

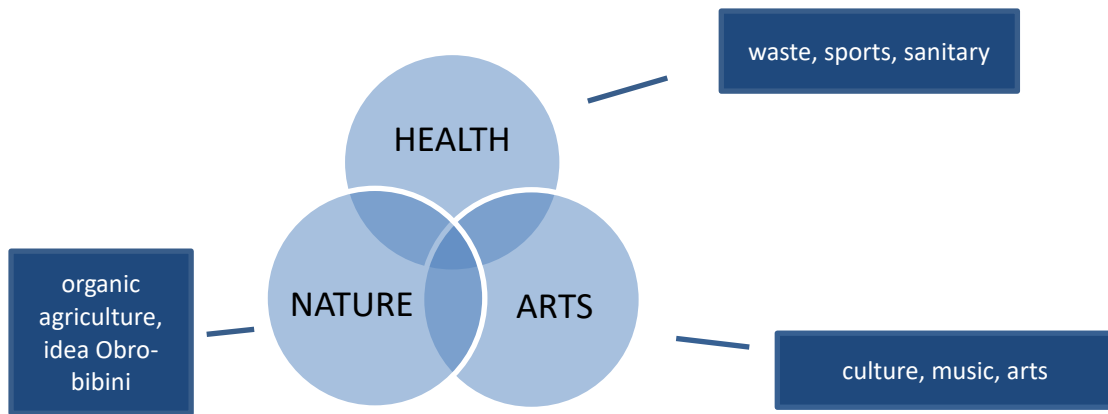
OPC FESTIVAL “ODO BAAKO” (ONE LOVE)

OVERVIEW

1.0	MOTIVATION & CONTENT	1
2.0	ORGANIZATION	3
3.0	QUESTIONNAIRE RESULTS	4
1.	Administration/ Management	4
2.	Chief & other influential community leaders	4
3.	Advertisement & marketing	4
4.	Exhibitors/ shops / shacks	4
5.	Visitors	5
4.0	CONTACTS	5

1.0 MOTIVATION & CONTENT

- a. Sustainable benefit for the community of Busua: Attracting visitors to come to Busua in order to enable a profit making resource for local people which should contribute to the wellbeing of the community people
- b. Raise funds for OPC humanitarian projects (i.e. dust bins, compost toilet, teacher, library etc.). The investment should go hand in hand with the festival’s contents. Moreover the contents and investments need to be transparent to everyone which can be assured by explanation, educational embedment of the activities and projects.
- c. Providing a platform for OPC and other contribution actors to share their knowledge, skills and experience in form of educational activities in the following fields:



WHAT: The purpose of a sustainable festival by OPC is to create a platform for education, exchange and experience on the above standing fields. The OPC festival shall provide an opportunity for the community of Busua to increase their income by attracting visitors as well as strengthening the joyful, peaceful and solidary living together of all locals and foreigners.

The OPC festival shall be inclusive and enable everyone to participate irrespective of ability/ disability, social status, gender, origin, ethnic background, age.

HOW: Using adventurous educational and cultural activities carried out by Busuan people and associations as well as Ghanaian artists and musicians in order to promote encounter with OPC's working fields organic farming, sustainable waste management, sanitary facilities, alternative tourism (culture, arts, examination with Blackness/ Whiteness)

FINANCES: The festival depends on the free contribution of partners and their sponsorship. As the festival will be a charity event small fees will be demanded for activities or certain products (organic food, drinks). Sponsorship can be carried out by hotel owners and taxi drivers who will profit due to the festivity. Moreover companies (fairafic, Goldeimer compost toilet etc.) should be contacted to request sponsoring. For organizational staff like management team, security, waste management etc. volunteers are a must.

HEALTH

Sports: inclusive & empowering activities (swim, surf, skate, slackline, volleyball, walk, football, yoga, meditation)

Safety: Sea security team by surf schools/ Busua Beach Resort

Food: Offer vegan/ vegetarian and organic food besides local food (restaurants and street food sellers), regional products and farm workshop to teach about organic agriculture

NATURE

Waste: Call for waste heroes/ heroines (local and international volunteers) who collect waste and educate on waste problematic, provision of waste bins at the beach (separation of organic and plastics with pictures and written signs), avoid plastic bags, plastic plates and spoons/knives/ forks, avoid take away plastics

Sanitary: compost toilet, signs

Sustainability: T-shirts (advertisement, for profit reasons) should be made from organic/ bio cotton if possible; left over food should not be thrown rather collected and given for free, climate and nature information desk/ workshop (?), green camping space for low budget travelers who need a calm & clean place to stay

ARTS

Music: results have not been submitted; local and national bands and musicians

Art: results have not been submitted; have an art workshop

Culture: Blackness/ Whiteness: racism, post colonialism, power structures, Obrobibini's inviting diaspora, exchange and combine the festival activity with activities of alternative tourism, education shall be provided to tourists/ outsiders and local people

