

IN GHANA, MOBILE BILLBOARD DOUBLES AS FREE SCHOOL BUS



NONPROFIT & SOCIAL CAUSE

In some parts of Africa, children must walk as many as 10 km to get to school, making consistent attendance a challenge. At the same time, the African advertising industry is growing faster than any other in the world — almost 20 percent annually. Add those two facts together, and you can see the rationale behind [TriKademiK](#), a new brand butler effort launched earlier this year through French firm Instinct's [Socially Intelligent Marketing](#) program. As part of its effort to promote advertising platforms that provide a service to needy communities, Instinct in February launched its pilot TriKademiK effort in Ghana with the sponsorship of mobile telecom operator Zain Ghana. The TriKademiK is essentially a tricycle that is rented out as a mobile billboard while rendering free school transport service for up to six children at a time. Beginning with two villages in Ghana's Hohoe region, the effort has enabled 40 children to go to and from school daily, and has provided employment for 10 local residents as drivers. When not in use for school purposes, the tricycle can be converted for use transporting cargo. The TriKademiK vehicles are easy to set up and last for three years; driver training was provided by Instinct, as is maintenance. Just last month, another TriKademiK effort was launched in Ghana, this time in Koforidua with the sponsorship of beverage firm Voltic, which is part of SAB Miller. Through that effort, 55 children are now enabled to attend school and an additional 10 drivers are employed. Ultimately, Instinct aims to extend to other districts and regions as well to create a fleet of 1,200 tricycles in Ghana that bring 7,200 children to school daily. A more laudable business plan is hard to imagine — one to sponsor or otherwise get involved in? (Related: [Making medicine as ubiquitous as Coca-Cola — Pedal-powered taxis deliver free love — Used Danish bikes help African poor.](#)) Spotted by: Vinh Ly

5th January 2011

Email: info@sociallyintelligentmarketing.com

Website: www.sociallyintelligentmarketing.com/products/8-trikademik