



Memorandum ADCAM 2025



INDEX

Introduction

Women and marketing

Preventive health and Education

Sustainability and the enviroment

Social media

INTRODUCTION

ADCAM MISION



ADCAM Mara Vision Project is a comprehensive support project for the masai people /Kenya), led by ADCAM- Association for Development, Alternative Trade and Microcredit, this association was established in Spain, with an international scope since 2005 (CIF: G-54065743) and in 2013 also established in USA (TAX ID: 46-2854742)

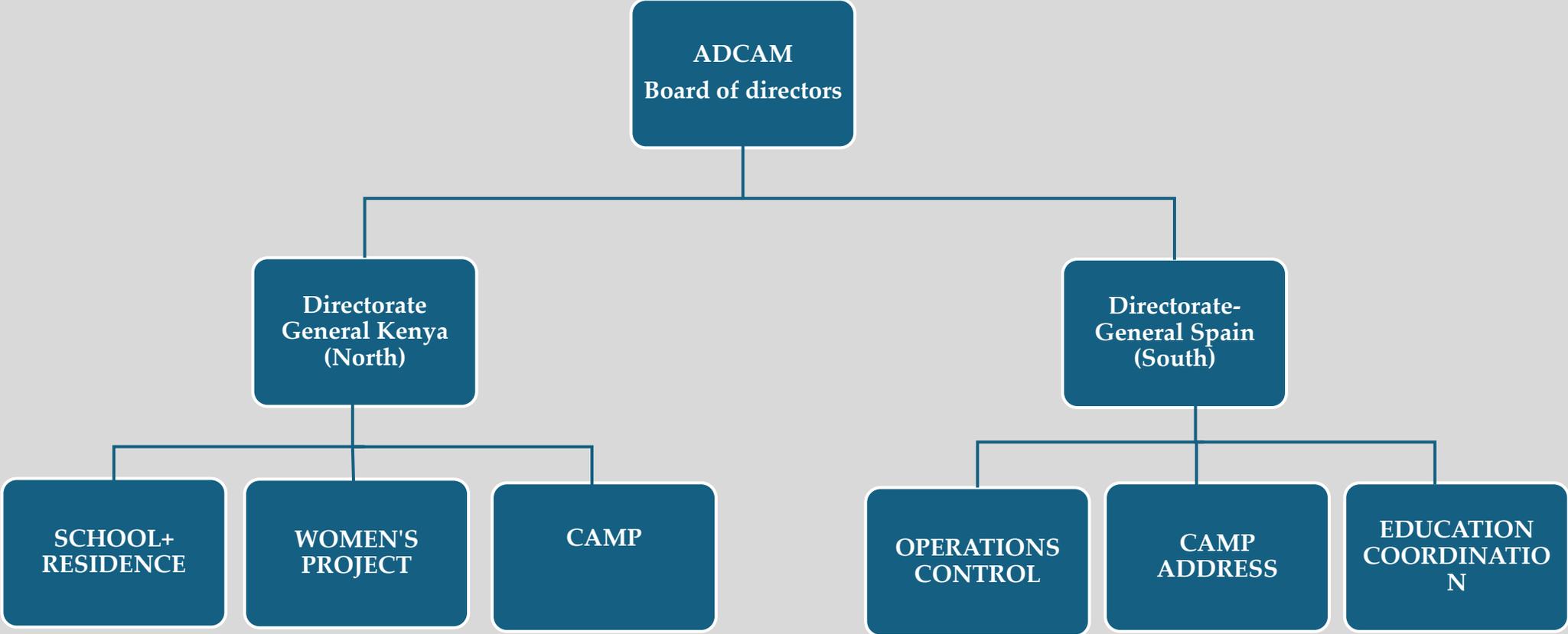
Adcam is looking for communities and/or cooperatives in developing countries with sufficient productive potential, to help them through training and the opening of marketing channels for their products.

Our main project is carried out in Kenya, with the Maasai Community, considered one of the 31 most endangered tribes on the planet, according to the United Nations declaration in 2007.

We specialise in education, women and microcredit, offering support to productive cooperatives in developing countries and establishing marketing circuits in northern countries.

The empowerment of the community and the sustainability of the actions carried out is part of ADCAM's way of understanding cooperation

HUMAN TEAM SPAIN



ADCAM adheres to the sustainable development goals, working on its projects for these same purposes: eradication of poverty, inequality and discrimination.

From our Solidarity Camp and with the community, we work to protect, restore and promote the sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation, and halt the loss of biological diversity, as well as take urgent measures to combat climate change and its effects (objectives numbers 13 and 15) through multiple measures such as the management of waste, the elimination of plastics, and in general the care of the environment through non-invasive practices that harm the ecosystem.

The project to support women artisans is to promote sustained and inclusive economic growth, full and productive employment, and quality work for all (goal number 8).

