



## Charity 2.0 – A different way of looking at development cooperation!

Two Berliners travel around the world using multimedia to give an insight into small aid projects

In early September Fabian Ditttrich and Vivien Rupp will have quit their 9–5 jobs to embark on a trip through Africa, Latin America and Asia, with the intention of making the world a little bit better. 'Fab&Vivien' visit projects that present themselves on Germany's largest donation platform [betterplace.org](http://betterplace.org) and report about them online in their own blogposts and videos ([www.fabandvivien.com](http://www.fabandvivien.com)). Individuals within the betterplace community donate for aid projects and learn through multimedia documentation the difference their contribution is making. Fabian entertains people by playing music and encourages donations by setting targets in the form of bets. Vivien documents the aid projects in depth and tells the stories surrounding them.

Use this authentic material for your editorial work and accompany Fab&Vivien on their social worldtrip. We offer professional content regularly in form of sound, text, picture and video. Get a overview of this initiative and its potential by watching the video.



**Fabian calls himself a Hobby-Rockstar, and believes in the power of music instead of charity galas.** In his fundraising event 'Singing for Change' he performs songs in return for donations. This idea has worked successfully in Germany and has now been brought to a wider world audience. His skills and experience as a multimedia developer allow him to also reach the social media community in the most effective way.

**Vivien is looking forward to personally visiting the projects on the ground.** Her role is to provide an in-depth insight into the projects and re-present them in their broader context. Having studied sociology and politics in Germany, Spain and Ireland she adds her intercultural and language skills to the initiative. With texts and pictures she documents and tells the story of the aid projects.







### The Projects!

Fab&Vivien will be visiting aid projects on three continents that were initiated by people from the local communities themselves – therefore able to reach people in a different way than other projects carried out by larger NGOs such as WWF. Fab&Vivien's unconventional view on those grassroots initiatives provides a high level of transparency for the donor. On their route are myriad projects that have been featured to various extents in the media, such as:

- Kinshasa Symphony – the only symphony orchestra in central Africa
- Skateistan – the first Skating School in Kabul
- Borrow a cow and give it back later – a project to reduce poverty in Vietnam



### The bet!

Fab&Vivien bet against the global Internet community so that for every donation from 10€ via [betterplace.org](http://betterplace.org) they will find a person to sing with them. For example, people donate 1000 Euro for a school in Tansania. In order to win the bet, Fab&Vivien have to find 100 people to perform a song with them.

If they do not manage to find the required number of people, a penalty awaits them – be it sleeping in a scary cementary of jumping off a high cliff.



**betterplace.org** is Germany's largest donation platform and they support Fab&Vivien in choosing the aid projects. On [betterplace.org](http://betterplace.org) more than 2500 projects from all over the world present themselves, and a large number of users contribute and communicate their experience of the projects. [betterplace.org](http://betterplace.org) is a not-for-profit organisation and forwards 100% of the donations, be it monetary, in-kind or expertise that is given, to those who most need it.

**betterplace.org** 