

2020
INNOVATION
AWARDS





DISCLAIMER

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ENGAGE AFRICA



Tell us how you're collaborating with the local population to support, train and transform the community in the endeavour to build a more united Africa.



DESERT & DELTA AND CHOBE GAME LODGE

#ResponsibleTravelTour

Project launch date

10 January 2020

Please outline the initiatives context, objectives and scope

Our goal was to bring the products of Responsible Tourism development to the overseas market. One of Botswana's first leading female guides and a gentleman who's role it is in the company to empower local citizens. Florence & Ernest travelled with James across the USA, sharing the story of developing their careers, along with their colleagues, through tourism. Our aim was to demonstrate that if we follow the principles of Responsible Tourism we can create real empowerment. It is so crucial the travellers and tour operators who drive our business are connected to the success stories of tourism in Africa

NS THROUGH TOURISM

IN BOTSWANA

WITH TRAVELERS



Ernest Chaba

Erny started his life with Desert & Delta Safaris in 2007 as a groundsman at the iconic Camp Moremi. Today Erny is head of the management trainee program for the company.

Erny will share his experience of the importance of empowering the local citizens for the benefit of both the community and the travelers.



Florence Kagiso

Florence was the first female guide at Chobe Game Lodge in 2004. One of just a handful in Botswana. Five years later she was part of the only all female safari guiding team in Africa - "The Chobe Angels."

Florence shares her journey on leading the way for females in a male dominated guiding industry and how Botswana has advanced in female empowerment.



James Wilson

James grew up in Africa and always dreamed of being at the forefront of Responsible Travel. Today he is the Marketing Director for Desert & Delta Safaris, a world-renowned Sustainable Tourism company in Botswana.

James talks about how travelers can help the development of the local people in Botswana while protecting the precious wildlife & environment.



DESERT & DELTA AND CHOBE GAME LODGE

What was your company's role in the project and level of contribution?

#ResponsibleTravelTour was first conceived when a number of delegates at We Are Africa 2019 told us how much they would love to see some of our staff travel overseas to do talks. So we partnered up with our sister company Chobe Game Lodge and headed off on a 2-week tour of the USA in January 2020. Desert & Delta Safaris flew Ernest and James as well as Florence (Chobe Game Lodge) around the country arranging talks, presentations, Q&A's and fun evenings collaborating with likeminded travel people and companies. The trip cost in the region of \$30,000 and we gave away a safari for two at one of the events in Denver. #ResponsibleTravelTour is a concept we shared at our company AGM and we are doing more tours both locally and internationally in 2020 and 2021.

Please quantify the tangible results and overall impact of the initiative to the community

We spoke to over 350 people across seven regions in the USA. The posts on digital platforms had phenomenal traction, with one of the most positive reactions being that of fellow colleagues in tourism in Botswana – feeling proud and motivated about their country and opportunities. A national newspaper featured the story. At the company AGM in February the 50 strong local management team asked us to share the talk and we have been invited to host a #ResponsibleTravelTour talk in our local town which will take place in July 2020. Tourism boards, minister and head of industry will be invited.



ESCAPE+EXPLORE

ESCAPE+EXPLORE UPLIFTING EXPERIENCES

Project launch date

1 February 2020

Please outline the initiatives context, objectives and scope

Putting the spotlight and supporting the people who deserve it most. Escape+Explore Uplifting Experiences focuses on projects and people that are doing great things to uplift their environment and communities in the Western Cape. All too often in the race to visit the Capes highlights its unsung heroes are missed.

Escape+Explore Uplifting Experiences brings these hero's center stage not only to tell their remarkable stories but allowing visitors a hands-on experience of the work they do for their community. The result is to raise awareness, create long lasting memories and most importantly funding to advance the work being done.



ESCAPE+EXPLORE

What was your company's role in the project and level of contribution?

