



ADCAM MEMORY 2024

INDEX

- Introduction
- Women and marketing
- Education and preventive health
- Sustainability and environment
- Social media

INTRODUCTION

ADCAM MISSION



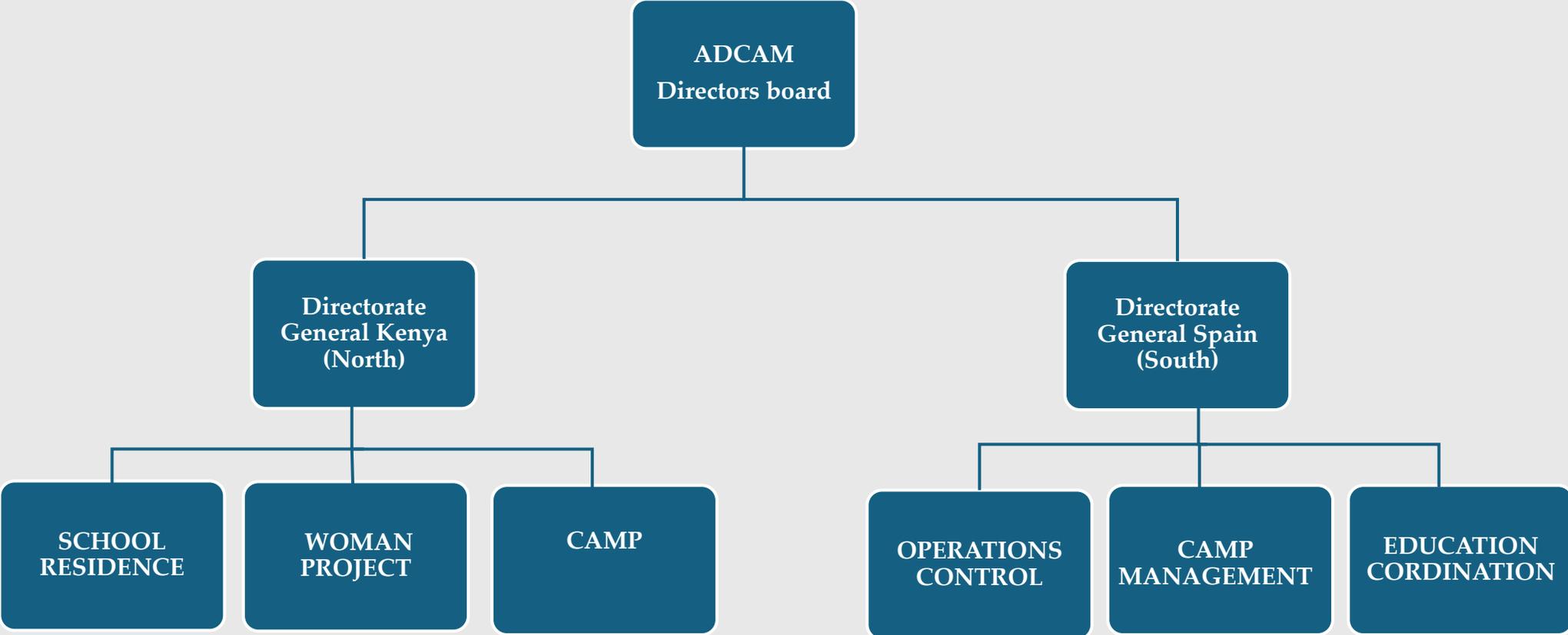
ADCAM Mara Vision Project is a comprehensive support project for the Masai people (Kenya), led by ADCAM-Asociación Desarrollo, Comercio Alternativo y Microcrédito (Development, Alternative Trade and Microcredit Association). This association was established in Spain, with international scope since 2005 (CIF: G-54065743) and in 2013 it was established in the USA (TAX ID: 46-2854742).

Adcam seeks 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 are specialized in education, women and microcredit, offering support to productive cooperatives in developing countries and establishing marketing circuits in northern countries.

