

# The 'I AM AWARE' (IAA) PROJECT

## Specific Roles for Our Volunteers

### 1. Sector Ambassador (Data Ambassador)

The "I AM AWARE" project collects data on service delivery in 7 sectors, namely Education, Health, Water, Sanitation, Roads, Security and Agriculture. Our **Sector Ambassadors** are the core functional group to represent the interests of the project. The Sector Ambassadors are also our Data Ambassadors. They will provide relevant data to support the project (as and when needed). Data may include complementary statistics, or articles that speak to issues relating to service delivery in their various locations in the sectors that the project covers. Sector/Data Ambassadors with expert knowledge on any of the project's thematic areas are encouraged to submit articles, using secondary or primary data for publication on the "I AM AWARE" official website.

**All volunteer applications will be screened and vetted before approval. See Terms and Conditions on volunteering at (<http://iamawareghana.com/#>)**

### 2. Campaign/Brand Ambassadors

Our goal is to get citizens to drive the "I AM AWARE" campaign. Therefore, volunteers who sign up as campaign/brand ambassadors will serve as promoters of the project. It is the duty of the Campaign/Brand Ambassadors to promote the campaign through social/other traditional media, recruit other volunteers, embark on sticker campaigns and other I AM AWARE paraphernalia. Volunteers are encouraged to use innovative ways to promote the "I AM AWARE" brand/campaign in their communities or districts.

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### 3. Photo Ambassadors

The reality of how things actually look is an essential complement to the data "I AM AWARE" collects. Thus, the campaign is interested in building a gallery of photos that capture the state of public services in Ghana. The Photo Ambassador will submit photos that capture the state of public services delivery in the "I AM AWARE" sectors of interest. Photos submitted will be subject to review before final acceptance and publication.

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#### 4. Other Volunteers

The “I AM AWARE” project works to ensure that data on public services delivery in its seven (7) focus sectors reaches those to whom it matters most --- citizens. “I AM AWARE” believes that one of the ways to ensure that change occurs is through informed citizenry. And thus, by creating avenues for citizens and those in authority to interact, the feedback loop for citizen and duty-bearer with regards to public service delivery will eventually close. “I AM AWARE” requires the services of good public speakers and facilitators to help disseminate “I AM AWARE” data and information in selected districts. Volunteers are not expected to travel beyond their localities/districts, rather we expect that volunteers who opt to perform this service will do so within considerable distance to the project districts.

Volunteers who exhibit innovative ways beyond to bring about some change in their communities or districts will be given some incentives to promote their initiatives.

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