Likewise, the school's project and the proposal to launch ADCAM MARA VISION TECHNICAL INSTITUTE have a direct impact on the promotion of inclusive and equitable quality education, and offer opportunities for lifelong learning for all (goal number 4).

In the same way, actions aimed at preventive health within the community guarantee a healthy life and guarantee well-being for everyone at all ages (goal number 3).

As for goal 12, our camp has a cuisine based on sustainable gastronomy.

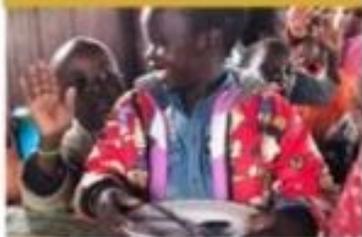
Based on, not wasting resources and reusing leftover and unused food to make new dishes.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) and FAO have already launched a proposal in collaboration with Member States to continue promoting sustainable gastronomic development that fosters respect for the environment.

1 FIN DE LA PROBREZA



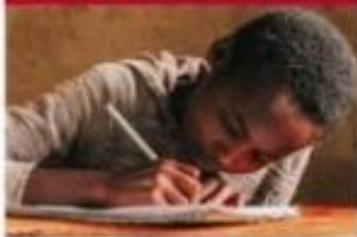
2 HAMBRE CERO



3 SALUD Y BIENESTAR



4 EDUCACIÓN DE CALIDAD



5 IGUALDAD DE GÉNERO



6 AGUA LIMPIA Y SANEAMIENTO



7 ENERGÍA ASEQUIBLE Y NO CONTAMINANTE



8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO



9 INDUSTRIA, INNOVACIÓN E INFRAESTRUCTURA



10 REDUCCIÓN DE LAS DESIGUALDADES



11 CIUDADES Y COMUNIDADES SOSTENIBLES



12 PRODUCCIÓN Y CONSUMO RESPONSABLES



13 ACCIÓN POR EL CLIMA



14 VIDA SUBMARINA



15 VIDA DE ECOSISTEMAS TERRESTRES



16 PAZ, JUSTICIA E INSTITUCIONES SÓLIDAS



17 ALIANZAS PARA LOGRAR LOS OBJETIVOS




OBJETIVOS DE DESARROLLO SOSTENIBLE

CULTURE



The Masai people are part of the natural environment of this area, preserving today their ancestral customs and a way of life totally dependent on these immense areas and not divided by fences.

Shepherds, warriors, once nomads, are being surrounded by overpopulation, still happily and proudly clinging to their natural way of life, grazing their cattle among wild animals in an environment of great mutual respect.

Actions aimed at preventive health within the community, guaranteeing a healthy life and promoting well-being for all at all ages.

HABITAT



The nerve centre where the project is located is the northern area of the Serengeti-Mara ecosystem, with an area of 1,510 km² of Masai-Mara National Reserve (Kenya), which joins the 14,763km² of the Serengeti National Park (Tanzania).



Specifically, it is in the peripheral area of the National Reserve (Lemex Conservancy), the Masai Mara Wildlife Conservation Area, where it will take place. The Maasai have lived in this area since they were expelled from the reserved area.



Although they are a culturally nomadic people, they have settled their manyattas in this area, living in harmony with the wildlife.





WOMEN AND MARKETING.

- **Microcredit**
- **Training**
- **Health**
- **Sale of handicrafts**

Since 2010 a cooperative has been organized with more than 1500 women artisans distributed throughout the territory of Maasai Mara and border with Tanzania, whom we have trained and accompanied to produce after agreement with companies, managing to establish marketing channels that allow them to obtain income and improve their living conditions, those of their families and those of the entire community.

Our vision regarding productive work with Masai women is to offer them formulas for the commercialization of their handicrafts and/or self-employment, which allow them to generate income to cover the basic needs of their family and the community.

MICROCREDIT:

A fundamental element for us when it comes to helping Masai women in their professional and economic development comes from self-employment and microcredit.

The specific actions carried out, as in previous years, have been:

- Sewing Machine Purchase Support
- Resources to be able to sell gasoline
- Help with planting and selling potatoes
- Buying goats or cows

We follow up on all of this with all groups of women to ensure that the help provided continues to bear fruit.



WOMEN'S TRAINING

Microcredit is accompanied by constant training for Masai women, it is crucial for their empowerment and economic development, they are given the tools to manage their own businesses and improve their quality of life.

Masai women are also trained to learn English, offering them more opportunities, opening doors to more contacts and improving their ability to interact with the tourists who are very common in their area.

In terms of health, training in hygiene, nutrition, and sex education is focused.



SALE OF HANDICRAFTS



Production for partner companies: As an example of continuous productions over time, we are always been accompanied by Tempe. (Inditex Group)



Online sales: On our website we www.sawamara.es have an online store section, where you can buy the Masai products made by our artisans.