2.0 ORGANIZATION

	ODO BAAKO	FEASIBILITY/ SUCCESS FACTOR
ADMINISTRATION/ MANAGEMENT	<p>Organization by OPC members and partners:</p> <ol style="list-style-type: none"> 1. Associations of Busua (ToB, Surf & Skate Association, Surf Schools, IT for children) 2. Artists, shop owners, sellers 3. Hotel/ restaurant owners 4. Restaurant/ bar owners 5. Taxi/ trotro/ bus drivers 	- Strong group collaboration of OPC management team and strong network with partners who understand and agree the charity character of the festival
CHIEF & COMMUNITY LEADERS	<ul style="list-style-type: none"> - Representatives of the festival - Stage and speech 	<ul style="list-style-type: none"> - Clear communication at the right time to get the support of the chief for holding a festival - Access possible funds (Kundum)
ADVERTISEMENT & MARKETING	<ol style="list-style-type: none"> a. Social media such as Facebook, OPC website, Instagram? b. Posters in Busua restaurants and bars c. Posters in neighborhood communities d. Remark in event magazine/ website Accra, promotion through cultural and traditional platforms e. Connections (artists, friends, networks) f. Announcement by chief/ stakeholders 	<ul style="list-style-type: none"> - Chose right time to advertise - Attractive and meaningful design which represents OPC and the festival contents, gives all necessary information and looks professional - Use every channel available to spread the event information - Provide an information sign at the festival giving details about time/ place of activities - Make announcements on the activities and information
EXHIBITORS/ ARTISTS/ SHOPS	Consisting out of local Busuan artists, sellers and exhibitors as well as invited Ghanaian/ African artists who promote real traditional and modern Ghanaian arts and culture (vi	- Make local resources available by meeting and talking to local people who then can decide to contribute to the festival with their skills, talents and expertise

	ew contact list)	- Clear communication of the festival contents and aims so that participants are aware of their form of commitment (unpaid, charity) - Strong organization and structure in preparation period with the purpose to let the partners work independently at the festival (less work for OPC in implementation period)
VISITORS, PARTICIPANTS	> community of Busua > neighborhood communities > chief and authorities > tourists, foreigners	- Meet their interests and needs (see results below) - Be aware of their resources (time, financial means etc.)

3.0 QUESTIONNAIRE RESULTS

1. Administration/ Management

The festival Odo Baako is meant to be separated from Asa Baako and will therefore also take place in a different time period like in autumn. If the chief of Busua allows it will mingle with / carry out the Kundum festival and be promoted as such traditional festivity. The management and organization will be carried out by OPC members with the help of their local partners.

- 1.1 SAFETY - The management missed to provide sea security staff. A number of 5+ visitors of Asa Baako almost drowned if local surfers did not rescue them -> ASK SURF SCHOOLS FOR SECURITY SUPPORT AND PROVIDE PAYMENT/ SAFE GUARD T- SHIRTS OR WESTS

2. Chief & other influential community leaders

The chief is to be greeted and asked for his allowance to support Odo Baako with the funds being collected for the local Kundum festival. As Odo Baako aims to be a traditional and cultural festival with charity interest its profit will be used for community investment like OPCs humanitarian projects (compost toilet i.e.).

3. Advertisement & marketing

OPC will use the same channels as the ASA BAAKO festival advertisement and additionally puts more effort in addressing local people and surrounding communities to visit the festival.

4. Exhibitors/ shops / shacks

To be completed after receiving Bobo Jo's results on this field.

5. Visitors

- 5.1 SOURCE OF INFORMATION – Visitors heard about Asa Baako mainly by friends who have visited Asa Baako before. Some checked further information on Facebook or got to know about it by advertisement in the party scene
- 5.2 MOTIVATION –Most visitors named the party vibe of Asa Baako and the beach site of Busua as their motivation to visit the festival. They are interested in meeting new people and friends, have fun, enjoy the beach and the music. Some explicitly mentioned to visit Asa Baako because of its cultural character and to get to know to a foreign festival whereas others don't mind about the culture and only came to party and enjoy the beach.
- 5.3 LIKE – The beach front of Busua is a big plus for many visitors, as well as the possibility to meet people and play volleyball. The food and restaurants were liked too as well as an improved waste management which allowed people to enjoy a clean beach (cleaning in the night for the next day). The Jungle location was liked and disliked this year.
- DISLIKE – A very few visitors complained about the food and transport prices as well as lack of waste bins. Also shadow places at the beach were rare and the permanent and extremely loud music being played by many beach bars were disliked by several visitors. One visitor complained that the Asa Baako dates (2nd – 6th March) are actually not correct as the festival is over on 4th. Some visitors also complained about bad music style this year (too much Electro).
- 5.4 WHAT IS MISSING – Proper advertisement and organization of transport to Busua was missing, visitors complained. Places to sit outside of a restaurant/ bar would people allow enjoying the beach without being forced to buy anything. Some visitors would enjoy more activities in the day time such as track tours through the community of Busua and visiting local (cultural) places.
- 5.5 MONEY – Most visitors spent their money on food and drinks (mainly alcoholic drinks). Other expenses were accommodation, transportation and souvenirs. Some of the interviewed visitors also bought the cheaper street food whereas others would also spend more money on food. Organic production is not impacting his decision one visitor said but donation which comes with higher prices for drinks (1 Cedi for charity i.e.) would attract him. If offered visitors would also spend money on activities.
- 5.6 INTEREST IN ODO BAAKO – Every interviewed volunteer would visit another festival in Busua to a different time if they were in Ghana at that time.

4.0 CONTACTS

FUNCTION	NAME	PHONE NO	E.MAIL & WEBSITE	OCCUPATION & NOTES
Local partner	Samuel Nana Yaw Adjei	0245647909 (whatsapp) 0558450272	Fal-lonzee45@gmail.com	Artist, living in Busua, interested in OPC and support at

				the festival
Local partner	Physical and Bernard Baidoo	+233547922258		Surf instructors at The Laughing Goat Surfing School Busua, drum players
Partner, organizer,	Matthias Hoogewys	0557601640	www.kapow.be/	Artist, international festival organizer (Kapow), studied sports; about to settle in Busua
Partner	Ras Lewu (or Zewu)	+233547173573 (whatsapp) +233208414871	lewuras@yahoo.com (or zewuras@yahoo.com)	Artist
Sponsors (other sustainable festivals got their support)	Request <ul style="list-style-type: none"> a. Goldeimer (compost toilet) b. Oxfam c. Viva con Agua d. Greenpeace e. Water Aid 			