Escape+Explore's role with each uplifting experience varies from funding through client visits to concept and experience development of the actual projects and experiences themselves. Examples include:

- Mama Yandi - Recycled Art & Day Care Centre with the creation of an interactive tourism experience centered around storytelling and interactive participation.
- The Rock Girls – Guided experiences by remarkable young ladies from one of Cape Town's most underserved communities who work alongside Escape+Explores guiding team.
- AfriOceans Conservation Alliance – Working with Shark Warriors Adventures offering an adventure conservation experience at Cape Town's Penguin colony. A unique and in depth experience that in turn creates substantial funding for this ecotourism initiative.

Please quantify the tangible results and overall impact of the initiative to the community

Official launched in February 2020 Escape+Explore has been working with responsible tourism initiatives since our inception and in the process brought 1000's of clients in contact with some of Cape Town's most inspiring projects. Through creating experiences and visiting uplifting projects we are proud to have commercially added an estimated 2.5 Million Rand to the various projects we work with. Examples of our success to date:

- Shark Warrior Adventures – Ecotourism 750,000 rand client experiences in the past 2 years.
- Rock Girls – 2 years funding for an apartment for the senior girls to live safely and operate their organisation from as they seek to inspire the next generation of female leaders.
- Uplifting design projects – Support of numerous design projects from recycled plastics and tea bags to high end African beadwork.





NATURE DISCOVERY

NATURE DISCOVERY

Project launch date

1 January 2019

Please outline the initiatives context, objectives and scope

Our initiatives are not a single project - they are a collection of projects and commitments using a broad-based approach, putting sustainability at the front of every decision we make. Sustainability is important to us because Tanzania is our home and we're dedicated to improving it; for the environment, for local people and for our employees. Our objective is to positively contribute towards the growth and health of Tanzania's environment, people, and economy.

The initiatives are:

1. Leading the Kilimanjaro industry in ethical porter treatment standards and positively influencing the way business is done on Kilimanjaro.
2. Becoming the first Tanzanian safari operator to be certified by Travelife, practicing a comprehensive set of standards which puts sustainability at the front end of every decision we make.
3. Developing the Arusha Bicycle Center, which is positively changing green transport in Arusha and Moshi. Our objective is to sell 6,000 bicycles in 2020, and 7,500 bicycles in 2021, between the Arusha ABC branch, and the newly opened Moshi branch of ABC.



NATURE DISCOVERY

What was your company's role in the project and level of contribution?

1. KPAP leadership - we are a recognized leader of practicing ethical porter treatment standards on Kilimanjaro. As one of the founding members of KPAP (which is now comprised of 50+ partners) we take a leading role in encouraging others to be more responsible. We feel that the benefit to the country and the industry overrides our need to have competitive edge, and sharing our innovations and protocols helps promote Tanzania, and Kilimanjaro particularly; as a sustainable destination.
2. Travelife pioneer- The detailed set of standards developed by Travelife are the practical tools for implementing responsible business practices. We'll be audited in May 2020 for our application to be Tanzania's first Travelife-certified safari operator.
3. Development of the Arusha Bicycle Center - The growth of this important project has been due to our direct role. Firstly; the bike center is on our land in Arusha, and we charge \$1 per year (lease agreement), enabling this project to get off the ground and make a positive impact.

Please quantify the tangible results and overall impact of the initiative to the community

We received the UNCTAD/ RTTZ award for “most responsible tour operator in Tanzania” for the last two years (in 2018 and 2019), and are emboldened to continue with a total commitment to promoting responsible travel at the highest level. We believe our successes have maximum impact if we share our innovations to improve the overall level of awareness and responsibility for the industry as a whole, and Tanzania as a whole. To ensure follow-through of these commitments, we have an experienced, professional and passionate team of managers and employees who value the objectives and see the purpose and integrity of our tourism product.

Our other successes:

1. We were awarded as Travelife partner in November 2018, and these broad-based sustainability standards are the nuts and bolts of sustainable business
2. Success of our social enterprise; the Arusha Bicycle Center, which is changing green transport in Arusha and Moshi. To date (as of Jan 2020) we have sold over 10,000 bicycles in Arusha, and in July 2019 we opened a Moshi branch of ABC.
3. In late 2018 we were awarded by Carbon Tanzania as 'elite offsetters'; not only due to our commitment to offsetting our carbon inputs, but also to reduce our environmental impacts. One good example of this is our 2019 initiative to eliminate single use plastics from our waste stream, but also to recycle all our company's plastic waste with a local partner in Arusha called Dunia Designs.