Hotels and shops: In some hotels such as the "Masqui Energy House" we can present the items that our artisans make in the Maasai mara.



Individuals and markets: A sales network has been created among our friends, family, and acquaintances who have visited the adcam project in Kenya, to publicize the small works of art that our women make in the Maasai Mara. We also participate in some prominent markets in the area where we exhibit all the products.



Manyatta Another way to help the community: when travelers who visit our camp go to see the manyatta, there they can buy handicrafts at their stalls.



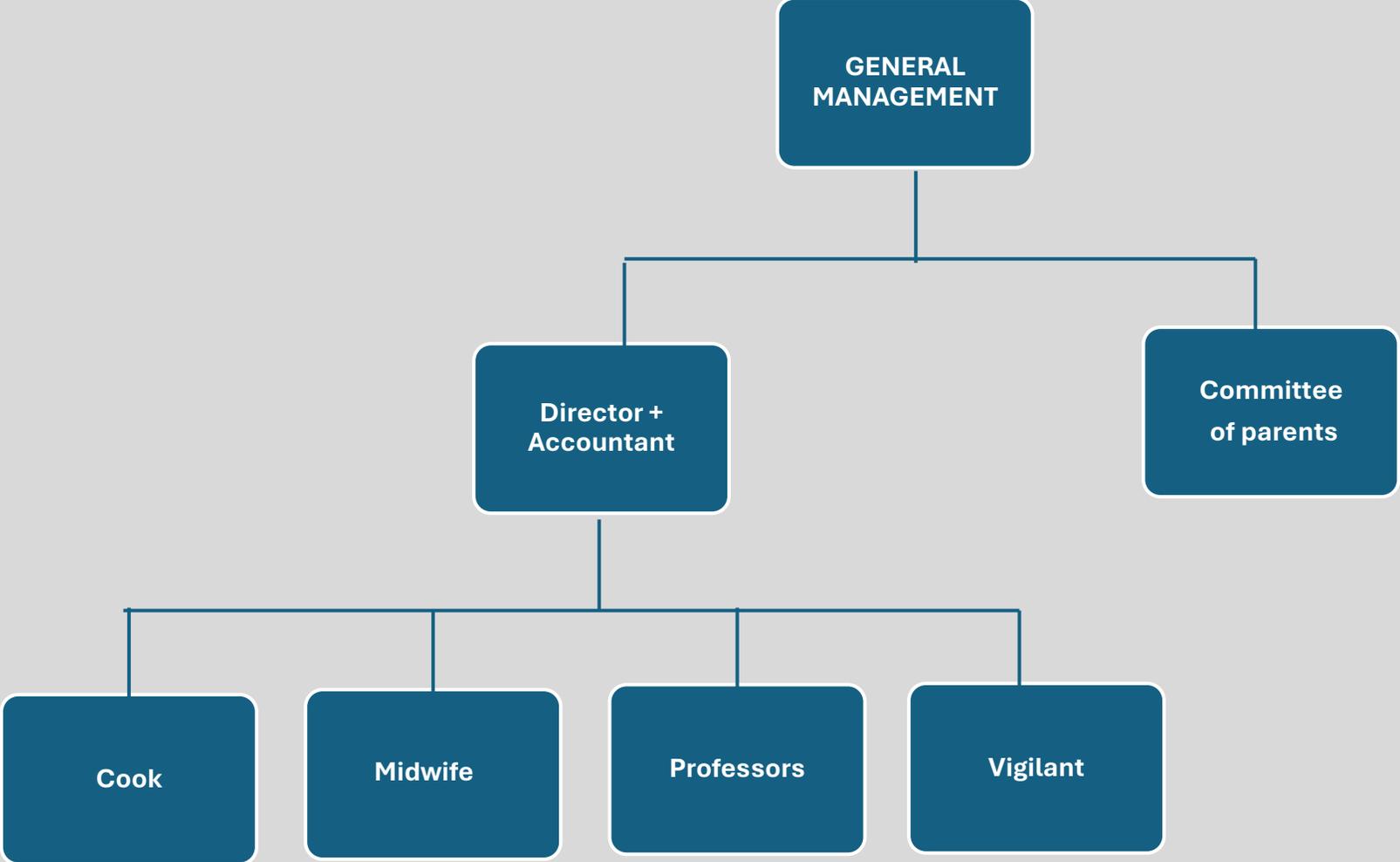
Markets and handicrafts



EDUCATION AND HEALTH

- **Educational structure**
- **Extracurricular education offered by Adcam.**
- **Actions and improvements in the school**
- **Extracurricular activities**
- **Preventive Health**
- **Donations**
- **School Support Program**

HUMAN TEAM IN KENYA





- At the beginning of 2011, ADCAM Mara Vision School was inaugurated, a school regulated by the Kenyan Ministry of Education located in the heart of the savannah, designed to offer infant, primary and secondary schooling with capacity for 300 children.
- We have two residences, one for boys and one for girls, where students from more remote areas can stay, receiving full meals and participating in extracurricular activities organized especially for them.
- The school year in Kenya runs from January to November, with two vacation periods in April and August, and is established by the Kenyan Ministry of Education, as well as the curricular bases for infant and primary.
- A high level of education adapted to the Masai culture is offered with non-overcrowded classes.

