

**INNOVATION  
AWARDS 2019**

# **DISCLAIMER**

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# **Engage Africa**

Collaborating with the local population  
to support, train and transform the  
community in the endeavour to build a  
more united Africa

# AFRICA ALBIDA TOURISM

## Victoria Falls Recycling

### DATE(S) THE EXPERIENCE WAS FIRST OFFERED

April 2018

### WHAT WAS THE OBJECTIVE?

Hospitality group Africa Albida Tourism started Victoria Falls Recycling to help protect the environment around one of the Seven Natural Wonders of the World. It is the only recycling project in the region, recycling plastics, paper, beverage cans and glass. The initiative aims to reduce the amount of litter on the streets and the volume of waste going to the local dumpsite. By recycling and reusing what would otherwise have been waste will also ultimately reduce the amount of plastic, paper, aluminium and glass produced, thereby having a hugely positive impact on the environment. The waste is collected and baled at the Victoria Falls site before being sent to large recycling plants in Harare and South Africa where it is made into the likes of plastic bags, clothing and even diesel! Victoria Falls Recycling was initially funded by Africa Albida Tourism, but the plan is for it to become fully self-sustainable. It has created jobs for a small team of youth, and also provides the most disadvantaged people who deliver waste with an income.



## WHAT WERE THE RESULTS?

When Victoria Falls Recycling launched, it started recycling plastics and paper. In its ten months of operation it has so far produced 35 tonnes of paper for recycling; 10.5 tonnes of plastics and nearly 1 tonne of tetra pak. It has only very recently expanded to include beverage cans and glass, so it is still too early to quantify results for these.

## THE MOST STAND OUT ASPECT OF THE PROJECT

It is the only recycling project in the region, and it immediately generated a lot of interest - hotels, retail outlets and residents are now participating in it. It has gained so much traction since its inception that the original site has become too small, and along with Victoria Falls Municipality, Africa Albida Tourism is now looking for a larger site for the project. Victoria Falls Recycling is co-ordinated by well known conservationist Charlene Hewat who Africa Albida Tourism contracted as a consultant to its corporate social responsibility programme.



## ESCAPE + EXPLORE

Brave Leaders Programme for Rock Girls

### DATE(S) STARTED

2018

### WHAT WAS THE OBJECTIVE?

BRAVE Leaders Programme for Rock Girls

Engage with a group of powerful young women from underserved communities who are living proof that Girl Power is a thing a VERY big thing! The first Rock Girls from the gang-stricken, violent and impoverished neighbourhood of Manenberg in the Cape Flats have ALL matriculated (passed their final school exams). In a community where only 60% of youth complete high school, this is a remarkable achievement. We remain absolutely committed to the Brave Academy and will continue our work to use any and all opportunities to create opportunities for these girls inclusive but not limited to the tourism space.

Now that the first BRAVE Rock Girls have successfully completed their secondary educations, they are embarking on the next chapter in the road to being economically independent citizens. Escape+Explore and BRAVE remain committed to being an integral part of this journey, helping them eradicate or avoid some of their everyday challenges so that they can thrive.



The BRAVE Leaders Programme aims to establish a strong foundation, both physically and emotionally, for BRAVE Rock Girls who have graduated from high school as they lead and inspire the next generation of BRAVE Rock Girls. The girls who have successfully completed the BRAVE after school programmes and participated in BRAVE Road Trips are well equipped to become the future leaders of the organisation. BRAVE has been committed to being girl-led since its founding in 2009 and this is at the heart of the BRAVE Leaders Programme as well.

## HOW THE PROJECT EMPOWERS THE COMMUNITY

Here's just a few of the recent interventions with the BRAVE Rock Girls:

\*GUIDE TRAINING: We invited the girls to attend the specialist Escape + Explore 3 day Guiding Academy to fully immerse the girls in the world of top end destination story telling.

\*EMPLOYMENT AND JOB SKILLS: We've offered them all paid apprenticeship's and access to our team's skill set across the business.

\*WEEKEND ADVENTURES: We have implemented a once a month micro-activation. One Saturday every month, the E +E team will work with the BRAVE leaders to expose the Junior BRAVE Rock Girls (ages 9 to 14) to life changing destination adventures, from surfing (and teaching them to swim!), to hiking, rock climbing, cycling and more. These activities build resilience, teamwork and confidence, and also provide a safe space for the girls to be themselves.



