

The background features a white grid pattern overlaid on a colorful, abstract brushstroke design. The colors include yellow, orange, red, purple, green, and blue. The text 'INNOVATION AWARDS 2018' is centered in the middle of the image.

**INNOVATION
AWARDS 2018**

DISCLAIMER

To keep things fair, all entries included are shown exactly as they were submitted. We Are Africa Innovation Awards has endeavored not to edit for spelling, grammar or readability – as such, please be aware that we take no responsibility for such errors.

EXPERIENCE AFRICA

Imaginative itineraries that surprise, delight and constantly challenge traditional expectations of African travel. Sounds like you? Show us how your brand sings in an increasingly crowded marketplace.

ASILIA AFRICA

PROJECT TITLE: RUBONDO ISLAND CHIMPANZEE HABITUATION EXPERIENCE

WHAT WAS THE OBJECTIVE?

The Rubondo Island Chimpanzee Habituation Experience is a rare opportunity for guests to join a habituation team as they accustom chimpanzees to the presence of humans, gaining a unique first-hand experience of conservation tourism. But Rubondo is no ordinary island, and these are no ordinary chimpanzees. Declared a sanctuary for wildlife in the 1960s, German zoologist Bernhard Grzimek relocated elephant, giraffe and chimpanzees to the island. He rescued 16 chimpanzees from European circuses and brought them to Rubondo where they quickly adapted back to life in the wild. Asilia's three-night habituation experience begins with a night at Rubondo Island Camp. The next day guests join the chimpanzee habituation team. En-route to the chimps, Rubondo's forest is full of life – sitatunga, bushbuck and elephant, over 40 species of orchid and a colourful array of butterflies – some call this Jurassic Park without the dinosaurs! Chimpanzees share 98% of DNA with humans and an encounter with our closest relatives is both exhilarating and humbling. At Rubondo guests can be part of the team that is habituating our closest relatives so sightings are not guaranteed – but to be involved in this process is a rare opportunity to be part of conservation in action. After a day with the chimp habituation team, tracking the chimpanzees but also learning about the habituation techniques and research, guests spend the night sleeping out in a “fly camp”. Listen to the sounds of the jungle as you drift off to sleep after a day in the forest.

DESCRIPTION:

A rare chance to part of the primate habituation process on Africa's most unique island, home to a very special population of chimps.



ODZALA DISCOVERY CAMPS

PROJECT TITLE: EXPLORE CONGO WITH ODZALA DISCOVERY CAMPS

WHAT WAS THE OBJECTIVE?

Be an active conservation participant and immerse yourself into the heart of the world's second largest rainforest, the Congo Basin. In this untouched wilderness the Congo Conservation Company has pioneered tourism with Odzala Discovery Camps in the Odzala-Kokoua National Park situated in the remote north west of the Republic of the Congo. Three sustainably developed camps, three unique experience, one epic adventure. With twice-weekly private charter flights from Brazzaville, Congo Conservation Company offers three adventure itineraries over 4, 7 or 10 nights. The shorter 4-night trip concentrates time at Ngaga Camp where you have intimate encounters with the western lowland gorillas and spend time with the research team. The 7-night itinerary is an adventure across all three camps, with a wide variety of active experiences from gorilla trekking and dry-forest walks to kayaking tributaries of the mighty Congo River and wading through mineral-rich baïes which attract elusive and rare rainforest species. The 10-night trip is either tailored to discover Odzala at a slower pace or add in more adventure like fly-camping. The sheer magnitude, diversity and beauty of this area make one feel very small and humble as you encounter large and rare animals such as forest elephant, bongo, sitatunga, forest buffalo, chimps and gorillas together with a treasure trove of macro insect moments and a taxonomy adventure like no other.

DESCRIPTION:

You are one of only 12 guests within over 1.3 million acres of pristine rainforest, savannahs and baïes. There is no other opportunity in Africa to access any part of the Congo Basin with such ease, comfort, safety and professional care. This is an area with hardly any human impact and creating a safe and reliable tourism experience has taken great courage from a truly visionary philanthropist who is fully committed to protecting this fragile ecosystem.



JOURNEYS BY DESIGN AND WILD PHILANTHROPY

PROJECT TITLE: EXPLORING THE OMO VALLEY - CULTURE AND COMMUNITY

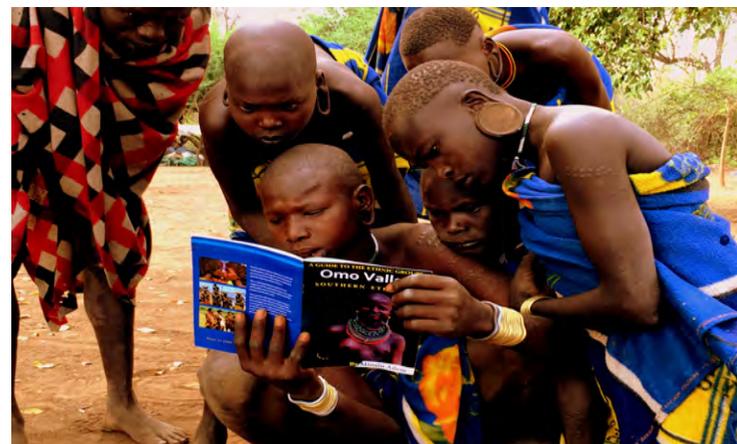
INNOVATION AWARDS 2018

WHAT WAS THE OBJECTIVE?

