#IAmKakuma Campaign Brief

Kakuma has been in existence for over 26 years, providing a home to hundreds of thousands of refugees forced to flee their homes and the Turkana people who have generously hosted them. Despite Kakuma's existence for over two decades, little remains known about it and those who call Kakuma home.

UNHCR has therefore devised a campaign, #IAmKakuma, with an objective of depicting Kakuma as a safe place to live, filled with hope and as a foundation for opportunities.

The campaign revolves around various themes such as hope, resilience, talent, empowerment, opportunity, development, social cohesion, social protection and entrepreneurship.

The campaign offers a unique chance to interact with the world and share how Kakuma is shaping the lives of hundreds of thousands of people from 19 nationalities and how it has shaped the lives of other individuals beyond Kakuma. The online campaign will allow the world to take a closer look at Kakuma through first-hand uplifting and inspiring stories.

The campaign will therefore highlight the achievements and strides made over the years through offering a platform for persons who have lived, worked, visited or are currently living in Kakuma to share their inspiration, aspirations and experiences.

The target audience for this campaign includes refugees, members of Turkana people, government bodies, Kenyan public, donors, UNHCR Supporters, development supporters, international and national organizations, refugee rights supporters and the broader international community.

The #IAmKakuma campaign also aims at stirring conversations around Kakuma as a build-up to the first ever TEDx event to be held in a refugee camp called the '#TEDxKakumaCamp', which is scheduled to take place on 9 June 2018.

#IAmKakuma will be an annual campaign marked every June as a build-up activity to World Refugee Day. However, the resounding #IAmKakuma message will be shared throughout the year during different activities in the Kakuma Operation.

How can you participate?

You can be part of this campaign by producing and sharing content that touch on the themes and aim of the campaign online. The main source of content for this campaign will be short videos (max 1 minute videos shot using a phone or camera), photographs + text, short stories (about 2 paragraphs). This content will be shared on individual and UNHCR accounts using the hashtag #IAmKakuma on Twitter, Instagram, Facebook and YouTube.

As a guide, the content should capture the following elements;
- Introduction – who you are, nationality, when you arrived in Kakuma, when you left, tell us your aspiration while in Kakuma and how you strived to attain them.
- Describe us the impact of Kakuma on you.
- Tell us how you are part of Kakuma.

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