STRUCTURE EDUCATIONAL

EXTRACURRICULAR EDUCATION OFFERED BY ADCAM



- **Volunteering:** A group of people visit us every year in order to support us in all the activities that are carried out in the school as well as transmitting knowledge in different areas.
- **Informatica:** a learning space for our students where concepts related to computers, software, programming and the use of digital technologies are taught
- **Library:** It is designed both for internal use by students and to offer a book loan service to those people in the community who are interested in it.
- **Laboratory:** a space designed to carry out experiments, research and scientific analysis as needed for their curricular training.
- **English classes** for students, Adcam staff and adults in the community.

SCHOOL ACTIONS AND IMPROVEMENTS

Throughout the school year, many social, maintenance and improvement actions have been carried out in the school, this year we have carried out the following:

New furniture in all classes.

Purchase of new books in all classes.

Equipment for residences, mattresses, sheets, beds, etc

Laboratory equipment



Informational meetings for parents.

Maintenance work, painting, electricity, masonry.

Graduation party for our students

1st Phase Solar System Upgrade



New water tank for the school kitchen.

New uniform for junior high school students.

We have fixed the chimney in the kitchen.

Reconstruction of the school wall



EXTRACURRICULAR ACTIVITIES



Soccer tournament
Organized by the schools of the community.



Talks and Audiovisuals Library :
Talks with the parents of the students to explain the evolution of the school year,



Outing with the students.
They are accompanied by the director and teachers of the school.



Graduation Ceremony
For students who finish primary school and go on to secondary school.



PREVENTIVE HEALTH

- The annual deworming program has been carried out.
- This year we have also had the help of a dentist who has visited the school and has carried out a dental check-up on all the students.
- We continue to work and control balanced nutrition for our students.



DONATIONS

- This year we have received valuable donations that include school supplies, balls, medicines, computer material, among others.





SCHOOL SUPPORT

- In order to meet the operating cost of all this, we have been promoting a **School Support Program** for several years, in which those interested in helping us to ensure that the school is maintained and can continue to move forward make a periodic donation equivalent to the cost of one of our students at school (simple support) or at school and residence (full support).
- For **more information** <https://sawamara.com/colabora-con-los-ninos/>

SUSTAINABILITY AND ENVIRONMENT

- **Sustainability**
- **Warrior Reinsertion**
- **Environmental commitment**



SUSTAINABILITY

- In order to contribute to the sustainability of the project, ADCAM has created a tourist accommodation in the heart of the Maasai Mara, where the Maasai warriors introduce visitors to their customs, landscapes and lifestyle, thus born “SAWA MARA ECOLODGE”.
- An ecolodge that offers all the security guarantees, such as 24-hour surveillance, comforts and services with double rooms, fully equipped, electric light and private bathroom.
- Objective:
- Achieve a magnificent climate of comfort.
- Located in the middle of a grove, our Camp is next to the school and the Masai Manyatta, which allows a unique experience of interaction with the community, the entire project and its impact, knowing that the benefit obtained will directly revert to the improvement of the lives of the Masai.
- A unique universe for the senses.



WARRIORS REINTEGRATION

- Although the Masai warriors have ancestrally dedicated themselves to cattle raising, at this time the world of work in the area where they live is focused on the service sector. Due to their lack of training, in most cases, they only access lower category positions such as opening the doors of cars and lodges.
- In our camp we give continuous training to warriors on cooking, catering, reception, cleaning, customer service and languages, in this way, at the end of their training they can have a decent job and with correct working conditions in any hotel or camp in the area with what it implies not having to move to the city to work and being able to continue living in their territory with their families.
- Currently ADCAM has a collaboration agreement with the Narok School of Tourism offering their students the possibility of doing internships at Our Lodge.



ENVIRONMENTAL COMMITMENT

Sustainable gastronomy: We are committed to a healthy and sustainable eating pattern that promotes a diet rich in vegetables, legumes, cereals, nuts and oilseeds.

Foods based on organic, local, minimally processed and that include the reduction of consumption of animal products.

Waste management: We have made a report with the waste produced by our visitors, implementing a protocol with the aim of generating 0 waste.