HUMAN TEAM SPAIN



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

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 stop 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 waste management, the plastics elimination, 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 (objective number 8).

Likewise, the school project and the proposal to launch ADCAM MARA VISION TECHNICAL INSTITUTE directly impact the promotion of inclusive and equitable quality education, and offer opportunities for lifelong learning for all (objective number 4).

Similarly, actions aimed at preventive health within the community guarantee a healthy life and ensure well-being for all at all ages (objective number 3).

As for objective 12, our camp has a kitchen based on sustainable gastronomy.

Based on this, we do not waste resources and reuse leftover and unused food to prepare new dishes.

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

1 EQUILIBRIO
DE GÉNERO



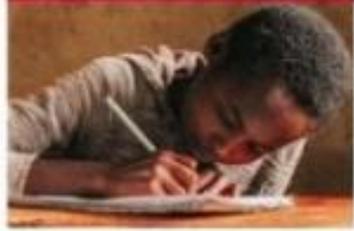
2 HAMBRE
CERO



3 SALUD Y
BIENESTAR



4 EDUCACIÓN
DE CALIDAD



5 IGUALDAD
DE GÉNERO



6 AGUA LIMPIA
Y SANEAMIENTO



7 ENERGÍA
LIMPIA
Y DE CARBÓN
AZUL



8 TRABAJO DECENTE Y
CRECIMIENTO ECONÓMICO



9 INDUSTRIA,
INNOVACIÓN E
INFRAESTRUCTURA



10 REDUCCIÓN DE LAS
DESIGUALDADES



11 CIUDADES Y
COMUNIDADES
SOSTENIBLES



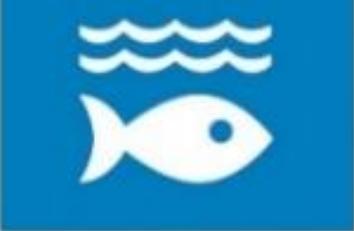
12 PRODUCCIÓN
Y CONSUMO
RESPONSABLES



13 ACCIÓN
CLIMÁTICA



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 population is part of the natural environment of this area, preserving today their ancestral customs and a way of life totally dependent on these immense areas not divided by fences.
- Shepherds, warriors, once nomads, are increasingly besieged by overpopulation, but they still happily and proudly cling to their natural way of life, herding their livestock 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 the Maasai-Mara National Reserve (Kenya), which is joined to the 14,763 km² of the Serengeti National Park (Tanzania).



Specifically, the project is carried out in the peripheral area of the National Reserve (Lemek Conservancy), the Masai Mara Wildlife Conservation Area. The Masai have been living in this area since they were expelled from the reserve 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 **1,500 women artisans** distributed throughout the Maasai Mara territory and the border with Tanzania. We have trained and supported them to produce by prior agreement with companies, managing to establish marketing channels that allow them to earn income and improve their living conditions, those of their families and those of the entire community.

Our vision regarding productive work with Maasai women is to offer them formulas for the commercialization of their crafts 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:

- Support for the purchase of sewing machines
- Resources to be able to sell petrol
- Help to plant and sell potatoes
- Purchase of goats or cows

We monitor all of this with all the women's groups to ensure that the help provided continues to bear fruit.



TRAINING AND HEALTH

Microcredit is accompanied by ongoing training to the Masai women, which is crucial for their empowerment and economic development. They are given the tools to manage their own businesses and improve their life quality.

Masai women are also trained to learn English, which offers them more opportunities, opens doors to more contacts and improves their ability to interact with the tourists who are very common in their area.

Regarding health, training focuses on hygiene, nutrition, and sexual education.



