportunity to meet and mingle with other people, allowing them to make friends and form connections with others. This can help reduce feelings of loneliness.

Sense of Belonging: Joining social events also helps albinos feel like they belong and are accepted in their community. This promotes better self-esteem and reduces loneliness.

Fun and Enjoyment: Getting together with others to do fun activities can help albinos have a better time and take their mind off their problems. This can help them be happier and combat loneliness.

2.3.4 Increase awareness about albinism and its challenges

In addition to traditional and digital marketing, our initiative is committed to community awareness, outreach and public service campaigns for the albino community by collaborating with NGOs and governments. From the relationship built with the local albino community and other stakeholders through outreach strategies (such as provision of sunscreens, etc) that will reach target audiences more effectively. Through our commitment to incorporating social issues into



our campaigns, we ensure that our clients' messages reach the widest possible audience while making this marginalized group become accepted by society.

2.4 Gombele Wagon Initiative Business Model Canvas

A strategic management tool for creating new business models and cataloguing current ones is the business model canvas. It provides a visual representation of the value proposition, infrastructure, clientele, and financials of a company or product. It allows us to assess our business model's strengths, flaws, possibilities, and difficulties, the BMC can be thought of as a tool for strategic analysis. Below we present our business model canvas



1. KEY PARTNERS	4. KEY ACTIVITIES / SOLUTION(S)	3. VALUE PROPOSITION	5. CUSTOMER RELATIONSHIPS	2. CUSTOMER SEGMENT
<ul style="list-style-type: none"> • Businesses and organizations embracing diversity • Print media companies • Event organizers • Sponsors • Government agencies • Software companies • Media buyers 	<ul style="list-style-type: none"> • Media buying • Design and creating ads • Social media management • Campaign development • Counselling and regular medical checkups of target community • Public relations 	<ul style="list-style-type: none"> • Create diverse and inclusive adverts for businesses • Enable data sharing between stakeholders 	<ul style="list-style-type: none"> • Act as a link between albino community and major stakeholders • Personalized customer experience • Customer loyalty programs 	<ul style="list-style-type: none"> • Business and organizations in need of advertising • Albino community to combat loneliness through visibility and create employment opportunities
	<p>8. KEY RESOURCES</p> <ul style="list-style-type: none"> • Financial resources • Human resources • Intellectual property • Partnerships • Technology and media equipment 		<p>9. CHANNELS</p> <ul style="list-style-type: none"> • GWII website • Media channel (radio, TV, social media) • Physical interaction 	
<p>7. COST STRUCTURE</p> <ul style="list-style-type: none"> • Digital hosting • Staff salaries • Running costs (administrative, license fees etc.) • Material cost (purchase and maintenance) • Consultancy fees 		<p>6. REVENUE STREAMS</p> <ul style="list-style-type: none"> • Financial grants • Payments from advertisements • Crowd funding and angel investors • Donations • Government subsidies 		

Table 1: GWII Business Model Canvas

3. Impact of GWI on the society

3.1 Communication Strategy towards the Albino Community

A communication strategy is the planning and execution of an approach GWI will undertake to involve the community, especially albinos, to avoid cases of isolation and loneliness. Acting as a link between different and diverse stakeholders, we would like to employ this strategy to achieve our organizational goals, improve performance, build trust and solve future problems. Figure 5 describes our planned communication strategy.



Figure 5: Communication Strategy Plan

3.2 GWI addresses albinos' loneliness in line with SDGs

The Sustainable Development Goals (SDGs) cannot be attained without addressing the issue of loneliness among albinos. GWI, a group led by albinos, will work to close the gap between albinos and the rest of society by partnering with albinos in the advertising sector. Additionally, it will strive to increase awareness of the specific struggles that albinos experience, bringing them into the public eye and into conversation while highlighting the value of inclusivity in society.

This solution will increase awareness of albinos' needs and concerns. GWI will work to ensure that their rights are recognized and upheld, helping to lessen exclusion and discrimination and advancing several SDGs, including Goal 10 (Reduce Inequalities), Goal 16 (Peace, Justice, and Strong Institutions), and Goal 17 (Partnerships for the Goals). Additionally, GWI will serve as a link for possibilities like educational and leisure pursuits for albinos, assisting in ensuring that members of the albino community have access to high-quality education, healthcare and leisure (Goals 4 and 5).



