



INTERNATIONAL HIV/AIDS AWARENESS EDUCATION CENTER  

A project by **DESIGNERS AGAINST AIDS**

Table of Content

DESIGNERS AGAINST AIDS.....	3
1. Introduction.....	3
2. Fashion against AIDS.....	4
INTERNATIONAL HIV/AIDS AWARENESS EDUCATION CENTER IHAEC.....	6
1. How IHAEC was born.....	6
2. The building.....	7
3. Vision & Mission.....	9
4. The program.....	10
5. The students.....	11
ATTACHMENTS.....	14
1. Attachment 1: IHAEC program.....	14
2. Attachment 2: IHAEC questionnaire.....	16

DESIGNERS AGAINST AIDS

1. Introduction

The non-profit organization 'Beauty Without Irony' launched the international project 'Designers against AIDS' (DAA) in 2004 to raise AIDS awareness in the international media towards the general public, specifically towards young people in the industrialized countries using elements of pop culture (music, fashion, design, arts, sports, film, celebrities, social media, etc).

AIDS awareness project Designers against AIDS—born in Belgium, but active all over the world—reaches young people by using their favourite celebrities from the worlds of music, fashion, sports and art to raise their interest and curiosity and directing them to the website www.designersagainstaids.com where they can click on links to local AIDS organizations to learn more about the disease and how to protect themselves.

The main objective of Designers against AIDS is to raise awareness and reintroduce the subject of HIV/AIDS into the media worldwide, as lately it has become a forgotten disease, especially in the western world. Our messages include: 'Prevention is the only cure for HIV/AIDS' (protect yourself and your partner) and 'Know your status' (get tested). Furthermore, we fight for the acceptance of and equal rights for seropositive people.

Through new international collections, DAA has reached a vast amount of press in lifestyle TV programs, regular newspapers, glossy magazines and different spaces in media mainly focused towards young audiences. Media who have reported about DAA include *i-D*, *Vogue*, *Interview*, *Elle*, *International Herald Tribune*, *Zoo Magazine*, *De Morgen*, *Weekend-Knack*, *De Tijd*, *El Pais*, *El Mundo*, *Citizen K*, *Marie-Claire*,

Vanity Fair, Madame Figaro, Libération, New York Post, Le Monde, Cosmopolitan, MTV, TMF, JIM TV, Studio Brussels, Interview, Canal +, Fashion TV., Vogue TV France... and of course countless websites and blogs.

The most important tool for DAA is the website www.designersagainstaids.com that is shown on every item and in press releases and publications that constitute a platform with links to local AIDS organizations. This way, visitors can learn how to protect themselves—and how to help others. If visitors actively look for this info on their own computers, they will remember and understand this message better. Currently the informative pages are available in English, French, Spanish, German, Italian, Dutch, Russian, Chinese, Finnish, Arab Japanese, Polish, Ukrainian and Hungarian, with more translations on the way.

2. Fashion against AIDS

In 2007, DAA approached giant fashion retailer Hennes & Mauritz (H&M) for a cooperation seeking to reach out to the greatest possible amount of fashion lovers regarding AIDS prevention, especially youngsters in the industrialised countries. Taking on their commitment to Corporate Social Responsibility, H&M, the international fashion company based in Sweden, created a platform for DAA to spread its message through the designs of international artists and musicians.

On January 31, 2008 H&M and Designers against Aids launched the first 'FASHION AGAINST AIDS' collection of T-shirts, tank tops and hooded sweaters for boys and girls designed by world's most acclaimed musicians and fashion designers such as Timbaland, Katharine Hamnett and Rihanna. The collection was sold in H&M Divided departments and promoted in the media and towards the public in 27 countries. A special mention goes to the Video Wall on www.hm.com where young people could upload the statement "Protect yourself and the people you love—use a condom" and say this out loud together with the FAA artists who were also broadcasted for

more than 6 months delivering this quote. Hundreds of youngsters uploaded their statements—many of them wearing a FAA T-shirt.