SALE OF HANDICRAFTS



Production for partner companies: As an example of continuous production over time, Tempe is always with us. (Inditex Group)



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



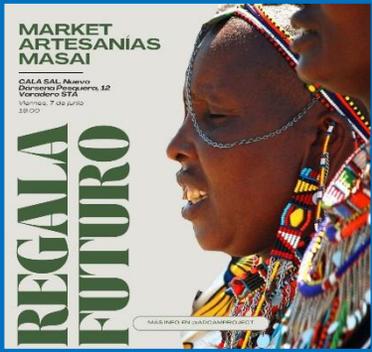
Hotels and shops: In some hotels and shops such as the “Masqi Energy House” we can present and sell the items made by our artisans in the Maasai Mara.



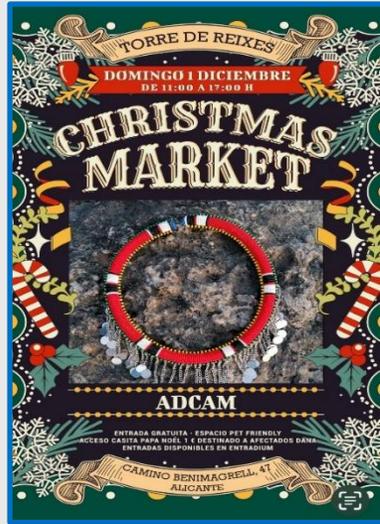
A sales network has been created among our friends, family and acquaintances who have visited the adcam project in Kenya, to promote the small works of art that our women make in the Masai Mara. We also participate in some important markets in the area where we display all the products.



Manyatta: Another way to help the community is when travelers visiting our camp come to see the manyatta, they can buy crafts at their stalls.



Sale at Cala SAL



Christmas Market at Torre Reixes (ALICANTE)



EUIPO Christmas Market



Solidary market with Air France y KLM



Hoguera Plaza Santísima Faz Monjes. Alicante

EDUCATION AND HEALTH

- Educational structure
- Resources offered
- Actions and improvements at school
- Extracurricular activities
- School support program
- Donations
- Preventive health



EDUCATIONAL STRUCTURE



At the beginning of 2011, ADCAM Mara Vision School was opened. This school is regulated by the Kenyan Ministry of Education and is located in the heart of the savannah. It is designed to offer infant, primary and secondary education with a capacity for 300 boys and girls.

