



LEADERSHIP IN ACTION: SIX WEEKS WITH FUNDACIÓN SORA IN MEDELLÍN, COLOMBIA

make sense

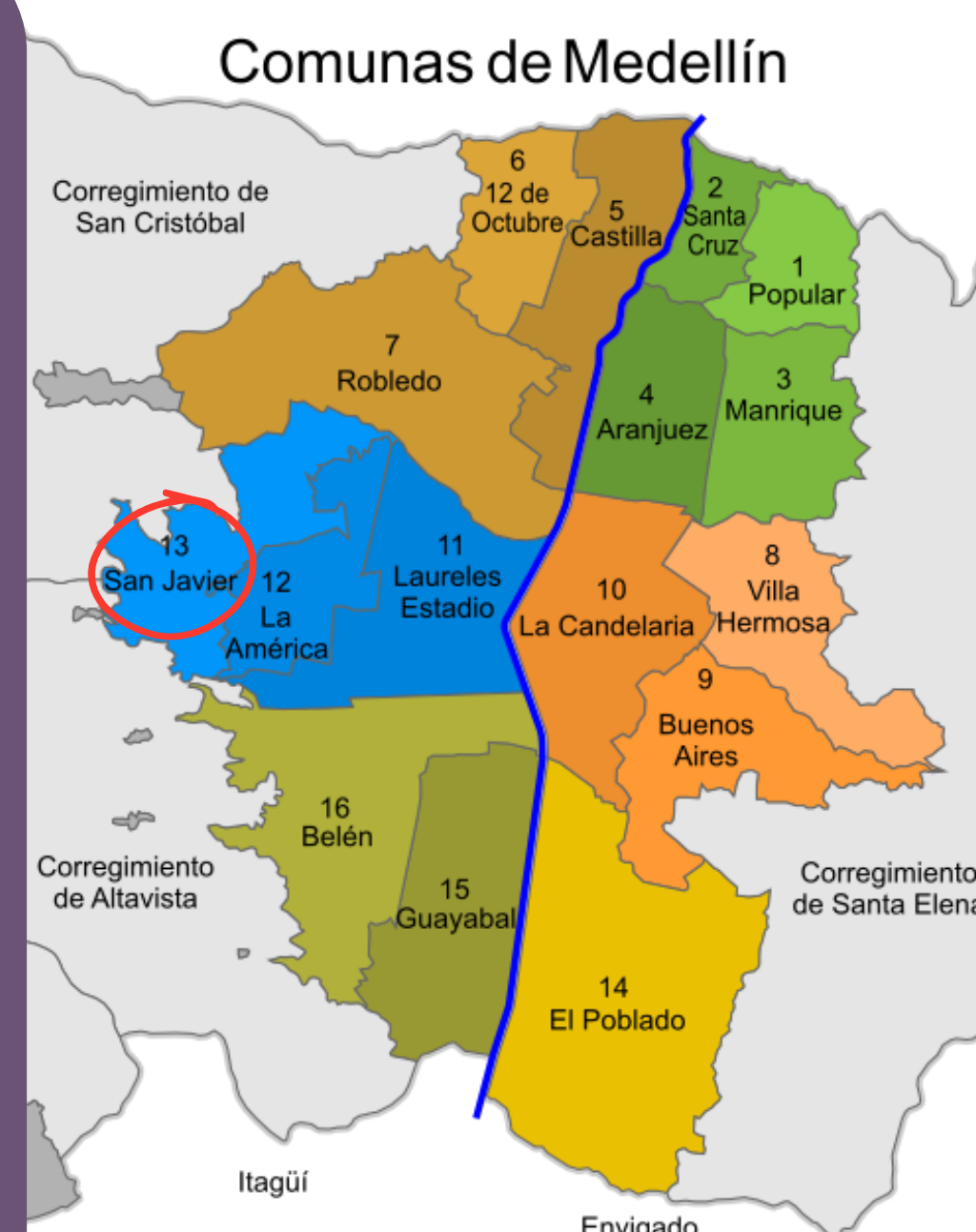


Introduction

This summer, I spent six weeks in Medellín, Colombia working with Fundación SORA based in Comuna 13. Sora is a social organisation which offers educational activities, meals and a space within the community for children, mothers and elderly people. They have four key spaces: a restaurant, classroom, café and computer room (Media Lab). One of their main values is promoting good habits in order to generate positive change in individuals and the wider community.

Background

Sora is located in San Javier (Comuna 13) an area with a history of violence in the 80s and 90s. Since then, Comuna 13 has undergone a huge transformation primarily through investment in infrastructure and community projects, and is now known for its local graffiti art.



Project Aims:

1- Workshops

Our first goal focused on running various workshops, especially in the MediaLab which Sora were keen to activate. We ran several workshops using computer software like Canva, Scratch and teaching the children some essential AI/Digital Literacy. We also ran some creative workshops such as a film screening and reading.