The artists participated free of charge, and 25% of the proceeds from the collection went to HIV/AIDS prevention projects around the world coordinated by DAA.

The second Fashion against AIDS collection was sold in almost 1,000 stores in 30 countries from May 28, 2009. Artists included Tokio Hotel, Katy Perry, Roisin Murphy, Pharrell Williams/N.E.R.D., Estelle, Yoko Ono, Dita Von Teese, Dangerous Muse, Cyndi Lauper, Yelle, Robyn and Katharine Hamnett. All T-shirts and bodies were again made of organic cotton, and 25% of the sales price was donated to HIV/AIDS prevention projects of Designers against AIDS, UNFPA, MTV's Staying Alive Foundation and YouthAIDS.

2010 marks the third year that H&M and Designers against AIDS are running Fashion against AIDS. This festival collection is currently raising money to promote awareness about HIV/AIDS amongst youth



while offering stylish clothes for music festivals. The collection has a distinct bohemian, rock feel and includes everything you need this music festival season, from clothes and accessories to tents and sleeping bags. For the first time, we also included condoms in the FAA collection.

Each purchase from the Fashion against AIDS festival collection has a direct impact on AIDS prevention as 25% of the sales price goes to HIV/AIDS prevention projects for youth all over the world carried out by DAA, YouthAIDS, UNFPA and MTV Staying Alive Foundation.

INTERNATIONAL HIV/AIDS AWARENESS EDUCATION CENTER IHAEC

1. How IHAEC was born...

Designers against AIDS has become a well-known and unique organization. Ninette Murk, the founder of DAA, came up with the idea to open the first International HIV/AIDS Awareness Education Center in Belgium.

Ninette explains how she came up with the idea to open an Education Center for youngsters:

“Using pop culture to create a better world” is the tagline that describes the work that we do at Designers against AIDS, campaigns, events and other projects aimed at youth, telling them to take care of themselves and their partner(s). HIV/AIDS is still around and a HIV infection is easy to prevent, if only people are informed in the right and appealing—even sexy—way. After our success with our first two global ‘Fashion against AIDS’ campaigns with H&M and the resulting donations, I started thinking of ways in which we could make the work of DAA more sustainable, and the first thing that popped up was the idea for an education center where we can teach youngsters from all over the world how to create HIV prevention campaigns, using pop culture in just the way that we do: with a lot of enthusiasm, idealism and creativity –and often a very low budget. This way, people from poorer countries can also replicate our campaigns when they go back home and also, it’s a fun way to work and to get your creative juices flowing! With the money from ‘Fashion against AIDS’ 1 and 2 we purchased a building in Deurne (near Antwerp) in Belgium and renovated it, adding student rooms, rooms for workshops, a computer room, a gallery, a meeting room and a cosy lounge. Here we give workshops lasting 6-8 weeks to 4 resident students at a time, who stay with us during the entire period and who get an intensive

training in DAA methodology. The students we select must be 18 +, able speak and write English fluently, communicative, able to work in a group but also independently, interested in the issue of HIV/AIDS (preferably part of a HIV/AIDS group in their own country that can support their work once they return home). They will work on a specific project or campaign (such as a fashion show, safe sex video, or booth in a music festival) and think it through from A-Z. The final results will be used by DAA, so the students have something tangible to show the folks back home!”