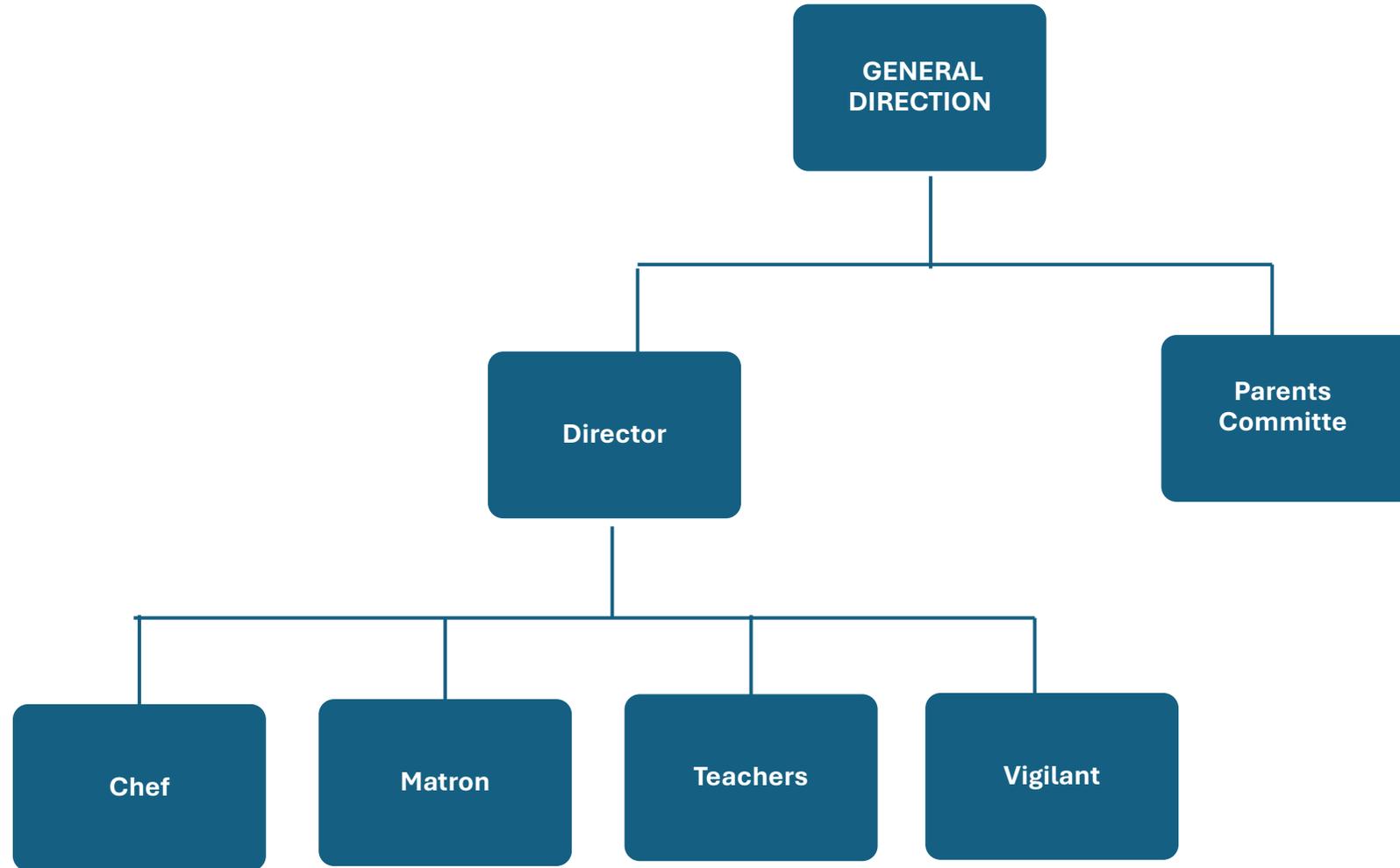
We have two residences, one for boys and one for girls, where students from more remote areas can stay, receive full board and participate in extracurricular activities organized especially for them.

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 infants and primary school.

A high level of education is offered, adapted to the Masai culture with non-overcrowded classes.

