

# **SUPPORT FOR THE MASAI PEOPLE**

**Women, Education, Health and  
Sustainability**

***ADCAM-Mara Vision Project***

**REPORT 2023**



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## 1. INTRODUCTION

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

Its purpose is to develop cooperation programs, sustainable development, microcredit, fair trade, education and gender equality.

The origin of this project is born from the vision and innovative concern of its president Rosa Escandell, with a professional career of more than 25 years in cooperation and with projects prior to Kenya in Bangladesh with Muhammad Yunus and microcredits; with Bibi Rusell in the program "Fashion for Development".

Since 2007, we have been working with the Masai community, one of the tribes in danger of extinction according to the UN, to try to counteract the devastating effect caused by the tourism presence and the forced exodus to the cities of the new generations, with the consequent culture loss.

We work directly with the community, in coordination with the Masai leader William Ole Pere Kikanae. He was the one who requested our support to counteract the difficult situation that his people were suffering and has demonstrated a high degree of commitment and seriousness when working, achieving a surprising development managed by themselves.

We are specialized in women and microcredit, offering support to productive cooperatives in developing countries and establishing marketing circuits with northern countries, which allow them to increase their opportunities to improve their living conditions from their origin countries. We also pay special attention to education, health and sustainability, promoting actions in this sense to work from the roots on the difficulties of the most disadvantaged populations, when it comes to developing and evolving according to their own beliefs. For more information see [www.sawamara.com](http://www.sawamara.com)

## 2. PROJECT LOCATION



The nerve center where the project is located is the northern zone of the Serengeti-Mara ecosystem, with an extension of 1,510km<sup>2</sup> of the Maasai-Mara National Reserve (Kenya), which joins the 14,763km<sup>2</sup> of the Serengeti National Park (Tanzania).

Specifically, it is in the peripheral area of the National Reserve, the Maasai Mara Wildlife Conservation Area, where it is carried out. The Masai 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 wild fauna.

The Kenyan government maintains strict regulations for wildlife conservation, and respects the autonomy of the Masai society in their organization and customs. However, the impact of tourism and their need to adapt to coexistence with the white man make it necessary to carry out support and intervention actions, from a conservation perspective, based on their own demand and involvement.

**According to the Indigenous People Rights Declaration approved at the United Nations Assembly in 2007, the Masai are one of the 31 most endangered tribes on the planet.**

### About the Maasai people



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 being surrounded by overpopulation, still clinging happily and proudly to their natural way of life, herding their livestock among wild animals in an environment of great mutual respect. For a Maasai, a man who hunts wild animals is a Bush-man, a bush man, someone who is not capable of feeding his family with his own livestock.

This thought, together with the firearms rejection, makes them the great East Africa conservationists.

With this project we are helping the Masai population to preserve their culture, making them more self-sufficient and stopping a forced exodus, especially the youngest, to more developed areas.

### 3. INTERVENTION LINES

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To promote the comprehensive development of the Masai Community in Kenya, we work through three intervention lines:

#### LINE: “WOMEN AND MARKETING”

Since 2010 we have organized a cooperative with more than 1,000 women artisans distributed throughout the Maasai Mara Territory and the border with Tanzania, whom we have trained and accompanied to produce handicrafts, after agreement with companies, managing to establish marketing channels that allow them obtain income and improve their living conditions, those of their families and the entire community.



The work lines carried out in the women's line during 2023 have been:

#### A. SALE OF CRAFTS SALE TO COLLABORATING COMPANIES

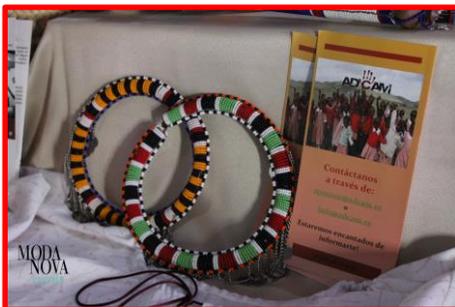


➤ **TEMPE-Inditex Group:** As has been going in recent years, we have continued the collaboration with the footwear and accessories company TEMPE (Inditex Group), for the manufacture of products with their recycled leather and decorated by our women with Masai craftsmanship: bracelets, ornaments, keychains. The products are sold at the Solidarity Market managed by the company every year and represents a stable demand that favors the continued work of our women.

This year we have made and produced 1000 keychain pendants for Tempe.

