

# The Expedition Project

## The Dream

The Expedition Project's dream is to create a new way of living and thinking that will enable humanity to create a worthy future for our grandchildren. Its vision is to initiate a renaissance that every member of the human race plays an active part in – every individual's involvement will be significant, however small the contribution might be.

## The Reason

Humanity faces its greatest ever social and environmental challenges. We are picking the bitter fruits of irresponsible industrialisation and the unrestricted exploitation of our fellow men and our planet. We have a choice to make: we can be passive bystanders and allow this trend to wreck further havoc on our world, or we can be the change-makers that will turn the tide.

The Expedition Project is a venture that seeks to empower people to be agents of meaningful change by showing them that their roles are significant. It will also identify the areas that are most in need of that meaningful change. This mission will take the form of an overland voyage that will be publicised to maximise the awareness it creates.

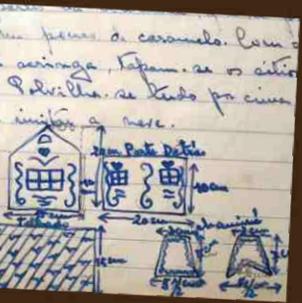
The Expedition Project aims to blaze a new trail – not only in its outcome, but also in its approach. It is not merely an indulgent adventure or a superficial “feelgood” campaign. It seeks to initiate and support critical community projects that are geared towards redirecting the future of our country, our continent and our planet.

## The Culture

The Expedition Project is a lifestyle that co-exists in harmony with its surroundings. Its motto is: “Starting today, creating tomorrow and securing the future.” Its collective passion is unquestionable. Its story is far reaching. It embraces diversity and recognises the value of every person's unique contribution to the whole.

## The Ideals

- We stand for solutions that are active, practical and relevant.
- We stand for adaptability and transparency.
- We stand for sustainable development.
- We believe that education can improve the present and the future.
- We believe that the youth plays a critical part in creating their future.
- We believe that every person's contribution matters.



“Be part of something  
you are guaranteed  
never to forget”