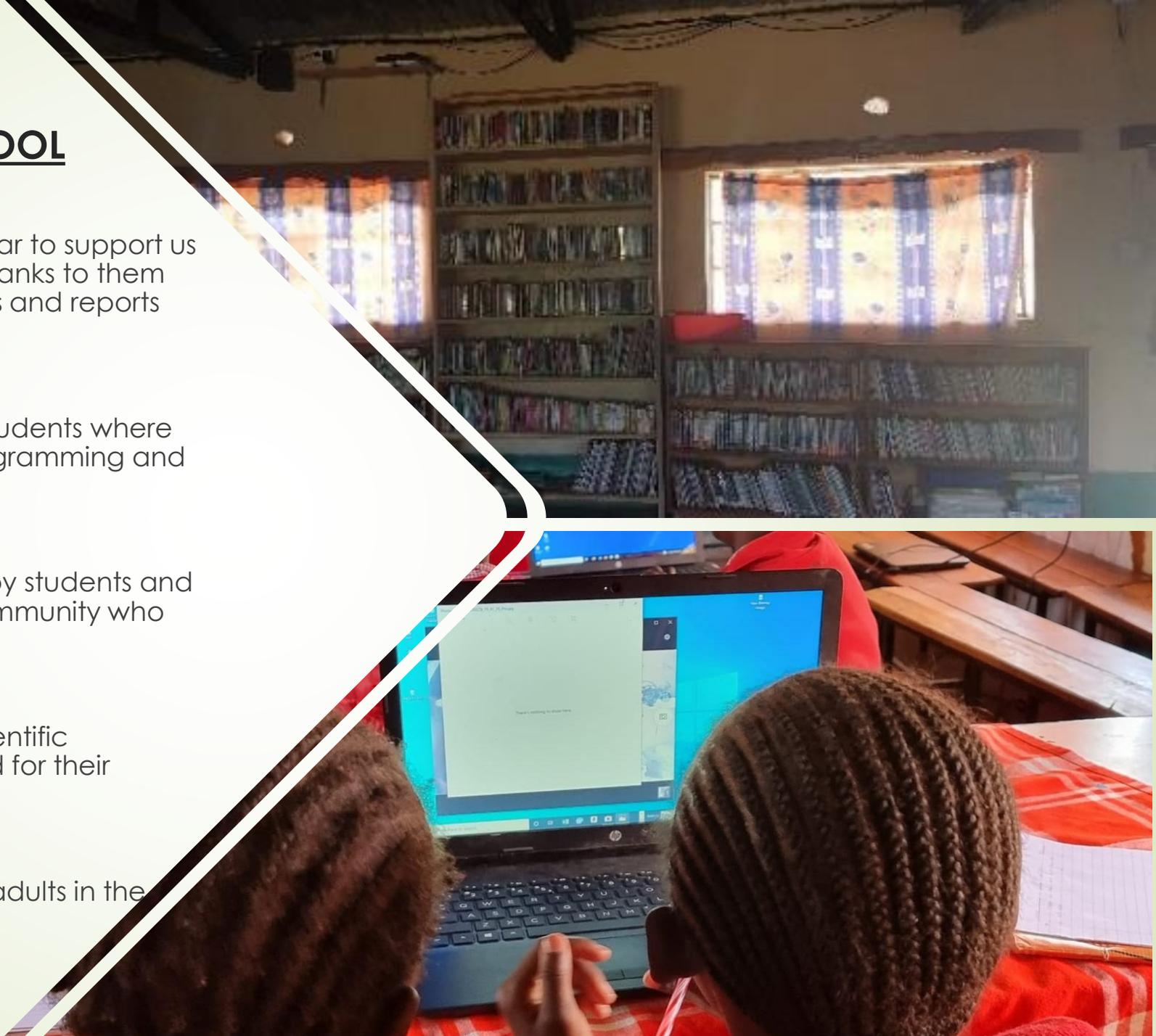
The school has a preschool, primary school, junior secondary school, computer room and laboratory.

KENYA HUMAN TEAM



RESOURCES OFFERED BY THE SCHOOL

- **Volunteers:** A group of people visit us every year to support us in all the activities carried out at the school. Thanks to them we can carry out the file campaigns, drawings and reports that we send to our collaborators.
- **Computer Science:** a learning space for our students where concepts related to computers, software, programming and the use of digital technologies are taught
- **Library:** This library is designed for internal use by students and to offer a book loan service to those in the community who are interested in it.
- **Laboratory:** a space designed to carry out scientific experiments, research and analysis as required for their curricular training.
- **English classes** for students, Adcam staff and adults in the community.



SCHOOL ACTIONS AND IMPROVEMENTS

Throughout the course, many social, maintenance and improvement actions have been carried out at the school. This year we have carried out the following:

Extension of the girls' residence

New swings for the patio

New furniture in all classrooms, cupboards, chairs etc.

Home equipment for residences



Material for the school laboratory

clotheslines for residences

Change of flooring in the kitchen and classrooms.

Kitchen chimney repair



Wall to protect classrooms from rainwater

New uniform for junior high school students.

Graduation celebration for 3rd grade students.

Information meetings with all parents..





De Fútbol (RFEF). Football tournament organized by the Spanish Football Players' Union Futbolistas On with subsidy from the Royal Spanish Football Federation (RFEF).

ilustrativos Talks and Audiovisuals Library: Talks about the values of football, teamwork, discipline, improvement, etc. also with illustrative audiovisuals

Going with students to Narok County. They are accompanied by the school principal and teachers.