\* **SAFE ACCOMMODATION AND WORK SPACE:** We have started a funding initiative for the first 'BRAVE home' a safe house for up to eight girls (as a start) to use as a permanent base to study, live safely and take up opportunities as they leave the programme. The lack of internet access and safe transport home restricts many girls from pursuing career opportunities. We hope to break this cycle.

## RESULTS?

A few highlights:

- Miche Williams, one of our first Rock Girl Guides, was one of 120 students (out of over 7000 applicants from around the continent) accepted to attend the prestigious African Leadership Academy. Escape

+Explore is sponsoring all her flights home, plus a few essentials to start her exciting new journey. We are not surprised that after only six months into the two year programme, she now sits on the school governing council and was one of 10 students selected to meet celebs like Naomi Campbell and Beyonce. We are beyond thrilled to be a part of her exciting transformation. Two more BRAVE Rock Girls are applying to ALA when they complete matric in December 2019.

- E+E curated and facilitated many of the adventure activities and mentorship events of the South African segment of the first BRAVE Road Trip to SA and the US, helping girls from SA, Tanzania and the United States learn new skills and overcome their fears.

- E+E brought together over 40 women travel industry leaders to engage with the girls at an intimate Mandela Day Women's Brunch at Ellerman House in July 2018.

- Audrey February, one of the BRAVE Rock Girl alums, is now fully integrated into the Escape+Explore guiding team, having attended the 2018 We Are Africa, hosted the international press lunch and met the Mayor of Cape Town. Audrey always adds such rich storytelling to the tours she is booked on and is passionate about mentoring the next generation of girls.

- We are providing guidance and mentorship to three of the senior BRAVE Rock Girls, who are now self-leading the BRAVE after-school leadership programme for girls 9-14 years. This allows them to share the years of experiences and learnings with the junior girls in their neighbourhoods and schools, motivating and empowering through example. The senior BRAVE Rock Girls have an office and meeting space at the Manenberg Peoples Centre, providing them with a safe haven in a turbulent and often dangerous community.

## THE MOST OUTSTANDING PART OF THE PROJECT

While not all of these achievements directly impact tourism, the magic of creating confident girl leaders is tangible and measurable. We look forward to working tirelessly with BRAVE ([www.brave-girl.org](http://www.brave-girl.org)) and these young women to incorporate more and more Brave Rock Girl Graduates into our team going forward.



## GROOTBOS PRIVATE NATURE RESERVE

Rock The Boat, Canoeing Development Programme

### DATE(S) STARTED

February 2018

### WHAT WAS THE OBJECTIVE?

Grootbos Football Foundation: “Rock the Boat”, development canoeing programme  
This project aims to use canoeing as a sport for development tool to engage the community youth surrounding the Stanford River.

For many years, communities surrounding the Stanford River were excluded from the use and enjoyment of the river. Through this programme, Grootbos uses canoeing as a way to engage the youth of the Stanford community, encouraging them to use and enjoy the river, build canoeing competency and to ultimately cultivate environmental stewardship amongst the youth who spend time on the river

### HOW THE PROJECT EMPOWERS THE COMMUNITY

The Stanford community youth are marginalized, rural kids with few prospects. The Grootbos Football Foundation’s canoeing programme creates an opportunity for them to be engaged in a positive, active, healthy pastime and not fall prey to the many threats that could derail a childhood.

Sport teaches discipline, team spirit and perseverance. Canoeing requires team members to take part in three practice sessions each week and often give up weekends, when they are competing.



This project is empowering as it creates an opportunity for a positive engagement and for personal development. Not only does canoeing create pride and competency, but it gives the participants potential career pathways into competitive sport and livelihoods such as river guiding, lifesaving and even nature guiding.

A clear indication of the impact of this project is when the canoeing team returned home from their first participation in the National Championships in 2018 – fifteen medals were won, and the entire community came out to welcome the returning competitors' home!

## RESULTS?

"Rock the Boat" has 30+ children training 3 times a week and taking part in regattas or events over weekends.

It has resulted in the development canoeing team bringing home their first medals from the South African National championships, 2018. As the competency has improved, the team often now achieve first, second and third positions at regattas.