3.3 SWOT analysis

The SWOT analysis presented in figure 6, evaluates our internal and external environment and assists in developing strategies to improve our performance.

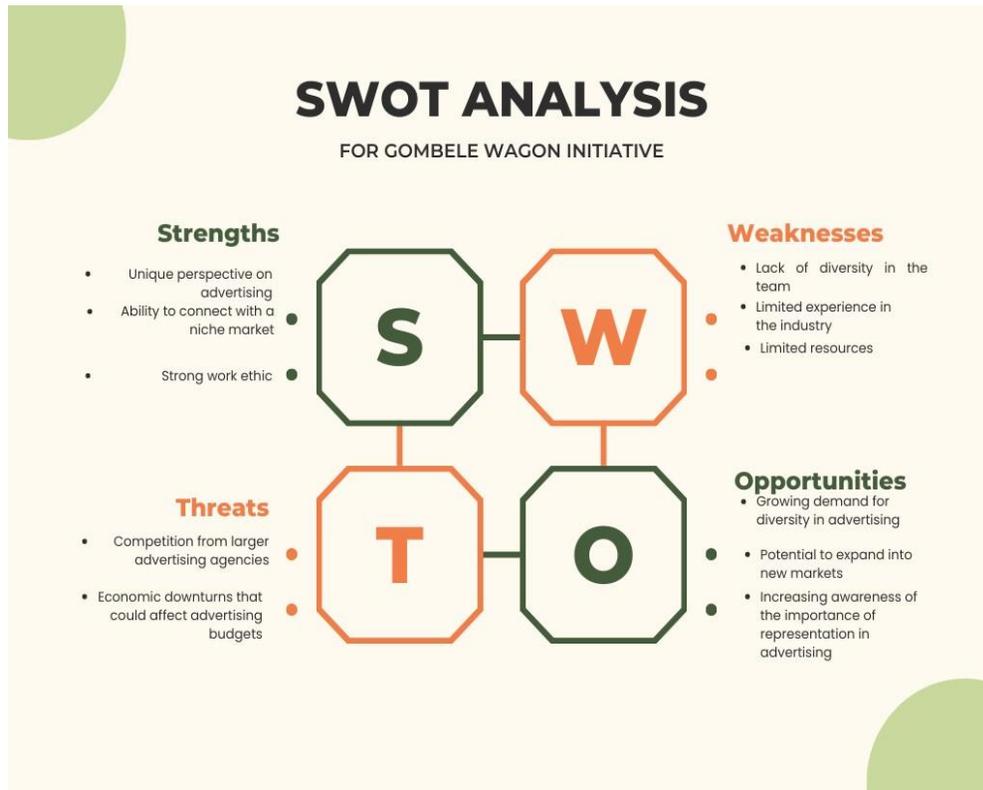
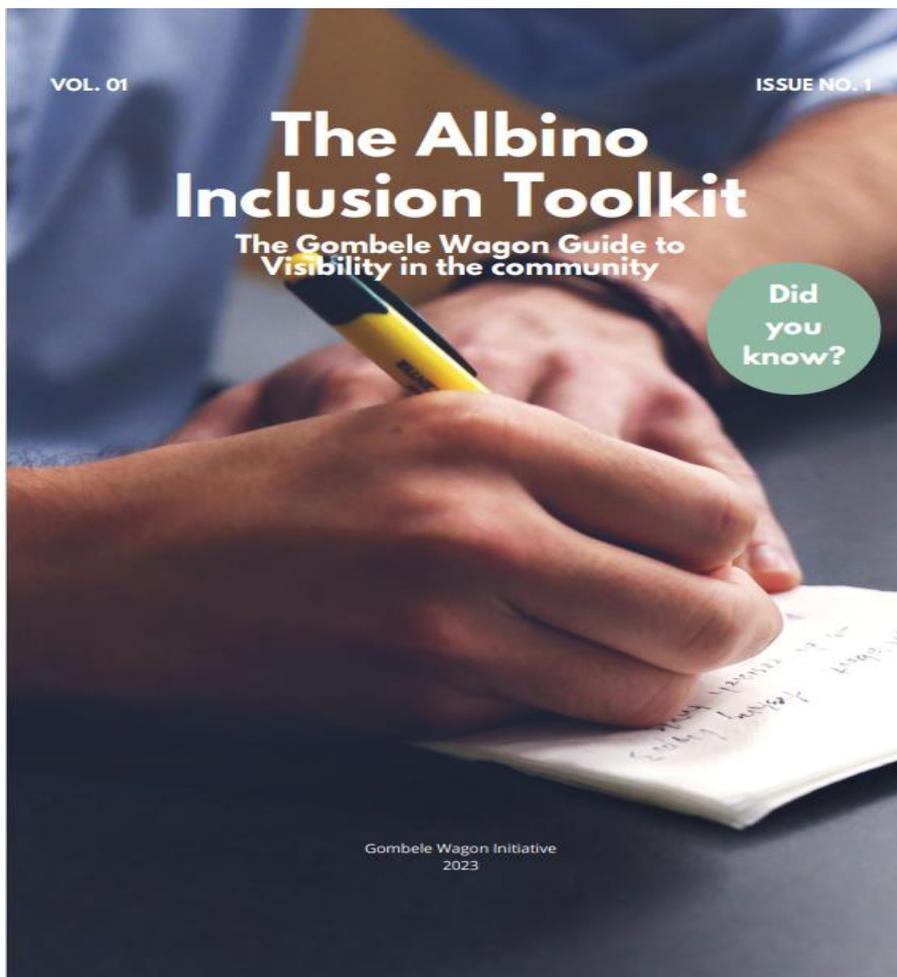


