



THE H.E.L.P TEAM (Healing Every Living Person)

Activity & Impact Report

AFRICAN HERITAGE & DEVELOPMENT INITIATIVE (AHDI)

Morocco • Senegal • The Gambia • Nigeria

2016–2025

When culture leads, sustainable development follows.



London – West Africa
www.thehelpteam.org.uk

This report documents the multi-country field implementation (2016–2025) that informed the structural development of the Integrated Community Wellbeing Framework (ICWF).

EXECUTIVE SUMMARY

The H.E.L.P Team (Healing Every Living Person) is an international culture-led development organisation transforming indigenous knowledge into living opportunity across West and North Africa. We advance artistic freedom, community wellbeing, and inclusive livelihoods through models that connect heritage to education, enterprise, and social cohesion.

Since 2016, our community-rooted initiatives in Morocco, Senegal, The Gambia, and Nigeria have demonstrated that Africa’s cultural ecosystems are not relics of the past, but engines of the future that generate measurable outcomes, evidenced through programme records, community documentation, digital archives, and partner verification.

Guided by traditional institutions and aligned with UNESCO standards, we translate ancestral wisdom into modern pathways for dignity, creativity, and economic participation, **proving that when culture leads, sustainable development follows.**

RESULTS CONTEXT (2016–2025)

Geographic Reach

- 4 countries: Morocco, Senegal, The Gambia, Nigeria
- Rural, peri-urban and community settings
- Partnerships with cooperatives, schools, traditional institutions and local authorities

People & Communities

- Youth engaged in skills and creative pathways
- Women participating in heritage value chains
- Households supported through water and wellbeing initiatives
- Artists and custodians recognised and documented

Heritage & Enterprise

- Indigenous knowledge systems mapped and transmitted
- Women-led Argan and olive value chains strengthened
- Cooperative networks prepared for digitalisation and investment readiness
- Cultural practitioners connected to livelihood opportunities

Health & Environment

- Safe drinking water access expanded in schools and households
- Nutrition resilience promoted through “FOOD AS MEDICINE”
- Eco-friendly alternatives to charcoal advanced using Argan shells

Governance & Rights

- Alignment with UNESCO standards on participation and safeguarding
- Traditional protocols respected in programme design
- Public digital documentation across official platforms

Partnerships Mobilised

- Community cooperatives and civil society organisations
- Traditional institutions in Ijeshaland
- Policy dialogue with national and regional stakeholders

Impact Snapshot (2016–2025)

- 3,000 youth nourished through the *Food as Medicine* initiative
- 50 schools equipped with safe water solutions
- 1,000+ women active in cooperative and heritage value chains
- 1,000+ community members engaged through consultations, workshops, and dialogue sessions, notably market women meetings, school forums, and traditional consultations
- 7,000 households reached with water filters across Senegal and The Gambia

Figures reflect cumulative programme estimates from field implementation 2016–2025. Enumeration systems are being formalised under the 2026 monitoring framework.

ORGANISATIONAL MANDATE

Our Mission

To strengthen indigenous knowledge systems and cultural rights as foundations for sustainable livelihoods, social cohesion, and human development.

Our Approach

The model converts cultural assets into **three forms of capital: human (skills), social (cohesion), and economic (enterprise revenue).**

We operationalise heritage through:

- Creative enterprise & skills pathways
- Community health & water access
- Women-led value chains
- Digital documentation & education
- South–South partnerships

Core Principles

- Free, prior, and informed participation
- Gender equity and youth leadership
- Respect for custodial authority
- Transparency and public verification
- Environmental responsibility

THEORY OF CHANGE

Challenge

Cultural knowledge and creative potential across Africa remain under-valued, while youth unemployment, gender exclusion, and community health gaps persist.

Inputs

- Indigenous knowledge holders and artists
- Community cooperatives and women producers
- Digital documentation tools
- Partnerships with traditional institutions

Activities

- Skills mentorship and creative enterprise pathways
- Water, nutrition and wellbeing initiatives
- Value-chain strengthening for heritage products
- Documentation and intergenerational transmission
- Policy and community dialogues

Outputs

- Youth and cultural professionals trained in enterprise and documentation
- Women engaged in ethical value chains
- Households accessing safe water
- Heritage practices documented and safeguarded
- Local governance structures strengthened

Outcomes

- Increased livelihoods and enterprise participation
- Improved community health and resilience
- Recognition of artists and custodians
- Stronger social cohesion and cultural rights

Impact

Heritage becomes a driver of dignified employment, gender inclusion, and sustainable development, enabling communities to move from vulnerability to opportunity.

