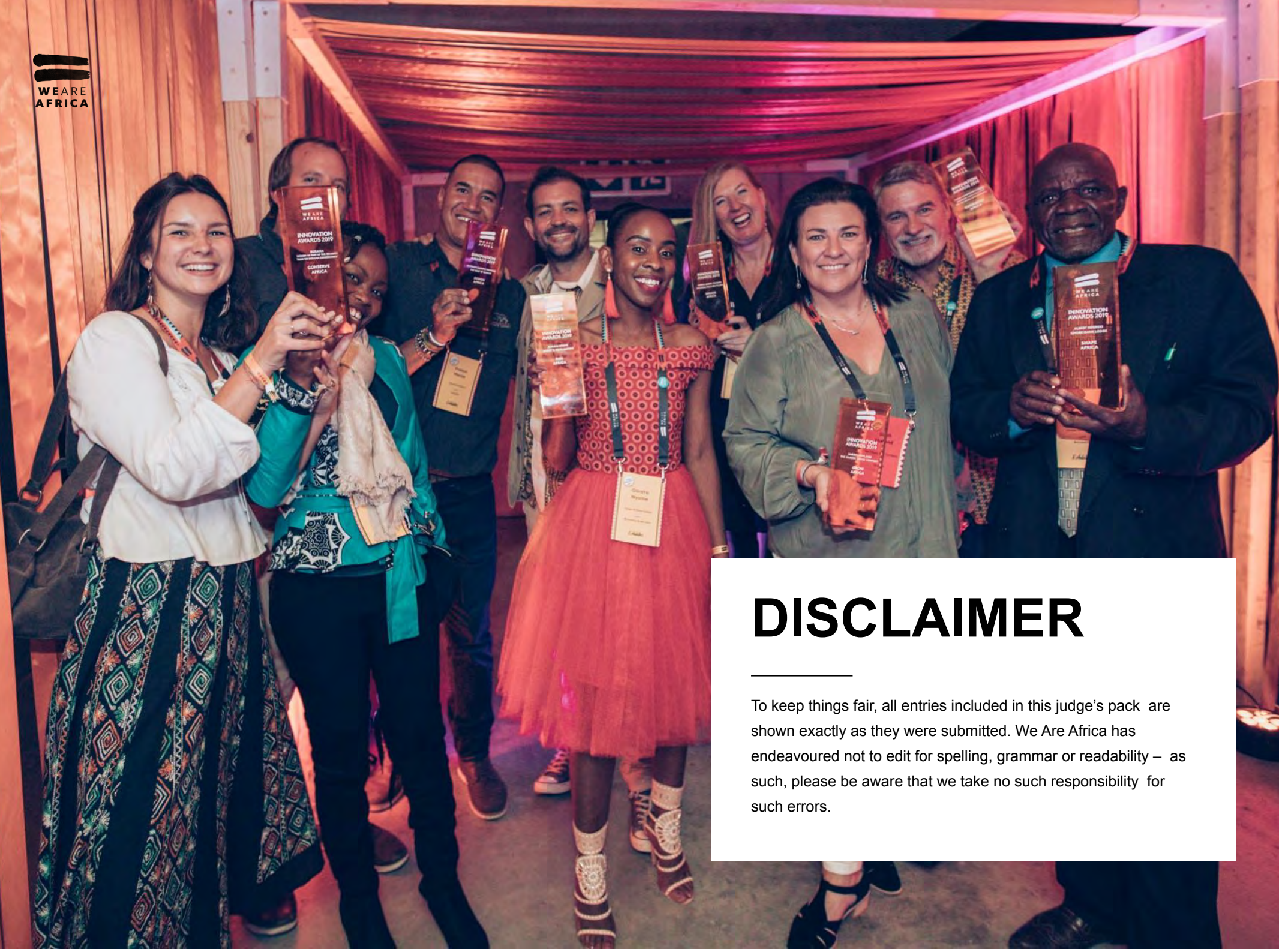


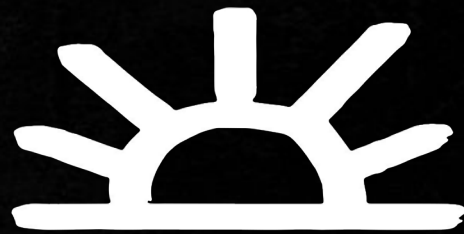
2020
INNOVATION
AWARDS





DISCLAIMER

To keep things fair, all entries included in this judge's pack are shown exactly as they were submitted. We Are Africa has endeavoured not to edit for spelling, grammar or readability – as such, please be aware that we take no such responsibility for such errors.