## B. RETAIL CRAFTS SALE

Without a doubt, this has been the line of work that has given the greatest productivity during 2023. Among friends and acquaintances who have visited the Adcam project in Kenya, a sales network has been created that helps publicize the Masai women work.



❖ **ON-LINE SALES** : On our website [www.sawamara.com](http://www.sawamara.com) we have an online shop section, where you can purchase Masai products made by our artisans.

This helps to complement the cooperative work demands and make these authentic and special products available to anyone. This year we have increased customers through sales campaigns on social networks and newsletter promotion.

During the year 2023, a total of 36 operations have been carried out in the web store, for an amount of €1,127

Our marketing manager has prepared these wonderful designs that are now available in our online shop.





❖ **HOTEL SALES:** We continue working with our friend Sonia Ferre who has a point of sale in the “Masqui Energy House” hotel located in the Sierra Mariola mountain in the province of Alicante.



❖ **SHOPS SALES;** Some clothing and accessory shops like Bardasú in Alicante are collaborating with us selling Masai crafts.

❖ **SALES FROM PARTICULAR COLLABORATORS:** A sales network has been created among friends and acquaintances who have visited the adcam project in Kenya. It represents a very small percentage of orders, but it helps to publicize the work of Masai women.



❖ **MANYATTA SALES:** Another way to help them market their crafts comes through the people who visit our solidarity project in Kenya. Among the activities we offer, is going to see the “manyatta” which is how the Masai village is known, and the craft market that the women organize there, which allows them to have a direct income from our guests.

❖ **MARKET SALES:** This year, several markets have been done where handicrafts made by our women from the Masai community have been sold.

**The most notable markets are**

❖ **Christmas market in Torre Juana.** Event with workshops and sales booths from 11 am to 5 pm. Adcam was invited with their craft stand and Project dissemination. Great attendance success.



❖ **Christmas market in Torre Reixes,** restaurant and state where events are held. Every year they organize a Christmas market and this is the first year that ADCAM attends with their craft booth.

- ❖ **Market in the Alicante European school.** From 11 a.m. to 6 p.m. with students, parents and friends of the European school.



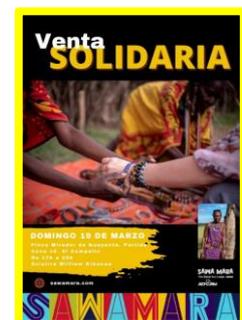
- ❖ **Summer Market at Finca Santa Luzia.** Small market of different items where Adcam participates Masai crafts.

with



- ❖ **Dinner** with the circle businesswomen organized by **Ana Robles** where a table was set with crafts from our Masai women, with great sales success and support first from Ana Robles for organizing it and from her guests participating in buying.

- ❖ **Solidarity Sale** in **Finca Mirador de Guayente** – El Campello. The Adcam project is presented while Masai crafts were sold.



### C. MICROCREDIT AND SUPPORT FOR SELF-EMPLOYMENT

Another fundamental element for us when it comes to helping Masai women in their professional and economic development comes from self-employment and microcredit. After several specific actions carried out in previous years, we continue to provide support and monitoring to the supported groups, verifying that the help provided continues to bear profits.

The main productive activities have been:

- Cows purchase (main source of Masai wealth). Cattle for the Masai are the symbol of wealth, as they are used to obtain milk, breed, or fatten and sell at a higher price in the market, thus generating their own economy.

- Fruits sale, vegetables and clothes in local markets. These contributions have been made in Siana where we find the most disadvantaged group of our women's cooperative.
- Acquisition of Sewing machines for women

Our project is allowing the living conditions and opportunities of Masai women to continue to advance significantly, which has a direct impact on improving the situation for the entire community.

#### **D. HUMAN AND MATERIAL RESOURCES**

The coordination of this line of work is in charge of the ADCAM, a specialist in microcredit and development, who is responsible for the progress of each of the defined activities, with the support of the ADCAM team and especially the designer who coordinates and make the designs with the Masai women.

#### **The local logistics management team is made up of:**

- ❖ A coordinator in Masai Mara
- ❖ A woman in charge of the logistics center
- ❖ A trainer of trainers who, together with two assistants, constantly reinforces the teachers work in each workplace.
- ❖ Eight people in charge of distributing and collecting materials and production results.
- ❖ Occasional reinforcement personnel for the logistics center.

However, the real protagonists are the women artisans of the area who, with their work, make it possible for the community to have a source of income to cover the expenses that cover the most basic needs.