NOMAD TANZANIA

BEDS FOR MEDS

Project launch date

January 2019

Please outline the initiatives context, objectives and scope

We created “Beds for Meds” and put safaris to work, firm in the belief that in order to keep our wild places safe, we need to invest in our people and ensure it's them that feel the benefit of conserving wildlife and habitat. Our team makes sure no opportunity is missed. Using everything we have; space on planes, in cars, and in camps, guides with free time, and contacts with medical professionals across the country, we reached the remotest corners of Tanzania with specialist health care. Please watch our film, it tells our story, and the lives of those who benefited from the program.

<https://www.nomad-tanzania.com/about/nomad-trust/health#video>



NOMAD TANZANIA

What was your company's role in the project and level of contribution?

It isn't easy, the logistics, the geography, the sometimes-life-threatening conditions we're dealing with. But, with the right support, the right people and the right approach we've put a plan together, and we've made things happen. This has been a project that has involved every part of the company, and almost every member of our Nomad family. From our operations teams who work to put the logistics together and find space on planes for kids who need operations, to the camp staff and guides who spread the word in our communities and take doctors to the villages to assist with running the clinics. The teamwork and contribution across the board is huge. We've joined forces with fantastic medical professionals and projects across the country to do the bits we can't, and with partners like the Plaster House we can make a real impact on people's lives.

Please quantify the tangible results and overall impact of the initiative to the community

You'll see specific stories in the film, but we've funded five Plaster House trips, screening over 250 children needing specialised treatment. 42 have had successful operations, recovered and returned home. Others are recovering post-surgery, and plans are underway for more children from across Tanzania to come to Arusha for treatment. Our fistula outreach clinic reached 21 villages and saw over 1000 people. Seven women had successful fistula repair surgery. Five optometrist clinics treated 1375 people for eye contusions, including 98 cataract operations. Our dentist outreach treated 109 people. ENT doctors treated 298 patients across Tanzania and midwives reached 63 children with vital immunisation vaccines, 125 children received check-ups.