RISE AFRICA



Recognising those up and coming young stars making a mark in the African travel industry: from influential bloggers to passionate tour guides, top chefs to remarkable hotel personnel, tell us who you believe will lead the next generation of trail blazers.

ESCAPE+EXPLORE

AUDERY FEBRUARY

Tell us their story and how they have developed within your business:

Joining Escape+Explore in 2016 as a shy 14-year- Audrey is a founding member of BRAVE Rock Girls giving her a platform to share her story and grow within a girl powered community speaking out on behalf of girls across South Africa.

In 2017 Audery was the first BRAVE Rock Girl to join Escape+Explore's Adventure Academy as a guide apprentice, joining tours to share her perspective of life in South Africa while growing up in a gangster ridden environment.

In 2019 Audery become the first BRAVE Rock Girl to gain her Western Cape Guiding Qualification, representing Escape+Explore in front of the world press and hosting countless visitors to the Mother City.



Outline their key achievements to date

Audery has grown into a 19-year-old woman leader and become the first girl in her family to gain her Matric in 2018. Wanting to give back to her community and help the younger girls, Audery became a mentor for junior girls in her community alongside two other senior girls they setup their own Junior BRAVE Rock Girls program providing hope and inspiration.

Audrey has written for the Cape Times and hosted a Children's Radio Foundation where she created and broadcast radio programs raising awareness about the struggles young girls in her Community face. Since 2015 Audery has assisted in running four road trips around South Africa and one to New York. Coordinating and mentoring 18 girls per trip they have travelled 1000's of miles connecting and sharing their stories with other girls from similar underserved communities.

After being a guide apprentice with Escape+Explore for two years in 2019 Audery became the first BRAVE Rock Girl to complete her Western Cape Guiding Qualification.

Audery proposed and launched monthly Micro Adventures with Escape+Explore giving junior girls the opportunity to experience the activities she was experiencing whilst touring. She now runs these on a monthly basis along with weekly workshops for girls in her local community.

Describe their impact in your business and your guest experience

Audery has helped us develop our new Uplifting Experience tours which she often leads putting the spotlight on individuals doing remarkable things for their local community and environment.

Clients come to the Cape to see its geographical and historical highlights but after a day or two with Audery leave inspired by the potential of our vibrant young nation.

Audery has risen to the challenge and opportunity she has been given and shown how just a handful of young girls can have a positive effect on a whole community. She has used her platform to give younger girls the confidence to follow their dreams.



NOMAD TANZANIA

BUTATI NYUNDO

Tell us their story and how they have developed within your business:

Butati's love affair with the chimpanzees of Mahale spans his lifetime. His father lived just south of Greystoke, within what is now the National Park, and was one of the first people to work with the Japanese researchers when they arrived in 1965. He came home with incredible stories about the chimpanzees, igniting a passion that has driven Butati's life ambitions since. Butati joined Nomad in 2014, rising to superstardom in the primate guiding world with an engaged social media following and an encyclopaedic knowledge of everything Mahale. And honestly, he knows those chimpanzees better than most of us know our own families.



NOMAD TANZANIA

Outline their key achievements to date

Butati has worked tirelessly to share the story of our M community of chimpanzees. Dedicated to their protection and the conservation of the Mahale Mountains, Butati shares his passion across his social media network. Educating, inspiring and sharing the goings on of the M community with his followers, many of whom have been to Greystoke, and others who have ambitions to do so. He travelled to the Virunga Mountains National Park in the Congo with the team of guides at Greystoke Mahale to assist in a guide's exchange program and to see the gorillas. He shared his knowledge and skills as a guide with the team in Virunga, and we look forward to welcoming them to Mahale in return.

Butati has travelled to the USA with one of our Tour Operator partners to give talks across the US about Mahale, Greystoke and his beloved chimpanzees. A huge life experience for Butati, but he has proven to be an incredible ambassador for Nomad and the plight of chimps across Africa.

Butati is our point person at Greystoke when it comes to the community work being done by Nomad in the neighbouring village of Katumbi, where his family lives.

Describe their impact in your business and your guest experience

Butati is among our most enthusiastic and curious guides; his knowledge and genuine fascination for the chimps is astonishing and infectious. He shares his passion with guests of all ages, from all walks of life, with a natural flare and as a result Greystoke Mahale has a reputation for having the best primatology guides on the continent. He's an incredible ambassador for Nomad, and the chimps. And, when not with the chimps he uses his free time to give back to his community through our projects in Katumbi. Mahale is his home and it matters to him that he does all he can to keep it safe.