Figure 6: A SWOT analysis for implementation

3.4 An albino toolkit

Ignorance surrounds many communities in Africa as seen through research and personal encounters from people born and living with albinism. Within the Gombele Wagon Initiative and the community at large, we will seek to create a collection of facts and figures on the albino community to sensitize against discrimination and stigma. The main goal will be to re-introduce the world in the albino community to achieve equal opportunity, togetherness and end harmful practices on the albinos. Consequently, albinos will integrate with the larger community and end an era of loneliness caused by their living conditions.



3.5 Risk assessment

Potential Risk	Description	Severity	Required actions
Limited funding	As an organization managed by albinos, we may have trouble obtaining funding from established financial institutions and sources of investment due to a lack of familiarity, possibly fewer references, or because of prejudiced attitudes or views.	High	Obtain financial assistance from the government in the form of grants and subsidies, look for investors, or collaborate with bigger groups that can offer financial or in-kind support.
Insufficient expertise	Limited knowledge in these areas might result in costly errors or poor decision-making. We may struggle if they lack access to the same education and training that other organizations do.	Medium	Look for business mentors that can offer direction and counsel, or collaborate with a group that may offer knowledgeable assistance.
Limited resources	GWI may have constraints due to lack of infrastructure, personnel, and funding. It might be challenging to compete with bigger, more established companies without sufficient resources.	Medium	Benefit from government funding opportunities such as grants or subsidies, or join forces with bigger groups that can offer the initial funding.



<p>Social stigma and discrimination</p>	<p>Depending on where the GWI is located, we may experience stigmatization and prejudice both internally and externally, which could make it difficult to attract and keep talent and customers because of negative connections.</p>	<p>Medium</p>	<p>Engage in neighbourhood gatherings to get to know our employees. Increasing initiatives to raise awareness of the issue of stigma and prejudice.</p>
<p>Limited network opportunities</p>	<p>Due to past interactions or unfavourable preconceptions, potential collaborators may be reluctant to collaborate with an organization associated with albinos.</p>	<p>Low</p>	<p>To boost visibility, create a solid marketing plan and concentrate on SEO, social media, content marketing, and other online strategies. In order to raise awareness of the organization, emphasise community outreach programs including events, conferences, and seminars.</p>



Conclusion

People who are albino face various difficulties and experience extreme loneliness in Africa. By putting albinos in touch with like-minded organizations, the Gombele Wagon Initiative (GWI) seeks to alleviate their sense of isolation and offer them social assistance. With our intervention, the GWI will launch campaigns and advocacy projects to foster inclusive communities and raise public awareness. In actuality, albinos in Africa face more severe social prejudice than physical ailments. They do not have social networks or frequently interact with others. People with albinism frequently experience physical and social isolation as a result of superstitious beliefs, prejudice, their sensitivity to sunlight, and the resulting restrictions on their ability to engage in outdoor activities. GWI will thus, provide albinos with a venue to engage in activities such as music, athletics, and artistic undertakings. Our website will provide discussion boards, community events, and initiatives that promote communication and cooperation among individuals with albinism, alleviating their isolation and fostering meaningful engagement in society. The goal is to build a complete and whole community.

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