2. The building

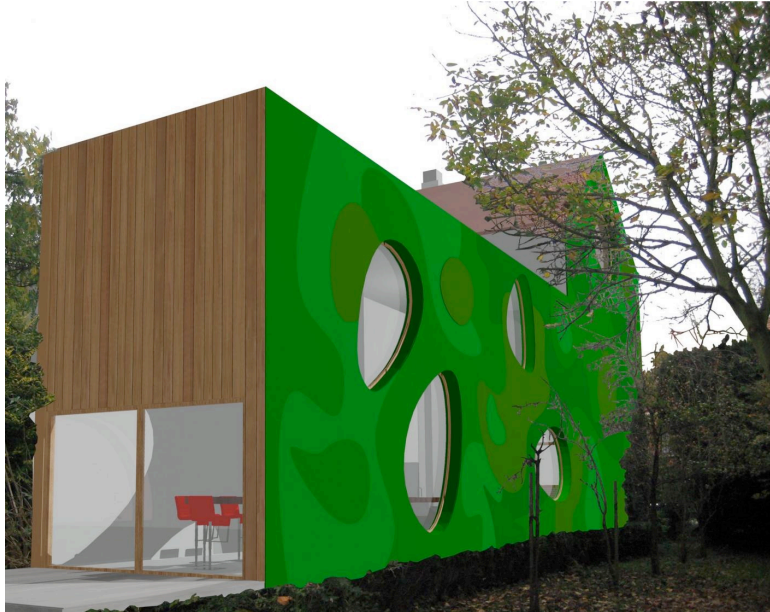
IHAEC is situated in Deurne, Belgium. DAA purchased the building (built in 1925) in 2007 and started to renovate it in 2008. DAA chose this building for its creative atmosphere and location next to a quiet park instead of the city center.

Next to the old house, a newer part was built in the 70’s. This building will house the students during their stay. There are two student bedrooms, two bathrooms, a computer room and a workshop. Each student will share a bedroom and bathroom.

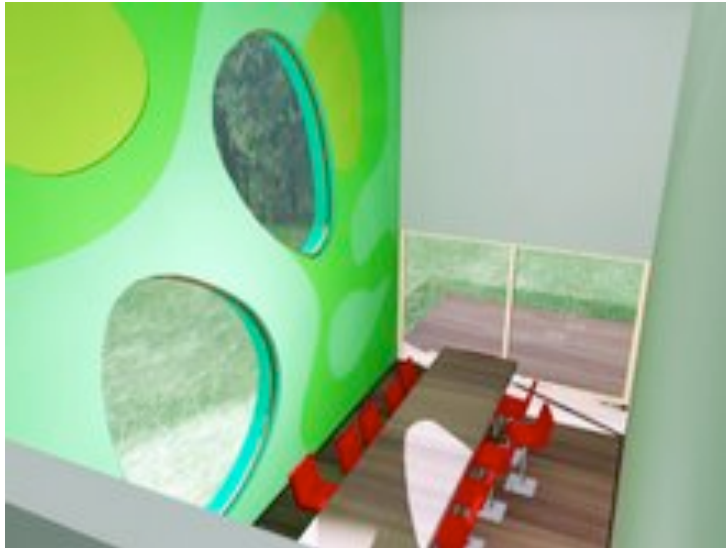


In the older part of the house is a lounge area for the students with a television, radio & a reading area. The DAA office will also be housed in this part of the building.

The renovation works started in 2008 and lasted until the summer of 2010. Thanks to the renovation we were able to remodel the older part of the building and connect both houses. This makes it easy to get from the student part to the kitchen and lounge areas and back.



The heart of the Education Center will be the kitchen. The kitchen is located on the ground floor and looks out into the garden and park. We opted for a brand new kitchen with a large table where we expect a lot of brainstorming sessions to happen.



3. Vision & Mission

The IHAEC vision is to be recognized as an up-to-date global player that proactively reaches out to our younger generation. By using appealing, accurate and innovative prevention and awareness programs, DAA aims to minimize the risk of infection with the HIV/AIDS virus.

Our IHAEC mission is developing and delivering up-to-date prevention and awareness programs that appeal to the young generation mainly concerning social responsibility, especially in sexual matters and related consequences. Ideally, this

should result in a downward trend of HIV/AIDS infections. IHAEC will act globally by training future DAA ambassadors from all over the world who will deliver the programs in their home countries after they complete their workshops here in Belgium.