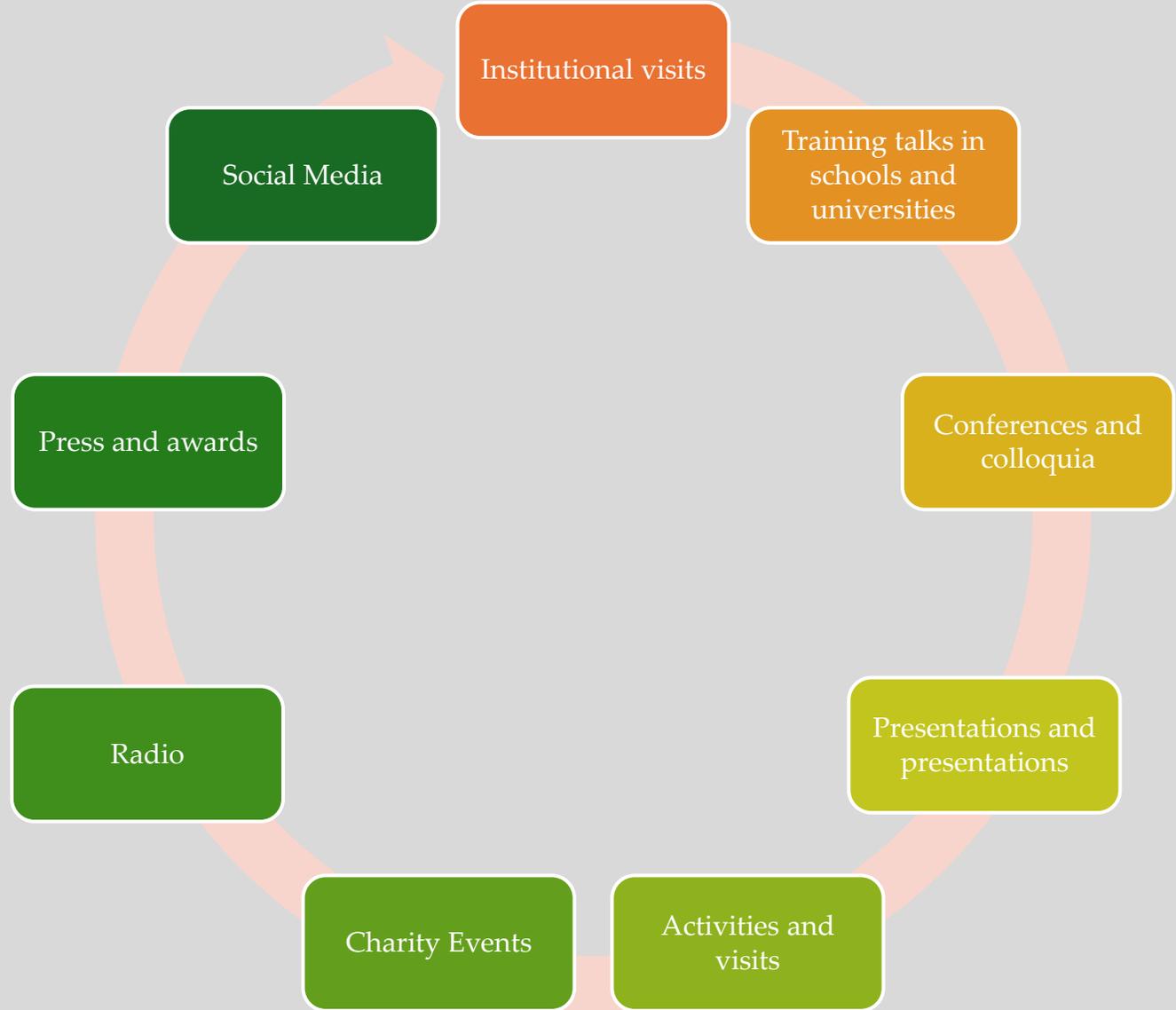
Non-plastic: Its use is prohibited. We invite tourists to take it back if they bring a plastic object or container so as not to generate waste.

Electrical System: A photovoltaic solar panel (photovoltaic microgrid) SOLAR SYSTEM has been installed in ADCAM.

Natural fencing with Kayapa: We have continued to take care of and ensure the growth of the project's natural fencing. **Tree reforestation:** Of the planting of more than 1000 trees, 700 are still in the growth phase.

Continuity in accordance with WildLife: We maintain the agreement with WildLife, by carrying out actions to raise awareness about the importance of the environment among young people and by planting trees.

SOCIAL MEDIA



INSTITUTIONAL VISITS



We would like to express our sincere gratitude for the generous donation made to us every year by the Alicante Provincial Council.

Their support is essential for the maintenance of the school and for the well-being of our teachers.

This year we have also been able to receive in our camp in Kenya the visit of Mrs. Mónica Galvis, she works in the protocol department of the presidency of the Alicante Provincial County .

Thank you for your commitment and trust in our work.