MATETSI VICTORIA FALLS

CHRISTIAN MUZHIRA

Tell us their story and how they have developed within your business:

Christian joined the Matetsi Maintenance team in June 2016 where he worked closely with the Maintenance manager in ensuring all maintenance issues are attended to promptly. In January 2017, only 6 months after joining Matetsi Victoria Falls, Christian was promoted to a Butler, ensuring standards are maintained throughout the guests' Matetsi experience. Hard work and passion for Matetsi Victoria Falls, saw Christian being promoted to assistant Camp Manager in September 2018.

Christian has seen his hospitality career grow significantly within Matetsi Victoria Falls and has contributed to offering all our guests a "Matetsi Magical experience"



MATETSI VICTORIA FALLS

Outline their key achievements to date

Chris is very keen on learning and developing his skills, currently obtaining a Higher Certificate in Hospitality Management through the International Hotel School. Chris has managed to cultivate his career from a Maintenance Team member to an assistant Camp Manager within 2 years.

His passion for going green and recycling, ensuring that the property, including the staff village is kept clean with no litter at all times He has a positively infectious attitude with a permanent smile.

Describe their impact in your business and your guest experience

Chris strives to exceed the expectation of each of our guests and ensures our guests receive an optimal service. He consistently receives an above average score on the guests feedback forms .His green initiatives in and around the camp have an impact on management, staff and the guests.



ULTIMATE SAFARIS

DANIEL NAHOLO

Tell us their story and how they have developed within your business:

Daniel comes from northern Namibia and arrived at Ultimate Safaris with an extremely limited skills set. He had very limited education and no real idea of what urban life entails, and he arrived on our doorstep in desperate need of work to sustain himself and his young family. Given his complete lack of training, education, or experience, the only position we could offer him was one of a night watchman at our head office, which was an opportunity Daniel grasped with both hands. What followed from that is nothing short of sensational. Here's Daniel's journey <https://www.youtube.com/watch?v=xOJcmWCirig>.



ULTIMATE SAFARIS

Outline their key achievements to date

Daniel's rise within Ultimate Safaris has been meteoric. He started as a graveyard shift security guard at our headquarters in Windhoek during 2016 and it quickly became apparent that he had more to offer than just watching the property. His nights were filled with proactive tasks that did not form part of his job description and were never expected of him. This dedication and determination brought him to the attention of management who saw his potential and arranged for him to go off to work as a camp assistant at our Huab Under Canvas camp in Damaraland. As soon as he arrived, he exhibited the same sort of determination to excel in all that he did, and within a year he was managing this small camp himself. Having proved his enthusiasm and ability, he was subsequently moved to Camp Sossus in in the Sossusvlei area of the Namib.

This is a more sophisticated venue and he has risen to the new and greater challenge in his role as the assistant manager of the camp. Given his record so far, we have every confidence that he will be taking over as manager there before too long.

Describe their impact in your business and your guest experience

Daniel's story epitomizes what Ultimate Safaris strives to do in terms of the development of human capital. He is an inspiration to our tribe and he has made an immense impact on the guests he has come into contact with at the camps. It is a story of fulfilling every task to the best of your ability, of making the most of opportunities when they occur and, perhaps most importantly, of believing in yourself.



GREAT PLAINS CONSERVATION

GOBOTSWANG BONNO MOKGATHONG

Tell us their story and how they have developed within your business:

Gobotswang (Gobo) Bonno Mokgathong is Great Plains Foundation's community liaison in Botswana; a graduate of Francistown College and alumnus of Disney's cultural exchange fellowship. He started with Great Plains Conservation as Assistant Camp Manager at Selinda Explorers Camp, graduating to relief manager and Manager of the Zarafa Dhow Suite. In his time with Great Plains Conservation Gobo became a leader of the annual kids camp in the Selinda Reserve. In 2018 Gobo jumped at the chance to become the Great Plains Foundation's Community Outreach Officer based in the northern Okavango Delta and has been thriving in the role.



GREAT PLAINS CONSERVATION

Outline their key achievements to date

As community liaison Gobo is the point of contact between the Okavango Community Trust villages and Great Plains. This includes running our Conservation Education and outreach program with local schools including week long camps each December in the Selinda Reserve, organizing annual football tournaments which combine conservation outreach and sport, managing the distributing of almost 500 solar lanterns to needy families and star students, and supporting our partnerships with other local organizations such as CLAWS Conservancy and EcoExist. Gobo has also been central to Great Plains' collaboration with Barefoot College; going to far as to accompany the first 9 Solar Mamas to India to support them on their first international flight and help them settle in for 5 months of solar engineering education. Gobo is a star and the success of our community programs is a direct result of his involvement.

