

PURPOSE

We exercise people skills to imagining futures and we inspire communities to take action by leading artistic programs to transform places, people, and communities with human-centered storytelling.

PROBLEM

In a world where injustice, inequality, and discrimination persist, the transformative power of art as a force for social change is more relevant than ever.

Our global challenges are not rooted in a lack of vision or creative potential; rather, they stem from a collective imagination that has been channeled into reinforcing a status quo, perpetuating climate change, conflict, inequality, and the erosion of human rights.

Instead of using our creative capacities to envision and build a sustainable, equitable future for all, we remain entangled in economic and political systems that prioritize short-term gains over long-term well-being—driving us further into environmental degradation and deepening social divides.

STRATEGIES

COMMUNITY

VOLUNTEERS

ARTISTS
STORYTELLERS

1

User-Centered Storytelling to create positive impact in and with rural/ marginalized communities

2

Workshop of vision creation to trigger collective imagination and create pictures of other possible futures

3

Design, lead, and facilitate impactful, collaborative interventions through art and storytelling (murals, illustrations, posters)

4

Touristic art experiences designed to give back and contribute to communities' development

5

Sharing methodologies, processes and learnings for other artists around the world to lead similar projects (instagram, medium, LinkedIn)

SHORT-TERM OUTCOME

Innovation and Action

Places transformed through art and creativity

Communities inspired to take action

Personal Growth, Empowerment

People in the communities have a raise of awareness and understanding around certain topics

Participants' imagination is liberated and their creativity empowered

Participants learn how to collaborate and the power of it

LONG-TERM OUTCOME

Community building

Empathic and inclusive communities open to diversity

Social cohesion and peacebuilding

Behavioral Change

Change in behaviours in the communities, messages are being adopted



Waykera wants to contribute to a world of thriving communities and multiple possibilities where creativity and collaboration drive the imagination of new ways of living.