Finally, the Masai leaders collaborate closely when defining the circuit for project management, thus guaranteeing its globality and integrity. This is spontaneously and naturally producing a change of mentality in the community regarding the women roles, which is materialized in the acquisition of goods, and in the warriors involvement in activities such as childcare. and food preparation.

The necessary material resources are basically transportation, raw materials and the tools necessary to make the crafts, which these women already have, and which will be acquired gradually depending on the need, during the productive work course.

### LINE : “EDUCATION”

Our school is located in the heart of the savanna and is designed to offer preschool and primary schooling for approximately 250 both boys and girls.

Our school stands out for offering a high level of education adapted to the Masai culture, having a preschool, non-crowded classes, being a nerve center for the community, offering lunch to our students and being located on its own land with a privileged environment.

In addition, we have two residences, one for boys and the other for girls, where students from more remote areas can stay, receiving full support and participating in extracurricular activities organized especially for them.



*This year we have continued working on organizational and pedagogical improvement with the entire team, managing to advance our goal of **ADCAM Mara Vision School becoming a reference educational center in its area.***

Below, we present the lines of action in greater detail:

### **A. EDUCATIONAL AND PEDAGOGICAL ORGANIZATION**

The school year in Kenya runs from January to November, with two vacation periods in April and August, and is established by the Kenya Ministry of Education, just like the preschool and primary school curricular bases.

Starting from and respecting the Ministry's guidelines, we continue working with our internal documents created to help in the management of our school, prepared in a participatory manner by the teaching team:

- **Center Educational Project (PEC):** This is the guiding document that establishes in great detail who we are, the pedagogical proposal and the school operating guidelines. It is reviewed periodically, representing the center medium-long term vision, and its last review was at the end of 2017, redefining the new PEC for the period 2018-23.
- **Annual Center Project (PAC):** This is a set of documents that are updated annually, on the specific organization of the school for each school year. It includes the school's budget, enrollment, the annual calendar, areas of responsibility, the distribution of schedules and subjects for each cycle, and the curricular programming of each teacher regarding the subjects they will teach during the year.

The **Educational Reform implementation at the national level** by the Education Ministry of Kenya changed the structure of primary and secondary education in the country, making it essential that many of the teachers have had to retrain to keep up to date with all the new process.

After several years of work implementing this organizational system internally, the teaching team works autonomously and has defined the Center's Annual Project, so the educational organization system established for our school is consolidated. All our teachers have the appropriate qualifications and experience to adapt the new regulations in primary and secondary school in the best way.

## B. ACTIONS THAT CONTRIBUTE TO THE SCHOOL PROJECT:

### 1.VOLUNTEERING:

This year we had a volunteer group in February. Their support in all the activities carried out has been of great help to the school.

This year the following activities have been carried out:

- Accompaniment in the annual school photography campaign.
- Support in the files preparation for all students.
- Support in all school areas to improve their functioning.



### 2. DONATIONS AND SIGNIFICANT ACTIONS:



Thanks to all the travelers who have visited our school we have been able to have school and pedagogical materials for our school, many of our friends arrive loaded with pens, pencils, notebooks and endless school supplies that our teachers distribute to all the children.

- We have also received donations from companies and individuals that have helped us throughout the school operation, clothing for the dormitory beds such as blankets and sheets, some new beds, books, corn bags for our students' food, paint for the blackboards, we have been able to fix and paint the school roofs, change the machinery and fix the well, in short, basic needs that thanks to all of them we have been able to have covered.



- Mrs. Araceli Lorenzo Núñez, through Colegio Lar in Pontevedra, on her visit to Kenya made a donation for nutritious food for the school (meat, rice and vegetables). The group enjoyed it that day with the children.



- This year our school has participated in a soccer tournament and our women's team has finished in the finals in well-deserved second place.



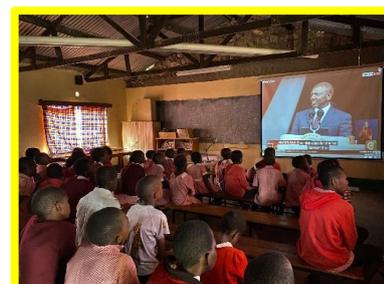
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- Following the Kenyan government guidelines, our school already has its laboratory equipped.