Wild Philanthropy and Journeys by Design have been developing the conservation tourism sector in Ethiopia through our impact investment into local tour operator Wild Expeditions Ethiopia. Through this local company, we have established a truly unique semi-permanent camp in the Omo Valley. Lale's Camp, run by local Kara community member Lale Biwa, acts as a base for exploring the unique cultural diversity of the Omo Valley. These expeditions are not your standard soft adventure safari, as with a majority of tailored African travels. A journey into the Omo Valley is a kaleidoscope of culture and terrain; the birthplace of mankind where early hominids have been found dating back 2 million years and a crucial turning-point in the evolution of humankind. The Omo Delta, only accessible by boat, is an extremely remote area of islands and marshes inhabited by the Dassanech and El Molo tribes. The Dassanech villages are scattered among the islands and the villagers are untouched by the usual effects of tourism. We anticipate that only 50 people a year make it into the delta - and all of these are via Lale's Camp. At the heart of the model is sustainable and ethical travel, which has minimal impact in terms of operation and demonstrates direct positive impact to conservation and communities. This is typified by our current support to the Kara community, financing the establishment of a community farm to help with securing food and income generation, alongside our flagship semi-permanent tented camp in the Omo Valley.

DESCRIPTION:

This epitomises the immersive experiential travel WP and JbD specialises in. One of the more unique elements is the option of a fly camp, set up as a trading post with local Mursi people. The Mursi live a day's walk away from the fly camp so to ensure they come to the camp on the right day, a piece of string is sent to the community with a runner. The string has a number of knots, representing the number of nights before the meeting. The idea behind the camp is to establish a trading post where the Mursi can come and trade useful items such as tobacco, razor blades, and food with us. They come and set up their own camp alongside ours for a few days, giving guests the opportunity to live amongst the Mursi - an incredible experience.



BLUE SAFARI SEYCHELLES

PROJECT TITLE: BLU SAFARI SEYCHELLES

WHAT WAS THE OBJECTIVE?

To create an unforgettable marine experience that canvases outer atolls of the Seychelles - Blue Safari will bring together the Alphonse Group of Islands, the atolls of Cosmoledo and Astove and the Amirane's and will enable guests to explore these previously inaccessible (not previously inaccessible) atolls and islands for the first time, with undisrupted ease - Blue Safari will create awareness to guests of the marine life that inhabits the Indian Ocean in these remote atolls and islands. Enabling guests to gain a greater understanding of the aquatic ecosystem, its inhabitants as well as the overall ongoing conservation that exists amongst these islands and atolls. Blue Safari allows guests the freedom to create their own bespoke journey to explore and discover the remote outer islands of the Seychelles, encompassing Astove, Cosmeledo and the Alphonse Group of Islands and the Amirante's. Guests can select to stay on the islands and atolls or just to visit for a day and explore the diverse landscape of each, above and below the Indian Ocean. Each customised programme is carefully curated with the needs of guests' key experiences they wish to encounter in mind. All itineraries are individual and are overseen by professional conservationists, marine biologists and expert guides, who are exceptionally knowledgeable in the marine environment, therefore, elevating the experience through education. The overall concept of Blue Safari and its distinctive itineraries cannot be replicated anywhere else in the Seychelles or globally.

DESCRIPTION:

Guidance in creating an itinerary, encompassing experiences that are as unique as the individual is the true luxury of Blue Safari. Not following a standardised, set programme is the stand out aspect of Blue Safari, giving guests the independence to curate a spectacular marine and environmental journey. Blue Safari is created by nature, designed by you.



PARC NATIONAL DES VIRUNGA

PROJECT TITLE: PARC NATIONAL DES VIRUNGA

WHAT WAS THE OBJECTIVE?

Fire and Ice A fifteen day itinerary to Parc National des Virunga, can take a traveller through the largest bio diverse park in Africa. With three of the great apes, 22 species of primates and 703 species of birds, this is a journey for any african lover. From a morning trek with the gentle giants - the mountain gorillas to the largest glaciers left in Africa with the churning lava of the Nyiragongo Volcano, this is a truly inspirational journey unlike any other itinerary in Africa.

DESCRIPTION:

The ascent of Nyiragongo volcano provides stunning views of the Virungas. Reaching the summit, you will be transfixed by the view of the largest Lava lake in the world. Bubbling up from the depths of the earth, the waves of molten lava creates beautiful lattice patterns. At dawn experience a magical sunrise.