TIME+TIDE

BODY STRESS RELEASE FOR CHILDREN WITH SPECIAL NEEDS

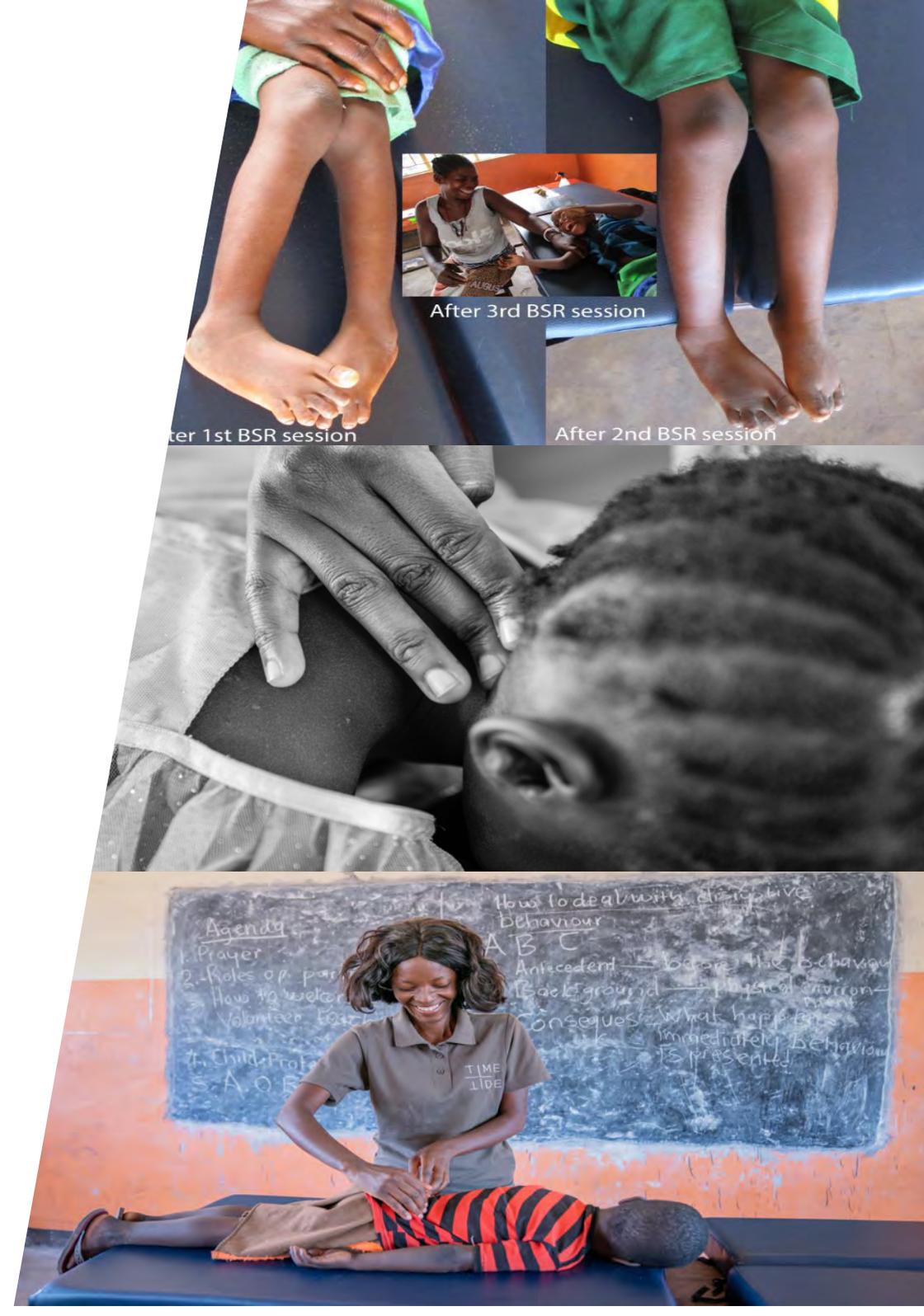
Project launch date

2019

Please outline the initiatives context, objectives and scope

In rural Zambian communities, children with disabilities are often overlooked as members of society. There is still a strong belief in witchcraft and that it is responsible for anything different, either physical or mental, at birth.

- The differently abled children with whom we work, endure incredibly stressful circumstances, which results in physical and emotional strain. To address this, we experimented with a healing technique called Body Stress Release (BSR). We were introduced to BSR by a guest who explained that this intervention proves effective for children who cannot articulate how they feel pain. BSR involves putting pressure on specific nerve points to unlock tension that is trapped in the body's physical structures and trigger self-healing. During our trial, parents were astonished: their children were sleeping better, eating more and moving with greater ease.



TIME+TIDE

What was your company's role in the project and level of contribution?

- In 2019 we decided to invest in this healing method as part of our special needs programme by sponsoring one of our team, Inonge Liboma to attend the South African BSR Academy. She was the first student in the BSR Academy's history to attend with the intention of using BSR solely for community-based outreach.
- After her graduation and certification in September 2019, Inonge returned to Zambia and as a full-time BSR practitioner for differently abled children, based in the South Luangwa but working across all of the communities adjacent to TIME + TIDE's lodges.

Please quantify the tangible results and overall impact of the initiative to the community

- From October through December 2019, Inonge held 12 outreach events across 5 villages in South Luangwa and Liuwa Plain in Zambia, reaching 186 children over 260 hours.
- After receiving 3 releases each, 100% of children showed improvement in mental well-being, 93% of children demonstrated higher energy levels, 87% showed increased self-sufficiency, 72% had appetite improvements, and 59% were more mobile (as reported by parents).
- Monde, a timid 5-year-old girl with cerebral palsy, visibly relaxed; she was nervous with rigid limbs at the outset, but during the final release she dozed off and woke up laughing.

