

# Habitat for Humanity appoints Goodwork, the social enterprise PR agency, to produce films in Africa and Central Asia.

*Habitat for Humanity appoints London based, Goodwork to make a series of multimedia packages to showcase the work it is doing in Africa and Central Asia.*

LONDON, GREATER LONDON, UNITED KINGDOM, September 3, 2015 /EINPresswire.com/ -- The leading housing and relief charity [Habitat](http://www.habitat.org) for Humanity International (<http://www.habitat.org>) has appointed [Goodwork](http://www.thisisgoodwork.org) ([www.thisisgoodwork.org](http://www.thisisgoodwork.org)) to produce a series of films and multimedia packages to showcase the work it is doing in Africa and Central Asia.

Goodwork camera teams and producers have shot a total of nine films in diverse locations including Lesotho, Malawi, Ethiopia and Tajikistan. The films will be used on Habitat's website and will be shown directly to donors, to explain the housing issues being faced in these countries and the direct impact their donations have on individuals and communities.

"If people understood the scale of housing poverty and homelessness in Africa and the across the former Soviet Republics in Central Asia, they'd be

shocked, said Chris Sorek," EMEA Marketing and Communications Director, Habitat for Humanity International.

"The Goodwork teams have done an excellent job. Storytelling and content marketing are key. Their immersive multimedia packages clearly communicate the issues through film, photography, infographics and words in a compelling format that draws attention and proposes practical recommendations." he said.



Habitat for Humanity

“Goodwork’s Managing Director [Sean Curtis-Ward](#) said “It’s been a real pleasure working with the Habitat communications team. Some of the locations have been challenging but that’s what we do. We have a lot of experience of shooting stories in difficult to reach locations. What Habitat does exactly fulfils our brief to promote good work in the world. Providing safe and secure homes for people certainly fits that bill. We look forward to working with Habitat again in the future”.



Orphan children in Lesotho

#### About Goodwork

Goodwork is the first social enterprise PR Company in the UK. Established in 2013, it is a full service PR company with teams of journalists, camera crews and producers all over the world. It works with organisations and charities that promote good work in the world, organisations that do things that promote health, education, wellbeing, scientific research and charitable endeavour. Its profits are re-invested in the charities it supports.



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*Chris Sorek, Habitat for Humanity International.*

#### About Habitat for Humanity International

Habitat for Humanity International’s vision is a world where everyone has a decent place to live. Anchored by the conviction that housing provides a path out of poverty, since 1976 Habitat has helped more than 5 million people through home construction, rehabilitation and repairs and by increasing access to improved shelter through products and

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