

# Case for Care

## We are trying to teach, but what can we learn?

### Our project: before the crisis

#### sociala missionen

Our initial plan was to administer a business case competition centered around digital marketing and fundraising for non-profit organisations.

The goal was ultimately to create value for the organisations we worked with, but also to spread information about the non-profit sector at SSE and upper secondary schools (sw. "gymnasium") in Sweden.



In this pandemic we wanted to contribute toward the sustainable development goal of good health. This by overcoming *literacy*, as well as *language, cultural and infrastructural* barriers to share information on how to stay safe during the spread of a highly infectious disease.

Whilst researching how to best contribute, we discovered that our country of focus, Ethiopia, communicated extremely well with neighbour and remote countries to find solutions. This humbled us with the reminder that we all have something to learn from each other and that sharing and coordinating information might make us all better off.

17 PARTNERSHIPS FOR THE GOALS



### Take-offs from Ethiopian Actions

1. Phone jingle with corona **information**
2. Courts prioritising **domestic violence** cases
3. Public access to **hand sanitiser**
4. **Fast and early** action
5. Regulating **social distancing** (halving seats in public transport, limiting seating in restaurants, markets moving outdoors, handshakes forbidden)

### Working process

We kept in touch with our contacts local to Ethiopia, who described struggling with language barriers whilst trying to spread information, hence we got working on illustrated information. However, several creative initiatives were also taken by the Ethiopian government, developed partly through an extensive coordinative effort to comprise knowledge accumulated in the African countries. This led us to deeply reflect on the Western belief that "we" are to teach, and "others" are to learn seen as a one way process. The lessons we drew will be spread through a social media campaign to encourage discussion on learning as a two-way process.

### Corona crisis hits: the changes we made

In the state of confusion created by the corona crisis, our project took a different turn. We reached out to our partner NGOs to ask how we could be of assistance to them in this new situation. Unfortunately Sociala Missionen was unable to back our project as a result of the crisis. Consequently, we decided to focus our efforts on Soddo Christian Hospital in Ethiopia. The hospital encouraged our contribution in preparation for the virus. From mid-March, our focus turned to risk communication in the multilingual region of Soddo, targeting groups in contact with Soddo Christian Hospital, and with the capacity to reach further.

### Cooperation across borders

**Ethiopia** relies on economic **assistance** during crisis, and has hence accepted help and assistance from China, both the government and Jack Ma; Bill Gates; WHO and IMF; in regard to **financing** as well as **medical equipment** and **doctoral assistance**.

**European countries** returned masks from China due to different standards - although many health workers had **not enough** masks and hence worked unequipped. **Denmark** first **refused testing equipment** from S. Korea and has since **apologised** and developed a joint agreement.

### Difficulties

In the search of new ways to contribute and assist Soddo during the pandemic, bound to reach them, we found that with each idea we were being matched by regulations and actions of the Ethiopian government and citizens. As it was discouraging for our work forward, it was also eye-opening and led us to realise that we were trying to help them when we instead should consider what we could be learning,

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### Our Contribution



### References

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