RESULTS ACROSS FOUR COUNTRIES

MOROCCO – Indigenous Knowledge, Women & Sustainable Value Chains

- Engagement with Argan and olive heritage value chains
- Support to women-led cooperatives and ethical markets
- Promotion of Argan shell fuel as eco-alternative to charcoal
- Strengthening of community-ready production systems
- Documentation of indigenous processing knowledge

Evidence: programme records and digital documentation.



Women cooperative processing Argan kernels – Essaouira, Morocco



Argan shells repurposed as eco-fuel alternative to charcoal – Morocco



Heritage-based olive harvest – Morocco

The H.E.L.P. Team (Healing Every Living Person)



Ms Lennox Joseph, Founder – ethical sourcing with local producers, Asni, Atlas Mountains

These activities strengthen women-led value chains, safeguard indigenous knowledge, and promote environmentally sustainable livelihoods.

Outcomes

- Increased income opportunities for cooperative members
- Reduced pressure on forest resources
- Intergenerational transfer of production skills

SENEGAL – Health, Nutrition & Cooperative Strengthening

- Rural water access via household filtration systems
- Advocacy toward a maternity clinic in Doumga Lao
- Digitalisation support for large cooperative networks
- “Food as Medicine” nutrition resilience programme

Evidence: programme records and digital documentation.



Ms Lennox Joseph, Founder – Clean water access initiative, rural Senegal

Outcomes

- Improved household water safety
- Maternal health awareness expansion
- Cooperatives prepared for investment readiness



Ms Lennox Joseph, Founder – Foundation stone for community maternity clinic, Doumga Lao, Senegal

THE GAMBIA – Schools, Water & Community Resilience

- Safe drinking water interventions in schools
- Community health education
- Cultural exchange and regional identity building
- Documentation of culture as a development driver

Evidence: programme records and digital documentation.



Safe drinking water in daily use – The Gambia



Technical installation of filtration unit – The Gambia

The initiative improves safe drinking water access for children, supporting health, learning, and community wellbeing.

Outcomes

- Healthier learning environments
- Increased community participation
- Strengthened youth engagement

NIGERIA – Culture, Youth & Social Cohesion

- Engagement with traditional institutions in Ijeshaland
- Mapping of living knowledge systems
- Youth mentorship in creative industries
- Dialogue with national stakeholders on creative economy
- Community initiatives linking culture and wellbeing

Evidence: programme records and digital documentation.

Outcomes

- Expanded recognition of artists & custodians
- Youth pathways into cultural enterprise
- Strengthened community trust structures

GLOBAL ALIGNMENT

UNESCO & Cultural Rights

- Protection of artistic freedom
- Safeguarding of living heritage
- Inclusive participation
- Respect for traditional governance

SDG Contribution

- **SDG 3** – Health & wellbeing
- **SDG 4.7** – Education & heritage
- **SDG 6** – Clean water
- **SDG 8.3** – Creative enterprise
- **SDG 11.4** – Safeguarding culture
- **SDG 16.7** – Inclusive participation
- **SDG 17** – Partnerships

PARTNER & STAKEHOLDER MAP

Community & Traditional Institutions

- Custodians of sacred and cultural sites
- Traditional authorities in Ijeshaland
- Women market leaders and cooperatives
- Artists and cultural professionals

Civil Society & Cooperatives

- Rural cooperative networks (Senegal)
- School and community groups (The Gambia)
- Women-led Argan cooperatives (Morocco)
- Youth associations (Nigeria)

Public & Policy Stakeholders

- Ministries of culture and creative economy
- Local government authorities
- Education and health actors
- Regional development partners

Knowledge & Media

- Universities and researchers
- Digital storytellers and archivists
- Diaspora networks
- Independent verifiers through public platforms

GOVERNANCE & ETHICS

- Community-led steering structures
- Traditional protocol adherence
- Safeguarding of vulnerable groups
- UK GDPR data protection
- Public digital verification

2026 PILOT – NIGERIA

In Nigeria, The H.E.L.P Team is advancing a heritage-based **AFRICAN HERITAGE AND DEVELOPMENT INITIATIVE** focused on indigenous knowledge systems, creative livelihoods, and intergenerational transmission. The programme is being developed with the guidance of traditional institutions in Ilesha and in alignment with UNESCO standards on cultural rights, inclusive participation, and safeguarding of living heritage.