2- Visibility

We wanted to increase Sora's visibility in the community by targeting their media presence. They faced some major issues establishing a website so we created a simple version for them to allow them to be easily found in a quick google search. Likewise, we added them to Google Maps. We also made some Instagram pinned posts to give a clear introduction of the organisation.

3- Partnerships

Finally, it was important to ensure our short-term work would turn into something more sustainable. Therefore, we partnered with volunteers from the local university in Medellín (UPB) to allow our work to be continued. We also created a partnership database for Sora with current and potential partners and contact details, an essential document for future opportunities.

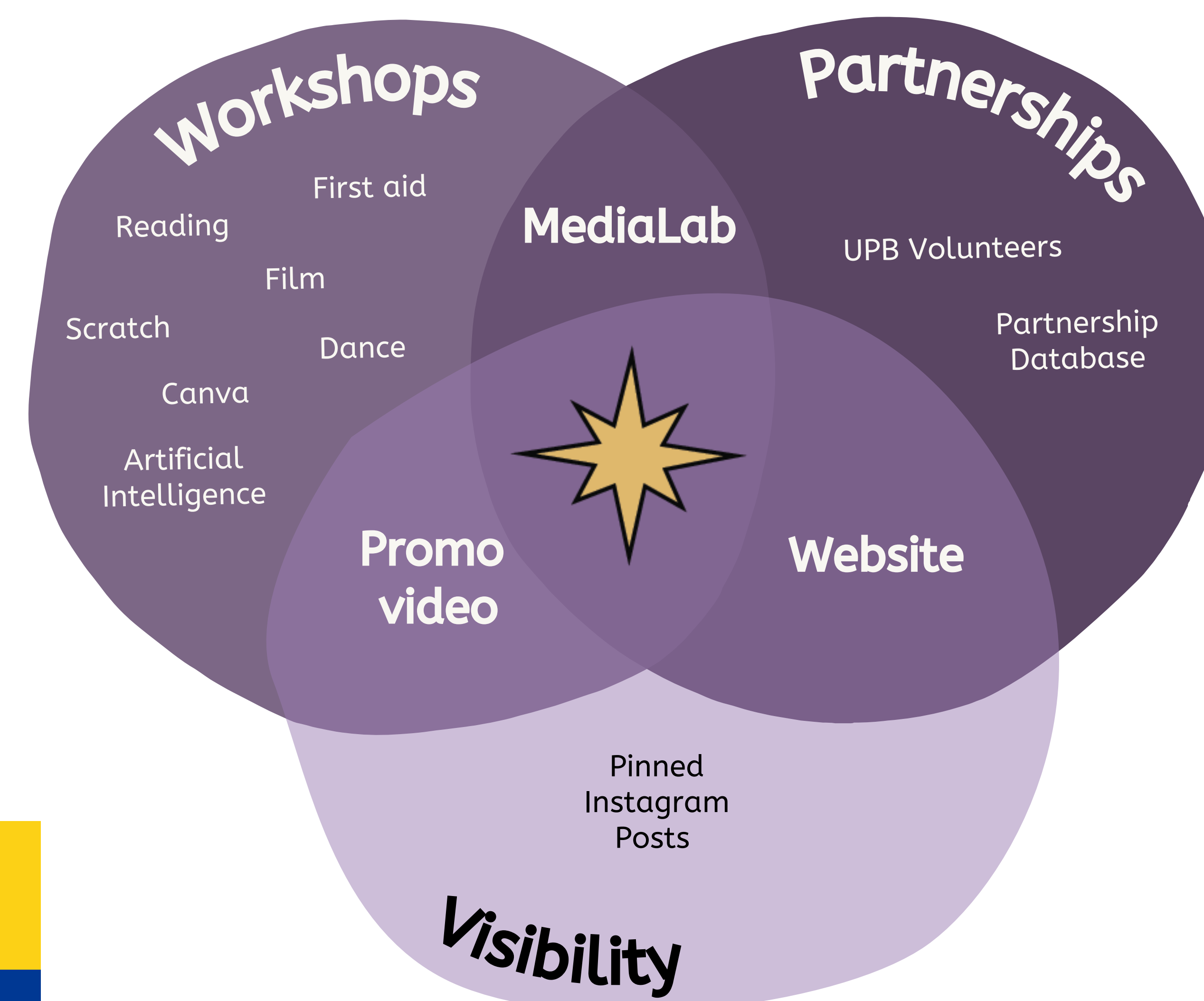
Sustainable Development Goals:

The key SDGs linked to the project were:

- Zero Hunger (providing meals for the local community)
- Good Health & Wellbeing (promoting good habits)
- Quality Education (educational activities, access to computers)
- Sustainable Community (Local volunteers)



Our 3 areas of contribution:



Conclusion & Reflection on Impact

Going in, I had some doubts about how much we could really achieve in just 6 weeks but our solution involved contribution on a full timeline. In other words, preserving the past work of the organisation by creating their website and Instagram posts increasing visibility; contributing in the present moment by running various workshops and most importantly, securing a sustainable future for the organisation through partnerships.

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