Describe their impact in your business and your guest experience

Based in Seronga, Gobo connects Great Plains Conservation, our Foundation, and our guests with Okavango Delta residents. Gobo hosts travelers on their visits to local communities, ensuring meaningful, mutual connection between visitors and communities. He welcomes guests into the villages for solar lantern distributions, or joins them on the Life with Elephants tour which generates revenue for Eretsha village. Gobo manages the distribution of traveler-donated goods, strategically matching them with the needs of the community. Gobo's passion, experience (and thousands of kilometers driven!) make him the perfect ambassador for conservation, tourism, communities and for Great Plains Conservation.



WILDERNESS SAFARIS

NEUMAN VASCO

Tell us their story and how they have developed within your business:

Neuman's passion for tourism and conservation began during his childhood, growing up in a village close to the Okavango Delta. His remarkable dedication and ambition have seen him grow from a trainee management position to successfully running eight Wilderness Safaris Botswana camps, and playing an important role in camp decommissioning, rebuilds and openings. Currently Concession Manager of Wilderness Safaris' flagship Mombo camps, as well as Kalahari Plains, Neuman is at the forefront of the camps' safari activities and sustainability initiatives, always going the extra mile to ensure exceptional guest experiences and journeys that change lives.



WILDERNESS SAFARIS

Outline their key achievements to date

At the age of 12, Neuman knew that he would become a safari camp manager. After high school, he achieved a Bachelor of Arts degree at the University of the Western Cape, South Africa, with a double major in Geographical & Environmental Sciences, and Tourism. His career took off at Wilderness Safaris Jao Camp in 2009, and he has never looked back. Over the years, he has expanded his knowledge on back-of-house and front-of-house camp operations in order to understand their importance and reliance on each other. In addition to the above-mentioned roles, he is also the Relief Manager for other Wilderness Safaris Botswana Concessions, including Abu, Kwedi and the Linyanti Wildlife Reserve; he is also a qualified guide. His keen interest in photography led him to being appointed Wilderness Safaris Botswana representative for our visionary Olympus partnership. Wilderness Safaris' conservation-driven purpose to inspire positive action has become Neuman's personal mantra.

His more than a decade's experience of outstanding conservation, sustainability and camp management experience, combined with his passion for wildlife and making a difference, make Neuman a rising star in both Wilderness Safaris and the ecotourism industry as a whole.

Describe their impact in your business and your guest experience

Neuman's high-energy and dedication to diversifying our guest offering has resulted in walking being permitted at Kalahari Plains, as well as game drive extensions for an extra two hours after the Central Kalahari Game Reserve's closure. These are just two examples of how he strategically drives change to tourism products in a way that increases an area's competitiveness and sustainability, while simultaneously enabling more employment opportunities. By enhancing the value offering of each area, Neuman's focus remains directed at not only continuing the life-changing experiences our activities and conservation work achieve in the area, but to improving it even further.



TAKIMS HOLIDAYS

ABBAS TAKIM

Tell us their story and how they have developed within your business:

While originally looking for a job in the hotel industry, he joined the family business as a 3-month trainee in the safari division. This temporary role has turned into an 8+ year transformation process for him and the business where he has now risen to a senior role as the Director of Client Experiences. As a millennial, realizing that his future clients will be his own age, he wanted to blend his personal travel interests into the experiences delivered to his clients. He recognized this transformation as a key future trend and requirement to stay ahead of the herd.



TAKIMS HOLIDAYS

Outline their key achievements to date

He transitioned the organization from a family business model to an impact and purpose led business. While at the same time, he has led the transformation from a standard tour company to an experiential luxury safari company.

A landmark achievement of his is an initiative to attract tourists to the seldom visited UNESCO heritage site of Kilwa Kisiwani. As one of the most off the beaten track coastal tourism sites in Southern Tanzania, the local communities look forward to the rare tourist visits. His initiatives have provided training and skills development to the local guides in Kilwa and this has now put the destination on the map for the first time. The bulk of tourism in Tanzania is focused on the north of the country. He has been able to grow the awareness amongst the international travel trade and encourage clients to visit lesser known regions of Southern Tanzania.

His introduction of business tourism in Dar es Salaam has brought in for example MBA students from the Harvard Business School to provide expertise to Small and Medium Sized Enterprises in the country. Through educational tourism, it helped to provide an understanding to the students that we are not one story.

Describe their impact in your business and your guest experience

He established standard operating procedures with a heavy focus on guide training and has pushed for improved guide accommodation, having personally stayed with them at various camps.

The company has rebalanced from being strictly for profit to now being purpose driven. Initiatives include building boreholes in his family's hometown of Zanzibar to improve accessibility to clean water. Another is a strategic partnership with the Frankfurt Zoological Society on an anti-poaching and desnaring initiative in the Serengeti.

Stanford University recently selected him for a growth program as one of the leaders in the region driving exponential impact driven growth.