TRAINING TALKS IN SCHOOLS AND UNIVERSITIES



**University of Malaga – Tourism –
Redintur – Icarion + Qatar + Adcam**

THE OPEN FACULTY

**TURISMO SOSTENIBLE:
IMPULSANDO LA
TRANSFORMACIÓN DEL
PUEBLO MASAI**

📅 29 ENERO 11:00

Salón de actos
Grado en Relaciones Internacionales
Grado en Turismo
WELCOME TO MY CLASS



William Kikanee Ole Pere
Guerrero y Líder de la Comunidad Masai en
Maasai Mara, Guía de National Geographic
y Director/Co Fundador de la Ong Adcam en
Kenia.

#SEMINARIOMAGISTRAL

SAWA MARA
ADCAM



MASTER SEMINAR at the University of Murcia

<https://www.laopiniondemurcia.es/universidad-de-murcia/2025/01/29/masai-universidad-113814801.html>

ULPGC Universidad de Las Palmas de Gran Canaria | **FBST** FACULTAD DE ECONOMÍA, EMPRESA Y TURISMO | **Viernes 28 de febrero de 9:30-11:00**

ULPGC Universidad de Las Palmas de Gran Canaria | **TIDES** Instituto Universitario de Turismo y Desarrollo Económico | **En la Sala de Grados de la FEET** Edificio C, Edificio de empresa (S&C), Calle Santa Tecla, 31, Campus de Tafra, 11. 29012

SAWA MARA – The Masai EcoLodge. Un proyecto de turismo sostenible y transformación comunitaria.

El seminario abordará el turismo sostenible y comunitario enfocándose en el caso del SAWA MARA – The Masai EcoLodge, en la reserva Masai Mara de Kenia.

Este proyecto sostenible impulsa el desarrollo de la comunidad a través de iniciativas educativas, el empoderamiento de mujeres y la generación de oportunidades de empleo.

PONENTES:
William Kikanee
Líder de la Comunidad Masai y director de la ONG ADCAM en Kenia.
Rosa Escandell
Emprendedora social y presidenta de ADCAM.



SAWA MARA
The Masai Eco Lodge

Amuriga
Fundación

ADCAM

University (ULPGC)

<https://www.ulpgc.es/agenda/2025/02/28/conferencia-sawa-mara-masai-ecolodge-proyecto-turismo-sostenible-y-transformacion>

CONFERENCES AND COLLOQUIUMS



William and Rosa's attendance at the KLM 2025 annual congress

WILLIAM KIKANAE:

GUERRERO Y LÍDER DE LA TRIBU MASÁI QUE HA TRANSFORMADO A SU PUEBLO A TRAVÉS DE LA EDUCACIÓN Y EL EMPODERAMIENTO DE LAS MUJERES.

A TRAVÉS DE SU EXPERIENCIA VITAL, DESCUBRIREMOS UNA CULTURA LLENA DE VALORES, ALEJADA DEL MATERIALISMO DE LA SOCIEDAD OCCIDENTAL.

¡Ven a conocer sus aprendizajes!

Te esperamos en la **Fundación Vicky Foods**

12 de febrero de 2025
19h00
Fundación Vicky Foods
C/Victoria Hernández Prieto, 3
Villalonga (Valencia)
Conferencia abierta al público.
Aforo limitado.

Más información próximamente.

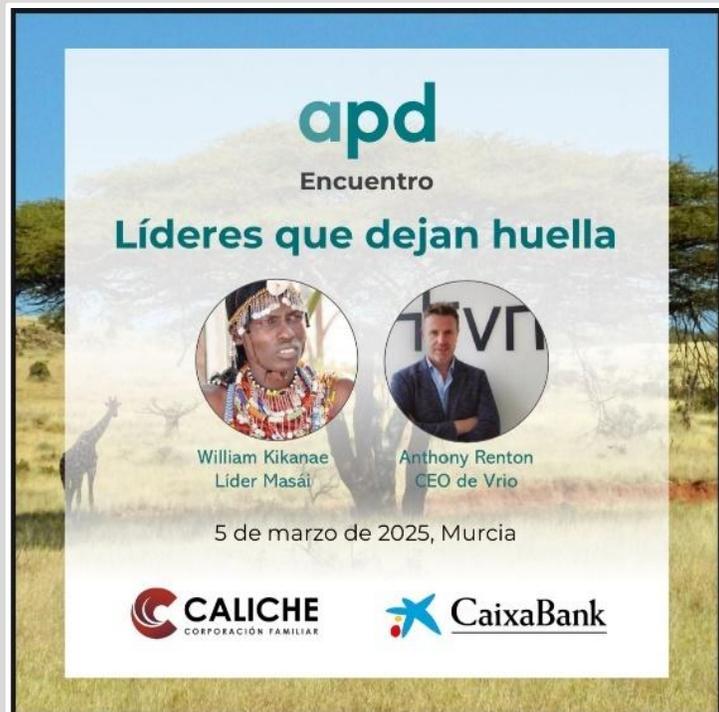
SAMA MARA
The Masai Eco Lodge
AD'CAMI

VICKY FOODS
FUNDACIÓN

Conference at the Vicky Foods Foundation



APD – Empresarios Murcia. "Leaders who leave their mark"



Visit of women entrepreneurs from Mexico to Adcam

PRESENTATIONS AND SPEECHES



Event & Presentation Travel for Sheila Quesada's Families



Presentation Icarion + Qatar + Adcam Córdoba



Educational talk with the students of the Tempe Chair (Inditex Group).