- KPSA and Narok Education County Ministry invite all principals and managers of private schools to work together on the upcoming course, agendas and registration of upcoming schools and discuss emerging policies

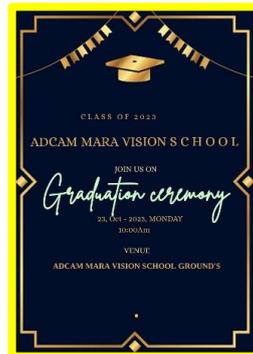


- Kenya Independence Day, a national holiday and very important for the country. At Adcam, we broadcast President William Ruto's speech live with our projector.



- Holiday day at the School, grades delivery for all courses except those that still have to take national exams.

Graduation Party and End of Year Party at the same time, students, teachers, parents and family members shared a diploma ceremony, a play was performed among the students and they enjoyed food, dancing, and a photocall. ...



- In November, the final exams were held for the 8th grade children, the result was very successful. It is a great source of pride for us to see how they have evolved during their primary school years until reaching the end of the school year.



### C. EXTRA-CURRICULAR ACTIVITIES:

- In February we had a visit at the adcam school in Kenya, the mobile unit with the medical team that accompanies the Narok County first lady, Mrs. Angnes Ntutu, they are traveling to all the schools to facilitate medical visits to the children and to give talks about health, education, and women's empowerment, equal opportunities for women in the community.



- The mobile unit has visited a group of women who were waiting patiently.

- Doctors have been giving sexual training classes to our school students.



- We have also received a visit from the Colgate company who donated toothpaste and toothbrushes, in addition to teaching the children how to use them correctly.



- Our teachers and school management staff have received extra training from the Education Ministry. From our school attends: Cheruiyot shadrack - John Naimodu - Vivian chepkirui - Ezekiel yegon - Gerald karia



- William's assistance in Nairobi at the UN headquarters participating with a talk on sustainable projects by Isabel Mestre - Chief Executive Officer ushering in a new chapter in the leadership of the groundbreaking nonprofit.

- This year our children have also planted trees in our school, following the conservation and reforestation objective in the area.



#### D. RESOURCES OFFERED



During 2023 we have offered schooling to **191 students**, 104 boys and 87 girls, of which 67 of them have been permanently housed in our two residences.

All ADCAM Mara Vision School students, in addition to receiving quality early childhood and primary education, benefit from the following resources:

- **Non-crowded classes:** At AMVS we maintain the criterion that there should be no more than 25-30 students per classroom to enable teachers to provide the most individualized attention possible to all students.
- **Materials and equipment provision:**  
At the beginning of the school year, students are given official books and basic school supplies (notebooks, pencils, pens...), while classrooms are provided with the furniture and equipment necessary for the proper development of teaching activity.

- **School Library:** Equipped with a wide variety of books, both academic and more recreational, and with a projector that is used to show films, educational videos and/or Power Point. Our library 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. Adult Literacy Training is also carried out there.



- **Daily nutritious lunch:** To guarantee all our students adequate nutrition for their growth and that their school performance can be optimal, they are offered a daily nutritious lunch. It should be noted that this year we have improved the resident students diet by adding meat, bread and rice on the weekends.



- **Residences:** One for boys and one for girls, where students who come from further away opt for accommodation, full board and extracurricular activities. This means that we can make the most of our school potential and offer education to children from more remote areas, since in the middle of the savannah it is not feasible for them to come walking from their homes every day.

- **Masai culture:**  
We give special attention to working with our students on knowledge about Masai Culture, in a transversal way, with the intention that they value their origins and feel proud of their identity and culture. We believe that this will help tomorrow, when they become prepared professionals, to want to revert their abilities to their community preservation.



- **Co-Curricular Activities:** We carry out all the co-curricular activities established by the government (ball games, athletics, theater and music) and we actively participate in the different competitions held at the local and regional level.

- **English Classes:** Another of the activities that our teachers carry out is giving classes to our warriors, and this year it was Noonkipa Nabaala, the cook's assistant, who requested to attend the classes, on her own initiative, something quite unusual in Masai women, that is why we are proud that she had made this decision and join the continuous improvement of training that we carry out at Adcam.

**Women's soccer team;**

Our ADCAM school students form a magnificent team playing soccer, demonstrating and setting an example that it is not only a men's sport.

- **Community involvement:** We work to be a nerve center for the community, through various activities during the year and the school commission, where parents are convened monthly to talk about the students academic and other topics of interest for the center proper functioning.