Ilesha is designated as the pilot location for 2026, **following consultations with custodial authorities and community stakeholders, ensuring ethical governance and the protection of custodial knowledge.**

PROGRAMME TIMELINE – 2025–2026

Phase	Period	Key Activities	Outcomes
Preparatory	2025	Community consultations, stakeholder engagement, safeguarding framework, mapping of knowledge holders	Governance structure, cultural legitimacy, programme readiness
Pilot Activation	Q1 2026	Youth mentorship, community dialogues, documentation initiatives, wellbeing support	Skills pathways launched, intergenerational transmission strengthened
Consolidation	Q2–Q4 2026	Value-chain participation, monitoring system, partnership mobilisation	Replicable model, evidence base, co-investment secured

2026 TARGETS

1. **Youth Pathways:** Establish structured skills and mentorship routes for young people in culture-based enterprise and creative industries.
2. **Women & Value Chains:** Strengthen participation of women producers in ethical heritage markets with measurable income growth.
3. **Living Heritage:** Document and safeguard priority indigenous practices through community-led transmission.
4. **Water & Wellbeing:** Expand safe water and nutrition initiatives supporting healthier households and schools.
5. **Governance:** Formalise community steering structures aligned with UNESCO standards and safeguarding policies.
6. **Partnerships:** Mobilise co-investment and technical collaborations to scale the African Heritage & Development Initiative.

NIGERIA – CULTURE, HERITAGE & COMMUNITY ENGAGEMENT



Ms Lennox Joseph with market women leaders – Ilesha, Osun State



Living heritage site – Erin Ijesa Waterfall, Ijesaland



Engagement with His Imperial Majesty Qba (Dr.) Clement Adesuyi Hastrup, Ajimoko III, Owa Obokun of Ijesaland, and the High Chief Ajirowa of Ijesaland



Ms Lennox Joseph with Hon. Hannatu Musa Musawa, Minister of Art, Culture, Tourism and Creative Economy – Nigeria

These engagements strengthen community participation, traditional governance, and policy alignment for culture-led development.

MONITORING FRAMEWORK

Key Indicators (Quantitative & Qualitative)

- Youth engaged in skills pathways
- Artists supported & documented
- Women participating in value chains
- Households accessing water solutions
- Partnerships & resources mobilised

Evidence Channels

- Website
- LinkedIn
- Instagram
- Facebook
- X

PARTNERSHIP INVITATION

We invite strategic collaboration in:

- Programme co-investment
- Research & documentation
- Youth enterprise funds
- Equipment & training
- Policy alignment

This work affirms that Africa's heritage is not a museum asset but a development infrastructure. When artists are protected, women producers valued, and youth connected to ancestral knowledge, communities move from survival to authorship of their future. The H.E.L.P Team exists to ensure that this transition is ethical, community-owned, and economically meaningful.

Contact Information

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Appendix A

ICWF-ADD-2026-V1.0

From Impact to Architecture

Framing Addendum

ICWF-ADD-2026-V1.0

Integrated Community Wellbeing Framework (ICWF)

From Impact to Architecture

Framing Addendum to the 2016–2025 Activity & Impact Report

Institutional Set V1.0 | 2026

This addendum provides institutional context to the 2016–2025 Activity & Impact Report. It clarifies the structural evolution of field implementation into the Integrated Community Wellbeing Framework (ICWF), a governance architecture formalized through multi-country practice.

1. From Field Implementation to Governance Architecture

Between 2016 and 2025, The H.E.L.P Team implemented culture-led development initiatives across Morocco, Senegal, The Gambia, and Nigeria. These engagements demonstrated recurring patterns: cultural continuity strengthened social cohesion, wellbeing initiatives improved community resilience, and local enterprise activation enhanced economic stability.

Over time, lessons from multi-country implementation revealed the need for structured governance, disciplined monitoring, and integrated system design. ICWF emerged as the formal consolidation of these field-tested insights into a coherent governance architecture.

2. The Integrated Community Wellbeing Framework (ICWF)

ICWF is a governance architecture developed in African contexts and designed to integrate cultural continuity, human capacity, and economic participation within sub-national community systems.

The framework operates through:

- Defined governance oversight mechanisms
- Integrated pillar activation (culture, capacity, enterprise)
- Structured monitoring and validation protocols
- Sub-national system integration pathways

The H.E.L.P Team serves as the stewarding institution of ICWF, maintaining oversight, validation discipline, and long-term structural integrity.

3. Nigeria Anchor Pilot — Structured Validation Phase

The 2026 Nigeria Anchor Pilot represents the formal validation phase of ICWF deployment. This 18-month process focuses on governance constitution, disciplined baseline establishment, independent monitoring input, and controlled activation within one state, one LGA, and one primary community cluster.

The objective is structural validation prior to replication, ensuring that governance and monitoring architecture function effectively at sub-national level.

4. Pathway to Structured Replication

Following validation, ICWF is designed for structured replication and potential institutional adoption within sub-national governance systems. Expansion will occur only upon confirmed governance stability and validated monitoring outcomes.

The framework remains adaptable globally while grounded in African-developed implementation contexts. Future partnerships will prioritize governance alignment, measurable impact, and system integrity.

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