They compete (Triple Series Challenge, SA Championships) with donated and well-worn equipment, but with huge passion. The team has learnt that fitness, perseverance and skill can close that gap and that they are able to succeed regardless. This is a programme of the greater Grootbos Football Foundation, which impacts 10 500 beneficiaries each year!

## THE MOST OUTSTANDING PART OF THE PROJECT

The project has created a fun, positive, active pursuit and outlet for children of the community to escape their circumstances and develop essential life skills that can also be used in their adult lives to benefit themselves, their families and their greater communities.



# HIDEAWAYS

Project Penya

## DATE(S) STARTED

February 2018

## WHAT WAS THE OBJECTIVE?

In rural Zimbabwe, characterized by ill-equipped sanitation and deeply embedded stigmas, girls can miss up to 25% of schooling when menstruating. Project Penya was born with the goal to empower Grade 6 girls at Dingani Primary School with a sustainable solution for coping with menstruation, enabling them to secure their future by completing their education. Having raised the funds needed for the initial supply of re-usable sanitary pads, we wanted the project to be able to continue self-sufficiently. So our current objective is training another community group, the Thandanani sewing project, to produce the re-usable pads locally

## HOW THE PROJECT EMPOWERS THE COMMUNITY

The project empowers the community in two ways, first by ensuring girls complete their education so that they are better equipped to positively contribute to their community themselves, further fueling their own achievements. Secondly, by training the ladies of the Thandanani Sewing Project we are providing ownership of a solution to a problem. Through our training and support, they now have the tools to address this problem themselves and to do so sustainably.



The re-usable pads were initially donated from South Africa, but by creating the re-usable pads in the community, there is no reliance on foreigners and the supply chain stays in the country, supporting economic growth. Now the money raised benefits the community directly, the members of the Thandanani sewing project have income to spend, a growing business, as well as a model for success that may generate a knock-on effect of supporting other businesses or organisations

## RESULTS?

Project Kenya has contributed to a pass rate increase from 15% in 2016 to 24% in 2018. The girls' attendance rates at school have increased significantly in both G6 & G7 (who received the pads last year), providing them with a better opportunity to succeed in school. The life skills workshop was compulsory for all Grade 6 learners and was essential in demystifying and reducing the stigma on menstruation. The Thandanani ladies now have a new product on offer from their workshop and the washable pads are also being sold to the local community allowing other women to benefit

## THE MOST OUTSTANDING PART OF THE PROJECT

Enabling the community to be their own creators of a solution to the problem of a lack of adequate sanitary materials for girls in school, empowers more than just the girls who will use the pads. Not only will this keep future generations of girls in school to ensure they get an education which will enable them to better their circumstances; but the Thandanani Sewing Project now has a constant demand for product, providing a steady income that is based on local support and not only influenced by foreign travellers. Ultimately providing a success story that others may follow



## KENSINGTON TOURS

Kensington Hall Oloosinon Secondary School for Girls

### DATE(S) STARTED

14 January 2019

### WHAT WAS THE OBJECTIVE?

The focus for the all-girls secondary school is empowerment through education and career development. This is the newest secondary school in the region, Kensington Hall includes accommodations, a dining hall, classrooms, administrative offices and communal space, allowing students and teachers to stay on the premises without traveling far. There are currently 44 students enrolled.

### HOW THE PROJECT EMPOWERS THE COMMUNITY

The intention for Kensington Hall is to develop a vocational-style curriculum that will include skill building in agriculture and dairy production, and career development in trades such as carpentry, electrical, plumbing and engine mechanics, as well as information technology, accounting, and hospitality and tourism. This will empower girls in the community to develop valuable skills for careers.



### RESULTS?

Kensington Hall is part of an ongoing education project funded by Kensington Cares, a non-profit organization stemming from private-guided travel company Kensington Tours. The first project was the build of a co-ed primary school which to date has 700 students enrolled. The secondary school has 44 students enrolled.

### THE MOST OUTSTANDING PART OF THE PROJECT

The most outstanding part of the project is that we were able to create an extension off of the primary school and ensure that girls in the region have access to higher education. The response from the community and the girls themselves has been astounding. Education and the institution are an important part to the community. Through it, the Masai are investing in their own prosperity and growth.