**E. TEACHING TEAM**

At Adcam Mara Visión School we have the following structure:

- Project Manager
- School director
- School management assistant
- 3 senior primary teachers
- 6 primary teachers
- 2 Pre-primary teachers
- 1 cook
- 1 midwife for the residences
- 1 security guard
- Parents committee



## F. SCHOOL SUPPORT PROGRAM



In order to be able to face the cost of running all this, we have been promoting a **School Support Program** for several years, in which those people interested in helping us ensure that the school is maintained and can continue advancing make us a periodic donation equivalent to the cost that It means one of our students at school (simple support) or at school and residence (full support).

To facilitate the existence of a tangible link and that these people are adequately informed about the school evolution and the use made of their money, we **symbolically assign** one of our students, of whom we annually send a photo, drawing made by them or Information about the school's progress and academic achievements is also sent. All of this involves important work by the ADCAM team both in Kenya, with the photos, reports and drawings collection, and in Spain, where it is organized everything collected appropriately to send to each of the collaborators the information that corresponds to them, answer their questions and resolve any incident that may arise.



The information collection campaigns this year were carried out in the months of March and October, with the visitors help who usually travel to the project with the ADCAM team on those dates. Also every year, there is a colors and school supplies collection necessary to make the drawings, in which we never cease to be surprised by the people generosity who participate in it.

Information is sent to collaborators throughout the year, approximately following the next schedule:

ACTION	MONTH
Global ADCAM REPORT	January
Children updated photo	May-June
Testimony (drawing or letter)	September
Treasury certificate and Christmas card	December

DAfter five operation years, we currently have a total of **118 employees**.

We are very happy and grateful to have your vital help in the school operation ol.

Finally, it is important to say that the money raised with the **School Support Program** goes into a common fund to cover all school costs without making a distinction between assigned and unassigned children.



If you are interested in joining our Program, do not hesitate to contact us via email [sponsor@adcam.es](mailto:sponsor@adcam.es), and we will inform you without obligation.

## G. IMPROVEMENTS IN THE SCHOOL

### Repairs and maintenance

- Entire electrical system review and maintenance
- Lighting renewal in the kitchen and warehouse.
- Emptying and maintenance of existing septic tanks
- Replacement of broken glass in classes.
- Door and window frames arrangement
- Painting of all classes and residences.
- Water tank maintenance
- Repair of clotheslines
- Repair of classroom floors.
- Fix the school perimeter fence



## LINE “PREVENTIVE HEALTH”



Improving the health of the community is another issue that is addressed by our project, especially through preventive actions that are making it possible to counteract the main health problems they face: malaria, respiratory problems, parasites, malnutrition, etc

The main actions carried out by ADCAM and thanks to Tempe (Inditex Group), have been the construction of a well, for easy access to drinking water, the installation of mosquito nets, deworming campaigns and food supplements for students, medical days, provision of medications and support actions to the nearest medical dispensary. Another fundamental aspect is the development of health education actions, promoting hygiene habits at school and with the entire community.

### A. PREVENTIVE HEALTH PROGRAM:

We continue working on a more autonomous and responsible **Preventive Health Program** execution by the **Health Committee** members, ensuring that the actions implementation defined in it, is increasingly incorporated.

They are the following:

- Deworming(Carried out during the months of January and June)
- Malaria prevention
- Malnutrition
- First aid kit
- Health education.



## **B. OTHER HEALTH IMPROVEMENT ACTIONS**

In parallel with the health plan, each year we carry out actions both in specific campaigns and in providing resources to improve health. The most notable this year are:

- **STUDENTS HEALTH STATUS DIAGNOSIS**

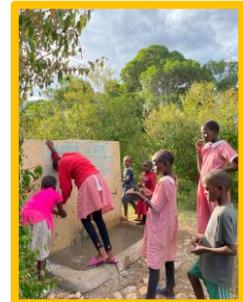
In June, one of our volunteers who is a doctor collaborated in checking the health of both our little ones and some of their mothers.

- **DONATION IN MEDICAL CENTER**

This year, together with Dr. Ylenia Garcia, medical supplies donation was made to the Aigton health center, and it was agreed that the doctors at the center would be in charge of controlling the school children deworming and vaccination activity.

- **WATER FOUNTAINS, SINKS AND SHOWERS:**

This year we have improved the water pipes, we have raised the water tank so that it reaches the fountains with more force. Maintenance work has also been carried out, fixing doors, painting and installing new light bulbs in the toilets and showers.