We consider IHAEC in Belgium as a pilot project, with the aim of opening more centers all over the world in the future. DAA is planning to open the second International HIV/AIDS Awareness Education Center in Los Angeles, USA by 2012/13. HIV statistics in the US reveal a painful truth: between 2004 and 2007 there's been a 15% increase of new HIV infections, showing that there's still a large need for awareness and education in the United States. As DAA always works with elements of pop culture and this is present in abundance in Los Angeles (as are, regrettably, new HIV infections) this seems to be the perfect location to open our second center.

4. The program

DAA will have several workshops a year, each one lasting from 6 to 8 weeks.¹

The main areas of focus are:

- Awareness and transferrable knowledge about HIV/AIDS as well as DAA's role in promoting it via event projects, media, social networking and pop-culture;
- Awareness about a healthy life style and respect for mind & body;
- Ecological awareness;
- Parallels to a student's home country situation and focus on planning projects at home using DAA methodology;

¹ See attachment 1

- A short project, to be conceptualised during the students' stays;
- A longer-term or ongoing project (ex: video about DAA's work, a festival requiring longer lead-time, Fashion against AIDS with H&M...);
- A personal project: the students will prepare a project using their personal skills and interests that they will present at the end of their residency. Ideally this project will be associated with the situation in their home country (ex: a dancer/artist will work on a purely personal choreography with a view to developing a dance/art festival at home to raise AIDS awareness...);
- Field trips to partners, health and government institutions, media and creative resources. These trips will be supplemented by local or visiting experts in health care, government collaborators, and creative people living with AIDS and partners.

Students will learn how to set up creative HIV/AIDS awareness campaigns. They will use this knowledge to set up such campaigns in their country of origin.

5. The students

We will host 4 students per workshop and are working together with different organizations such as Y-peer to select the best students. We will have an online call out twice a year, after a first selection, based on their résumé and motivation letter and a questionnaire provided by DAA.²

The requirements for students are as follows:

- Interest or experience working in social/educational programmes;

² See attachment 2

- Interest or experience working in creative enterprises / media / fashion / internet innovation;
- Interest or experience in project development and planning, event planning, media outreach;
- Computer skills (Mac preferred);
- Knowledge of Office and Internet applications (Photoshop & iMovie are a plus);
- English fluency required (written & spoken), knowledge of French and/or Dutch is an asset;
- Creative, curious and open-minded;
- Up-to-date and passionate about social activism, media and the global health situation.

We are looking for students who are enthusiastic and confident, who are willing to work and live in a tolerant multi-cultural community environment. The students will need to be organized and have a professional attitude. Because they will work closely together, they should be good team players. They will be creating a group project as well as an individual project so they will learn all about priority management due to the multiple projects and responsibilities.

Students will be encouraged to find local sponsors for their travel expenses. All residency charges (food, housing, ordinary upkeep expenses, local transportation..) will be supported by DAA, although students should be encouraged to seek sponsorship in the form of a donation to DAA from their local community or organization, independent of their travel costs.

Students will adhere to local customs regarding neighborly behavior, noise, and curfews. Each student will participate in the harmonious functioning of the house, with a rotating schedule of responsibilities such as cooking, helping out with chores, cleaning up after meals and readying the public areas for receptions and presentations. Laundry facilities are provided and a reasonable level of discretion is expected regarding personal items, respect for others' cultural differences and right to privacy.

DAA welcomes students from all religious or social contexts. Therefore personal scheduling issues such as religious, family or health obligations will be integrated within all reasonable means in project and workshop planning. Students will be expected to make these concerns known to IHAEC in time to respond accordingly, and/or provide assistance or flexibility as needed. DAA reserves the right to refuse admission to students whose personal or medical requirements are in direct conflict with the values or capacities of IHAEC.

