

The Plan



Year One
2012

STRATEGY:

1. To travel across South Africa for the purpose of connecting with communities to identify:
 - Their greatest challenges and threats
 - Their greatest successes
 - Their unique opportunities and potential
2. To record this information by:
 - Filming
 - Photographing
 - Writing
3. To publish this information via the following media channels:
 - Television & video
 - Social networking
 - Print
4. To evaluate this information in order to develop strategic and tactical plans to effectively address the pertinent issues raised.

TACTICS:

Route & Team Members:

Team One (two to three individuals travelling in one vehicle) will depart from Cape Town on the final day of the annual Beach Festival and travel along the west coast to the Namibian border. Thereafter, the expedition will head northeast towards Mozambique, before finally heading southwest along the east coast back to Cape Town. The team will arrive in Cape Town on the first day of the next Beach Festival.

The team will consist of two to three individuals travelling in one vehicle. A detailed itinerary is available on request.

Please refer to **Addendum E** for the Beach Festival profile.





Year One

2012

Tasks and Aims:

The team will visit a minimum of 200 towns in 365 days and complete tasks in each town. The expedition will be documented, filmed, photographed and televised.

The key goals of the expedition will be to:

- Empower locals
- Encourage entrepreneurs
- Teach sustainability
- Learn through experience
- Identify talented young, underprivileged sportspeople and entrepreneurs

At least of one of the following tasks will be completed in each town:

1. Physical - Plant a tree and remove alien invasive flora
2. Research - Interview a local, learn a history, pass on a story
3. Revenue - Photograph the town, film the expedition and document the experience
4. Employment - Find an undiscovered sports star (Beach Festival) and/or a promising young entrepreneur (theEXPEDITIONproject)
5. Development - Scout logistics for the set up of rural youth development centres
6. Employment - Find a local craft or retail item to market nationally
7. Tourism - Eat and document a local food and drink as well as hidden eco-destinations
8. Practical - Give away free sustainable energy tips & conduct 'Citizen of Nature' audit
9. Practical - Begin the set up self-sufficiency, self sustainable showcase homes and businesses
10. Health & Education - Identify HIV and TB status, stigma and realities (and distribute free condoms)

Assessment:

The team will assess the following pertinent campaign categories to create a foundation for future expeditions:

1. Water - Remove invasive alien flora (community initiative example)
2. Food - Self-sufficiency/sustainability local cookbook (free hand-out)
3. Environment - Home and business energy guide (long-term community planning)
4. Employment - Identification of future sports stars, promising entrepreneurs and local products and items for greater distribution



The Plan



Year Two
2013

STRATEGY:

1. To expand the project by:
 - Increasing its geographical scope within South Africa
 - Enlisting the assistance of international volunteers, including various specialists
 - Forming two expedition teams
2. To record, publish and evaluate the gathered information as per Year One.
3. To follow up and reassess the locations visited in Year One.
4. To launch a nationwide competition to identify promising entrepreneurs and future sports stars.

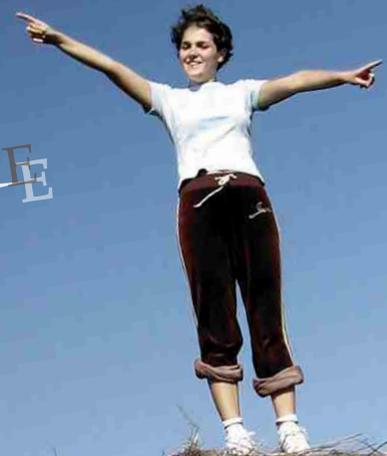
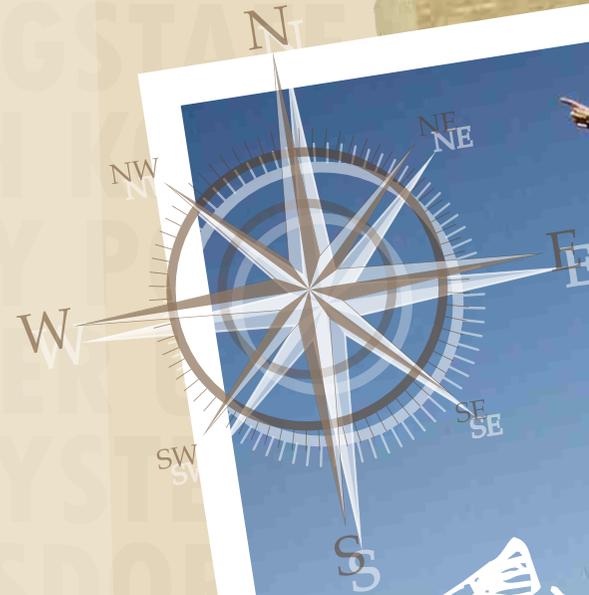
TACTICS:

Route & Team Members:

Departing from Cape Town, Team One will travel along the west coast and Team Two along the east coast. The teams will meet north of Johannesburg and travel southwest through the interior of South Africa back to Cape Town.

These routes will ensure that:

- Lesser known areas will be visited
- New ground will be covered
- It will be possible to follow up on the locations visited in Year One





Year Two

2013

Local and international participating team members will encompass an experienced and versatile 2nd year team including the following (proposed):

- Doctor – research health needs and run TB, HIV check-ups/awareness
- Nurse – first aid needs
- Zoologist / Environmentalist – situation of environment and animals
- Sportsman – looking for future stars by means of a nationwide challenge/competition
- Archaeologist – areas of interest
- Mechanic – vehicle maintenance
- Teacher – education needs
- Chef – food needs and look for national dishes
- IT – communication needs
- Director – film documentary
- Photographer – photographic journal
- Entrepreneur/Businessman – new business opportunities and looking for future stars by means of a nationwide challenge/competition
- Writer – daily journal
- Artist – daily portraits/paintings and sketches
- Architect – development of energy efficient homes and businesses
- Gardener – Implementation of self-sufficient gardens
- Crew – Leader; Driver(s); Film Crew x 2; Medic

Tasks and Aims:

The following sub-projects will be launched where relevant:

- theFOODproject
- theSPORTSproject
- theENERGYproject
- theENVIRONMENTproject
- theWATERproject
- theHEALTHproject
- theARTSproject
- theWILDLIFEproject
- theEDUCATIONproject
- theCAREERproject

Local community members will be trained to maintain these projects sustainably.



The Plan

STRATEGY:

1. To further expand the project by:
 - Increasing its geographical scope globally
 - Launching various spin-off projects

TACTICS:

The team members will return to their home countries, giving The Expedition Project's global reach.

This will lead to ongoing projects such as:

- Yearly expeditions
- Expedition Blogs
- Interviews
- Clothing Label
- Paintings/Drawings Auction
- Photographic Journal
- Story Book/Novel
- Documentary
- Reality TV Show
- Local Food Book
- Local Wine and Drink Book
- Local History (Then and Now) Book – "50 Views on South Africa/50 Years in South Africa"
- Gap Year Student Expeditions
- Expedition Café
- Expedition Travel Centre
- Self-sufficiency/sustainable showcase homes and business
- Online Expedition Team
- Expedition competition/race around South Africa
- Integration with www.beachfestival.co.za



Year Three

2014