## **LINE : “SUSTAINABILITY AND ENVIRONMENT”**

In addition to working directly with the community, making them responsible for the daily management of all intervention lines, a solidarity Camp is created managed 100% by Masai warriors, which contributes to the overall project sustainability.

ADCAM has created a tourist and solidarity accommodation in the heart of the Maasai Mara, where Masai warriors introduce visitors to their culture, their respect for nature and their lifestyle.

Our accommodation offers all the comforts, services and activities necessary for our guests to feel well taken care of, with the added bonus of being located next to the school and the Masai manyatta, which allows a unique experience of interaction with the community. The Camp has nine fully equipped tents with a total capacity for 18 people.

**The community empowerment and the actions sustainability carried out is part of the way ADCAM understands cooperation**



The Sustainable Development Goals, also known by their acronym SDG, are an initiative promoted by the United Nations to provide continuity to the development agenda after the Millennium Development Goals. According to the SDGs proposed by the United Nations, **all countries have the opportunity to adopt a set of global objectives to eradicate poverty, protect the planet and ensure prosperity for all.**

**ADCAM adheres to the sustainable development goals, working on its projects for these same purposes: poverty eradication, 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 stop and reverse land degradation, and stop the loss of biological diversity, as well as taking 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 caring for the environment through of non-invasive practices that harm the ecosystem.

The project to support artisanal women promotes sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all (goal number 8).

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

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



Regarding objective 12, our Camp has a kitchen based on sustainable gastronomy.

Based on:

- Do not waste resources.
- Reuse leftover and unspent food to make new dishes.
- Use parts of food that we would normally throw away due to cultural concepts.

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

## **A. SOLIDARITY CAMP:**

This year we have been able to make more trips, both private and author trips, and a volunteer one.

We have continued to work with greater momentum in **promoting it** and in **training the local team to improve** and guarantee quality service to our guests.

To promote the Camp we continue to renew our website giving more information and services about our travel packages ([www.sawamara.es](http://www.sawamara.es)), as well as promotion through our dossiers and social networks.

At ADCAM, we are aware of the privileged environment in which we find ourselves in the heart of the Savannah, a wonderful wildlife natural área part of the Masai Mara territory. From this space, which for a few days will be our home, we assume our personal and team responsibility in everything that has to do with respect for the environment.

We understand that cooking is a very important part of the project and in our daily practice we want to continue keeping in mind the advice for practicing so-called Sustainable Gastronomy.

## **B. IMPROVEMENTS IN THE CAMP**



✓ The camp has 9 tents/18 places, solar energy, running water, reception, bar, store and outdoor bathroom, located in the middle of a grove, with a well-kept garden and stone paths that make the place a dream space.

- ✓ This year we have been able to change a tent that was already very deteriorated, and change the shower system to incorporate it within the tent scope.
- ✓ In addition, regular maintenance has been carried out on roads, lights, furniture, tents, common spaces, floors, plumbing, and solar system for their proper functioning.



### C. ACTIVITIES AND OCCUPATION

Among the **activities** offered to people who have come to visit us, the safaris in the Masai Mara Conservation Area and the National Park stand out with expert Masai warriors, the visit to the Masai village to learn about this tribe way of life. The unique experience of camping near the Mara River where you can see the hippos and crocodiles, the visit to our school and the women's project central office, and the constant coexistence with the friendly and hospitable Masai community, which they share with pride and passion, their concerns and particular vision of the world.

One of the most magical moments occurs at night, after dinner, when guests gather around the bonfire, alongside the warriors. From the simplicity of being in the middle of the savannah, in contact with nature and fire, conversations, songs and dances are shared, making each day different and special.



During 2023, **231** people have visited our Camp. Most of them have come through individual groups, activity groups related to yoga and meditation, volunteer groups and families who wanted to enjoy a dream trip all together.

Everyone has greatly enjoyed the experience, highlighting the unique combination that ADCAM Mara Vision Camp offers, by offering all the comforts and tourist activities typical in a lodge in Maasai Mara, along with a direct and real coexistence with the community and the project, in addition of the satisfaction of knowing that they are contributing to its sustainability and improvement.

We have also expanded our signature trips (thematic packages and guided groups) focused on different activities, in order to give more visibility to our Camp, intertwining the experience of being able to enjoy a unique and unrepeatable trip without losing the magic of traveling

to Kenya and enjoying. From all its corners, the author trips of this year 2023 have been, Mindfulness, Nomads and Inner. All of them with maximum occupancy and total success.