Academic event with the Governor, academic day celebrated by the Governor and Tsc officials with all the directors of Narok West...celebrating last year's results and our school was in the spotlight for being among the best performing private schools in the region

and music competition in Sekenani where primary school students participated

Graduation ceremony for the second year to the primary school for students who have finished primary school and moved on to secondary school.



SCHOOL SUPPORT

- In order to meet the running costs of all this, we have been promoting a **School Support Program** for several years, in which those people interested in helping us to ensure that the school remains in place and can continue to move forward make a periodic donation equivalent to the cost of one of our students at the school (simple support) or at the school and residence (full support).
- [For more information HERE](#)

DONATIONS

- Public bodies
- School support
- Private donations
- Company donations
- Equipment donations





PREVENTIVE HEALTH

The preventive health carried out at our school is basically applying and promoting the information and training necessary for the well-being of students, such as education on HIV/AIDS, reproductive health and hygiene measures etc etc.

At our school, a doctor from the Aigton clinic regularly comes to visit our students.

This year the following was done:

- Annual deworming
- Malaria prevention
- Nutrition
- First aid kit
- Diagnosis and health students status

SUSTAINABILITY AND ENVIRONMENT

- Sustainability
- Warriors' reintegration
- 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 Masai warriors introduce visitors to their customs, their landscapes and their lifestyle.

“ SAWA MARA ECOLODGE”.

An ecolodge that offers all the security guarantees, such as 24-hour surveillance, amenities and services with fully equipped double rooms, solar system and private bathroom.

Objective: To achieve a magnificent climate of comfort.

Located in the middle of a grove, our Camp is next to the school and the Manyatta Maasai, allowing a unique experience of interaction with the community, the entire project and its impact, knowing that the profit obtained will directly revert to improving the life of the Masai.

A unique universe for the senses.





REINSERTION OF WARRIORS

- Although Masai warriors have traditionally been engaged in cattle raising, the labour market in the area where they live is currently focused on the service sector. Due to their lack of training, in most cases they only have access to lower-level jobs such as opening car and lodge doors.
- At our camp we provide ongoing training to the warriors in cooking, catering, reception, cleaning, customer service and languages. In this way, at the end of their training they can have a decent job with correct working conditions in any hotel or camp in the area, which means not having to move to the city to work and being able to continue living in their territory with their families.
- Community empowerment and the sustainability of the actions carried out is part of ADCAM's way of understanding cooperation.

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.

Organic, local, minimally processed foods that include reduced consumption of animal products.

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

No plastic: Its use is prohibited. We invite tourists to take a plastic object or container with them if they bring it to avoid generating waste..

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

Natural fencing with Kayapa: We have continued to care for and ensure the growth of the project's natural fencing. Reforestation of trees: Of the planting of more than 1,000 trees, 700 are still in the growth phase..

Continuity of agreement 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 planting trees.

SOCIAL MEDIA



- Institutional visits
- Training talks at schools and universities
- Conferences and colloquia
- Presentations and lectures
- Activities and visits
- Charity events
- Radio
- Press and recognitions
- Social networks

INSTITUTIONAL VISITS



We would like to express our sincere gratitude for the generous donation that the **Alicante Provincial Council** makes to us each year.

Your support is essential to help those who need it most in our community.

Thank you for your commitment and trust in our work.

William visits the National Police of Alicante to see first-hand what their work is like in our country.

One more lesson to pass on to his community



TRAINING TALKS IN SCHOOLS AND UNIVERSITIES

When we explain our work to schools, universities, companies, organizations, etc., it is key to:

- Encourage collaborations
- Increase visibility
- Generate support
- Disseminate good practices



Visit to Mariano Benlliure Public school in Elche



Visit to CEU Jesús María – school in Alicante



Deusto University – Bilbao



Ucam University in Murcia

CONFERENCES AND COLLOQUIA

Spreading our project is essential for us because we raise awareness, get support and make more people want to help our Masai community.



Visit to Tempe (Inditex Group).