ACTIVITIES AND VISITS



Attendance at Fitur Madrid International Tourism Fair



Benidorm Fest



Visit Africa House



Inauguration of the Grand AzulMarino Travel Agency in Alicante – W2M Group



Alicante Travel Agencies Workshop



Museo Elder



Visit to the Confederation

CHARITY EVENTS



Solidarity Excursion Oxytour pro Adcam



Event in Madrid "Solidarity Art for the Maasai Future"



Opening of the exhibition Alfonso Silvan's charity



NINOT 2025 EXHIBITION at La Lonja in Alicante

INTERVIEWS AND RADIO



Interview in Canarias 7

<https://www.canarias7.es/sociedad/cultura-identidad-sostenibilidad-leccion-vida-lider-masai-20250227215037-nt.html>

**Interview with Rosa Escandell
Esperanza Marugan
Alicante TV Information**

Interview with Mariola Juan on Cadena Ser:

**Radio:
<https://cadenaser.com/audio/1739366935587/>**

**Press:
<https://www.levante.emv.com/safor/2025/02/14/fundacion-vicky-foods-colaborada-114292061.html>**



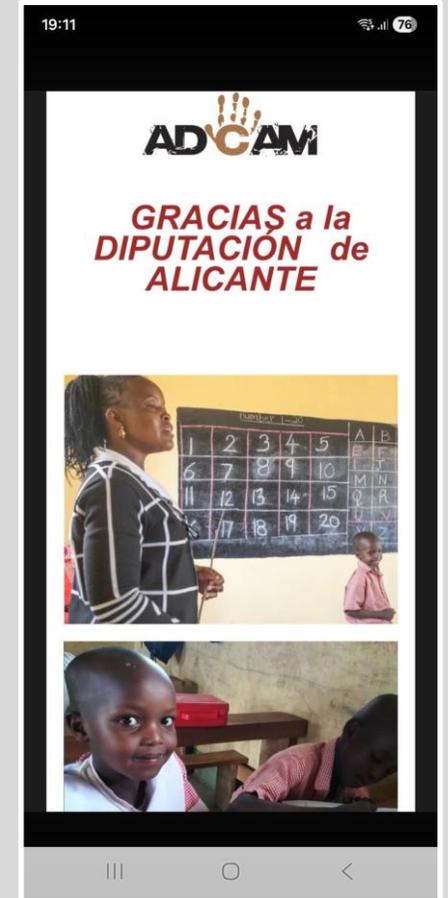
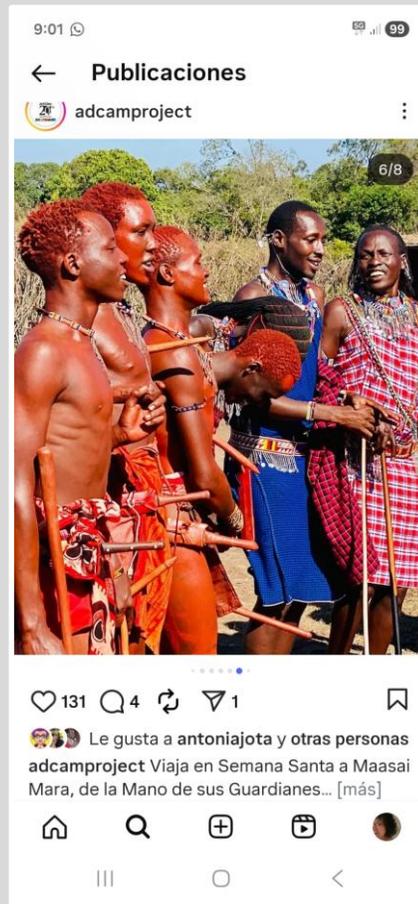
Interview for Harper's Bazaar Spain.

https://www.harpersbazaar.com/es/cultura/viajes-planes/a63536862/esther-canadas-entrevista-lider-masai-william-kikanae-adcam-project/?fbclid=PAZXh0bgNhZW0CMTEAAaZdGCNQQvuh8e5cF4H6PQM4WJVR25mLS34Sydyf5eOBYOaEweJZ34bWR1Q_aem_O8DQdXI3ONVkuPQZe2Mf-w