To learn more about the camp activities and rates, see our website [www.sawamara.com](http://www.sawamara.com) or request information at [info@sawamara.es](mailto:info@sawamara.es)

You can also follow us on our social networks and contact us through our Facebook @adcamsocial or through Instagram Adcam Project.

#### **D. ENVIRONMENTAL COMMITMENT**

The two main lines of work carried out this year and in accordance with our environmental commitment have been:

##### **✓ Mantenimiento del sistema solar:**

Several years ago we installed a Solar System with the capacity to supply energy to the school and Camp, with the help of the renewable energy company SULMAG. They have monitored this project so far, traveling to Kenya on several occasions to ensure everything was working properly. In 2019, the SULMAG Manager moved to the project and transferred it to a company based in Nairobi, which has been in charge also maintaining the saltwater and well. The work carried out has been a success and we have signed an agreement for maintenance 4 times a year.





✓ **Project Environmental care.**

For yet another year we have continued with the environmental care actions that we have been carrying out, among which we should highlight:

✓ **Natural fencing with Kayapa.** We have continued to care for and ensure the growth of the project's natural fencing, both on the primary school land and on the land we have to be able to develop the professional training

- ✓ **Trees Reforestation:** We have continued planting trees on the land planned for the professional training and taking care of them to accompany those that were already there in their growth.
- ✓ **Agreement continuity with WildLife:** We have maintained the agreement with WildLife, a local organization in charge of the animals and wildlife protection in the Maasai Mara Conservation Area, with which we have been carrying out coordinated actions for years to raise awareness about the importance of the environment among the youngest.
- ✓ **Zero waste:** The Masai community hardly generates waste, so our greatest work in this regard occurs in the countryside. We warn our clients not to bring plastic, that the bottles or toiletries be returned to their origin, we have placed water dispensers in the bar and dining room area, providing clients with bamboo bottles so as not to use plastic bottles. Our napkins are made of cotton fabric and we close them with a Masai bracelet made by the women with a number, in order to reuse them in your stay and not increase water consumption.

## **E. OTHER NOTABLE ACTIONS**

During 2022 we have had a visit to Spain by the Project Masai leader in Kenya, Mr. Kikanae Ole Pere, and we have been able to carry out information and awareness activities for the Masai community.

Likewise, we must mention the activities to recognize Rosa Escandell's lifelong work, which has been awarded and recognized by different organizations.

In addition to agreements and continuity in projects that reinforce the link with everything we value for the progress and growth of our community.

## F. TRAINING, INFORMATION AND AWARENESS CAMPAIGNS:

- ✓ Within the 25th Padima anniversary framework and the emblematic Alicante's Archaeological Museum, a meeting is held on TRADITION, INNOVATION AND INTELLECTUAL PROPERTY, how to care for traditional knowledge in a digital world, where Adcam represented by William and Rosa Escandell, spoke about the Adcam project and the Masai women empowerment.



- ✓ Visit to the Ángel de la Guardia school where William shared with the students his experience about education and the Masai culture.



- ✓ Talk at the Alcoy design school where William, in addition to talking about the Masai culture, emphasized women's crafts and their meaning.

- ✓ Visit to the Association Arroz con costra friends Elche "Costra i Tertulies since 1985". In which, in addition to tasting the authentic crusty rice from Elche, William was awarded the association's official insignia and crust. William also presented the president with the Masai ORINKA



- Visit in Almería to the company Ad Salas and Ad Siros, together with their clients. This company donated 10 computers and helped build a house for computer science and start computer classes at our school.



✓



- ✓ Like every year, we have gone out to the mountains in the Alicante's province with OXYTOURS in favor of Adcam.

## ALICANTE DIPUTATION



- ✓ One more year we visited the Deputy Teresa Belmonte to thank her for the help she gives us every year with our teachers salaries at Adcam Mara Vision School.



- ✓ Visit to Councilor María Conejero Requena, Councilor for Equality, Youth, Immigration, Cooperation and Volunteering at Alicante City Council. We have had the pleasure of taking a guided tour around the Alicante Town Hall and its rooms and in addition to the plenary session.

- ✓ Visit to the Foncalent penitentiary center. William gave a talk at the cultural center for the inmates (women and men) in order to tell them about his culture, way of life, laws and prisons in Kenya. He welcomes the talk very well and manages to create a good atmosphere by getting the inmates out of their routine.