Helpers – Saica Zaragoza



Conference at the Executive Circle Alicante



**Madrid at art gallery
Gazzambo**

FÓRUM REDINTUR-ICÁRION



Project Presentation to businesswomen in Alicante, organized by Ana Robles.



<https://red-intur.org/xiv-forum-redintur-icarion-celebrando-la-excelencia-y-la-sostenibilidad-en-el-turismo/>

Travel Planner + Adcam



Redintur. Icarion + Adcam



20th INTERNATIONAL CONGRESS OF WOMEN ENTREPRENEURS held in Ciudad Juárez, Mexico.



Event link:

<https://live.eventtia.com/es/segundocongresodemujereempresariasconcanaco/Inicio/>

Press:

<https://laexpresion.com.mx/2024/04/08/dirigidas-por-mujeres-30-de-pymes-en-mexico-inegi/>

<https://www.elheraldodechihuahua.com.mx/finanzas/invitan-a-congreso-internacional-de-mujeres-empresarias-y-lideres-empresariales-juarez-11738097.html>

<https://netnoticias.mx/juarez/juarez-reconoceran-manana-a-90-mujeres-destacadas>

<https://www.laopcion.com.mx/juarez/implementan-operativo-especial-para-congreso-internacional-de-mujeres-20240425-461596.html>

PRESENTATIONS AND TALKS

Vasco Road Show - Icarion Presentations – Retail Agencies Basque Country.



Logroño



San Sebastián



Bilbao

Tourism Fair of the University of Malaga.



<https://www.uma.es/facultad-de-turismo/noticias/programa-xi-semana-del-turismo/>

ACTIVITIES AND VISITS



Trail Confrides – Aitana Invernal



Tempe RSC Travelers Meeting to Adcam



Integrative Medicine Specialist Pedro Rodriguez



Visit to the Ocean Race Alicante

CHARITY EVENTS

The support and collaboration received through charity events have been fundamental. Here we present some of them.



Basket game CBI Elche Adcam in Adcam favour



Oxytour Route for Adcam

RADIO



Onda Regional Murcia

<https://www.orm.es/programas/tarde-abierta/especial-voluntariado-internacional/>

"Interview with David Tomás, director of the podcast "Inspiring Mondays"



A Pinzellades del món

<https://elprat.digital/radio/?p=108468>

La Razón and Atresmedia group in La Albufera de Valencia

https://www.larazon.es/comunidad-valenciana/masai-solo-sabemos-vivir-estado-salvaje-pero-necesitamos-educacion_20240414661b56b4c0b95c0001f550b1.html



Información TV

https://www.youtube.com/watch?v=PzNfRogB9I&ab_channel=BeautyMSA



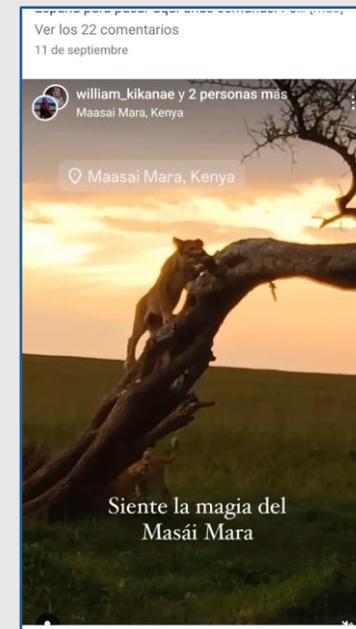
Radio program Libertad

Esmeralda Marugan, "De mujer a mujer"