SOCIAL NETWORKS

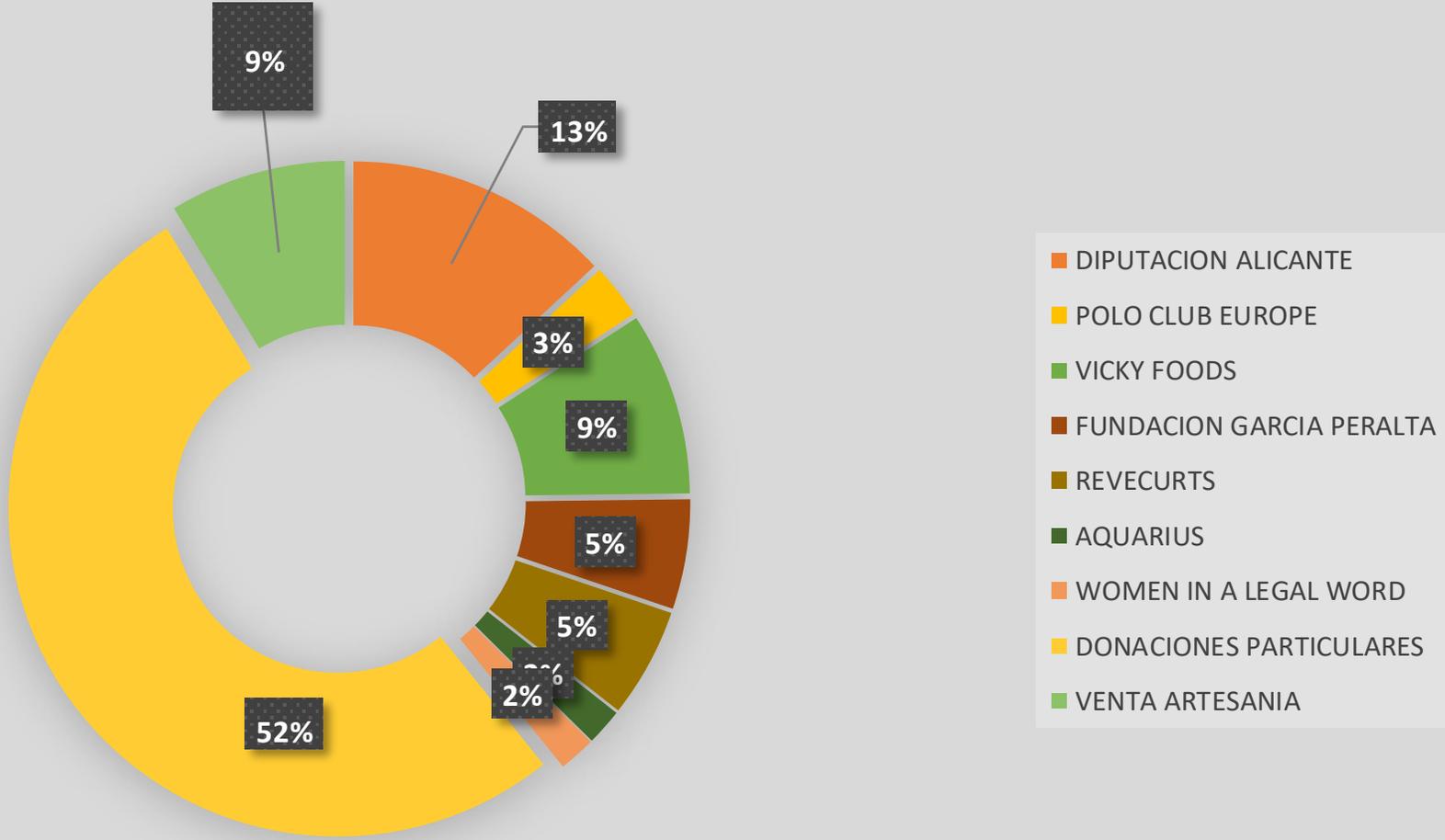
Appearing on social media is crucial helps us to:

- Increase visibility
- We connect with the community
- Sharing experiences



FUNDING

ADCAM INCOMES 2025



LOCAL COLLABORATING ORGANIZATIONS :

For the smooth running of the project we have the collaboration of various organizations whose contribution allows us to carry out the different actions, among which it is worth highlighting

- **Lemex Conservacy – Masai Mara**
- **Strathmore University Nairobi.**
- **Bryant University USA.**
- **BBALP Bisila Bokoko African- Literacy Project**
- **Embassy of Spain in Nairobi.**
- **Maasai Mara Conservation Trust**
- **City Council Narok**
- **Education District Office Narok**

ADICAM
20th
ANNIVERSARY

SANAMARA

**THIS YEAR WE ARE
CELEBRATING!!!**



***To all of you who continue
to make all this possible
THANK YOU VERY MUCH!***



@adcamproject



@Adcam



Contact:

Rosa Escandell Almécija,

Tlf. + 34 607 343 041.

E-mail: rosa@adcam.es

www.sawamara.com