ATTACHMENTS

1. Attachment 1: IHAEC program

IHAEC - Preliminary programme schedule. NB: Based on 6 week engagement, to be modified and/or extended

	Monday	Tuesday	Wednesday	Thursday
Week 1	09:30 Intro Students-Personal objectives, skills, interests 11:30 Intro DAA- The team, events, our work 12:30 lunch 13:30 Attitudes and youth culture at home, obstacles 15:00 What is AIDS, how can we change the trends 17:00 Synthesis and Q&A 17:30	Project Nuis and Bois, expo existing project(s) Working environment and methods Testimony- People living with AIDS Q&A Personal project expectations - homework and diary IHAEC-Project diary explained and updated	Field trip HIV/AIDS Medical/Social (Tropical Inst. Sensoa) workshop + exercise content: Home country parallels, brainstorm	The field trip to perceptions and HC situation The knowledge to projects How to manage a project / Ninette inputs Needs, material and time Short Project R&R, basic timeline and calendar IHAEC- diary update
Week 2	09:30 3 Theoretical situations, brainstorm 11:00 Project plan as a result, 12:30 lunch 13:30 Start division of labor, grafix, white board 15:00 Start outline of personal project 17:00 17:30 coaching	The real situation as per DAA project Start locating sources, making calls, research Review of done-to-date, what we have learned Personal project work, interface among students	Personal diary update Field trip Creative, design or film studio workshop + exercise if not local may be extended to the afternoon Content: Review of the artists role, working with artists, media, need to know's	Review field trip, HC parallels, partnerships Ninette does a thing, shares her experience Working on project, personal project parallels Personal project work
Week 3	09:30 Explain and start longer-term project 11:00 Break-out R&R as in Short project, planning 12:30 lunch 13:30 working on Long project 15:00 17:00 debriefing 17:30 coaching	IHAEC-Project diary update Coordinate action plan with Short and Long project Working on Short project Working on Long project IHAEC-diary	Personal diary update Field trip Communication - Part 1 Local Roze Hus Break or travel and break workshop + exercise content: Home country parallels, brainstorm Personal diary update coaching	IHAEC-diary update Project work, connect local partners to Short project Project work Project work IHAEC-diary
Week 4	09:30 Personal project work 11:00 Work on Long Project 12:30 lunch 13:30 Working on Short project 15:00 17:00 debriefing 17:30 coaching	Project work Work on Long Project Working on Short project IHAEC-diary	Field trip Communication - Part 2 Media, Base Design Break or lunch in Bx's and a visit Media workshop and or visit cont.... Personal diary update coaching	Review field trip, HC parallels Project work HC media options, research Project work IHAEC-diary
Week 5	09:30 Personal project work 11:00 Work on Short Project 12:30 lunch 13:30 Working on Long project 15:00 17:00 debriefing 17:30 coaching	Project work Work on Short Project lunch Working on Long project IHAEC-diary	Field trip Local event or installation, Unesco or EU Municipal Museum, other workshop + exercise content: Home country parallels, brainstorm Personal diary update coaching	Exercise on HC resources and activities, research Project work Project work IHAEC-diary
Week 6	09:30 Personal project work 11:00 Work on Long Project 12:30 lunch 13:30 Working on Short Project 15:00 17:00 debriefing 17:30 coaching	Personal project work Work on Long Project lunch IHAEC-diary	Field trip Students lead workshop Feedback and prep for party	Success-story on DAA-website Students personal Journal, Share and discuss Students present personal projects Preparation Party IHAEC-diary

This week will depend on the nature of the short project, possibly

workshop + exercise

Students present personal projects

2. Attachment 2: IHAEC questionnaire

Application for session __/__/2010

Please fill out the form below for evaluation, send **only this page** with the documentation requested above.

Your full name, last/first/middle:

Your full address:

Telephone(s) with country code/area code/number, please indicate work/home/portable

Your sponsor or group, if any

Your choice of session, second choice, and length of stay (6 or 8 weeks) _____

-- --

Name	Level of education, Name of school or University	Work experience in creative projects (example)	Work experience in social or health related projects (example)	Computer/web skills (specify)	Other skills or ambitions
Please rate your level 1-5(highest)					

Please return your completed application by e-mail to

info@designersagainstaids.com

Paper documents or DVD's can be mailed to:

IHAEC/Designers Against Aids, 260 Bredabaan Merksem, 2170 Belgium,

IHAEC does not guarantee the return of documents to sender (but we will