SOCIAL MEDIA

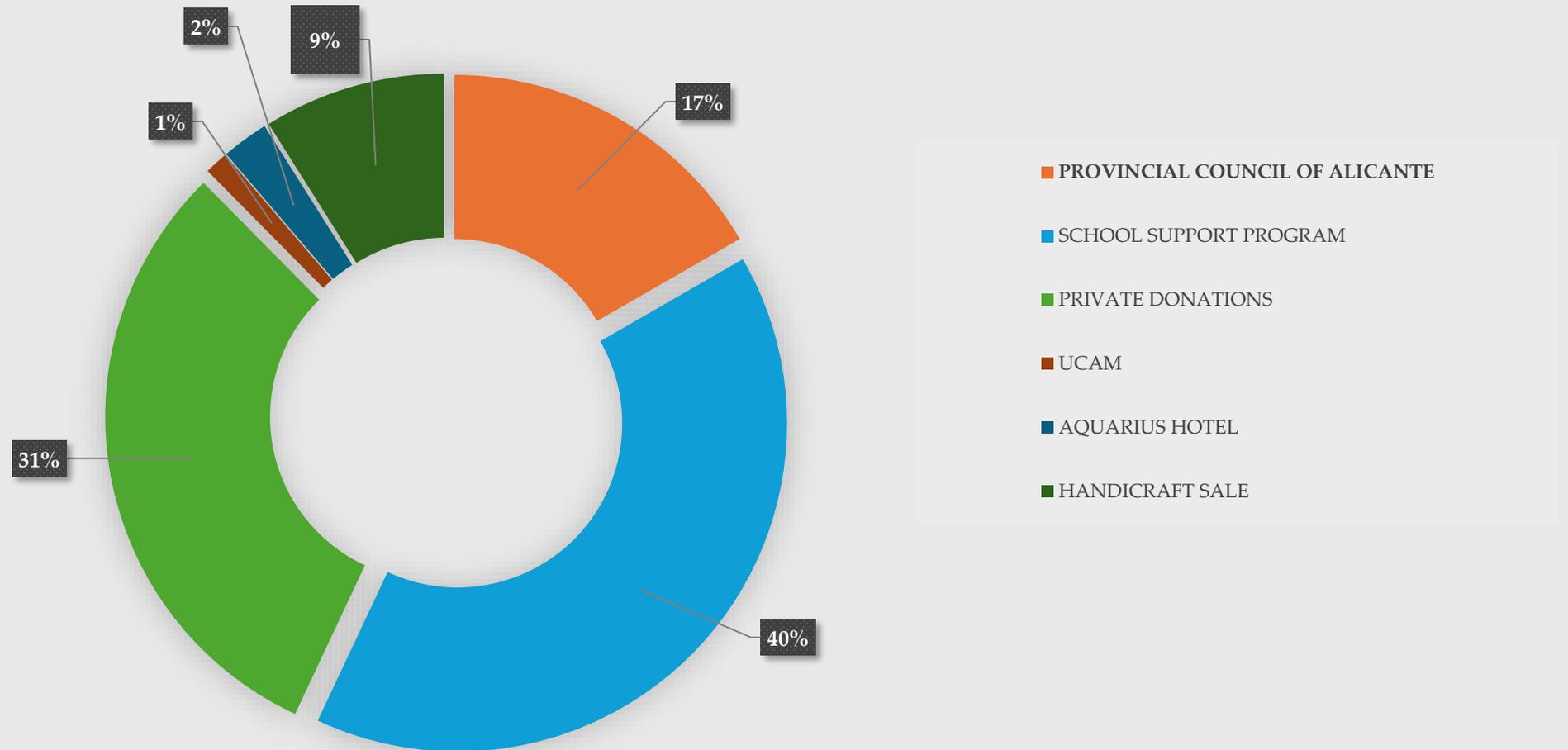
Being featured on social media is crucial for us, it helps us to:

- Increase visibility
- Connect with the community
- Share experiences



FINANCING

ADCAM INCOMES 2024



LOCAL COLLABORATING ORGANISATIONS:

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

- Lemex Conservancy – MaAsai Mara
- Strathmore University Nairobi.
- Bryant University USA.
- BBALP Bisila Bokoko African- Literacy Project
- Spanish Embassy in Nairobi.
- Maasai Mara Conservation Trust
- Narok City Council
- Narok Education District Office



**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