- ✓ The Sao Viajes Naturales agency in Valencia, which sells Adcam trips and actively collaborates with the NGO, organized a presentation at the Valencia Tennis Club to clients and companies in Valencia who were potential clients. More than 40 people attended and the presentation was carried out by Alberto Galloso CEO of Sao V., William and Pedro López on behalf of Adcam. Many attendees were interested in adcam's social trips.



- ✓ William and Pedro López from Adcam participate in this Mountain Trail in the 20k modality and 1,085 m elevation gain in Sierra Aitana in Alicante. William, who has run various marathons and half marathons in Alicante and other cities, had not yet run a Mountain Trail and he did so with a very satisfactory result among the 400 participants and with temperatures of up to 10 below 0 at the top with strong wind . In addition, this Trail scores in the Spanish championship for the deaf.





✓ On Sunday, February 26, the children's commission of the @fallasantpatrons of Torrent participated in the parade organized by the Fallera Local Board. The criticism chosen was DES-IGUALTATS. Among other things, the NGO ADCAM was given visibility, trying to raise awareness and promote its education, sponsorship and gender equality programs. The children wore costumes made from original Masai blankets, supporting the women's project.



✓ Visit to the "Happy books library". Mario Córdoba (director) and Manuel Desantes who have treasured these wonderful books. It houses more than 4,200 books from the 19th to the 15th centuries (these last ones are the so-called incunabula). William's special attention to the first printed Bible and the wonderful Africa world maps.

✓ **Icarion Alicante Event – sawa Mara A trip to the heart of Kenya.**

Presentation in Alicante organized by Icarion together with Air France/KLM and ADCAM. In this very special event we share with our attendees as a travel diary the great experience of traveling to the heart of #Kenya. In addition, we explain in depth the social project that gives meaning to our lodge.



✓ **Icarion Event – Sawa mara**

Barcelona, Sawa Mara presentation to travel agents at BY SAFE HOUSE

We repeat, together with Air France/KLM and Icarion, the trip "Living with the Masai in the Mara", at the Masai ecolodge, Sawa Mara. An event in which we share in first person with the Catalonians travel agencies the great experience of traveling to this African country and living this adventure.

We also raffled off a place won by Meritxell Celiméndiz from On viatges de Vilanova I la Geltrú, for the #FamTrip to Kenya next year.

During the cocktail we had background music with a local DJ from the with African music.



❖ We accompanied the women from the Foncalent psychiatric center on an outing to the salt flats of Torrevieja together with Fran Lucha from Oxytours and William Kikanae, the objective is to share nature with these women deprived of liberty. They talked about birds and nature giving a breath of fresh air to all the patients in the prison.

❖ Meeting with the team and CEO of Renta corporation, an entity that has been collaborating with Adcam for several years with specific contributions and sponsoring children. This year, they also visited the project in Kenya.



❖ Meeting at Barcelona Tennis Real Club, in order to promote the Adcam project with a group of partners.



❖ Visit to El Valle school. Alicante School Bilingual Spanish-English, where William had the opportunity to transmit his culture and way of life in addition to the difficulties of studying in the Masai Mara.

- ❖ Presentation in Murcia of the book by our godmother Bisila Bokoko, we all have a story to tell. In that same forum Bisilia and William made an Adcam Project presentation.



- ❖ Pedro López attends the annual event of Alicante's Directors and OPENDIR province in Adda, representing Adcam, promoting the NGO and its Eco Lodge to companies, managers and public organizations such as the Alicante town hall, the Alicante Provincial Council, the Alicante Directors' Circle and its president Eva Toledo...

- ❖ Signing the Agreement between CBI – Basket Elche and Adcam so that the match on 02/11/24 in Elche will benefit Adcam, with the participation of William and a crafts market stand. Pedro López goes to the signing, and at half-time of the Festa d'Elx Trophy match, Adcam is mentioned as one of the 12 entities that benefited from this action by the Club and we are given a team shirt in the name of Adcam.



- ❖ Helpers book “School of lecturers, how to become a successful speaker” presentation. It took place at the Cofares Foundation in Madrid at 7:00 p.m. William is mentioned in the aforementioned book and both William and other Helpers speakers participate in the presentation. The book presentation is carried out by former Labor Minister Manuel Pimentel. At the end, a wine and networking space is offered where the adcam project attended.

<https://www.moncloa.com/2023/10/09/helpers-speakers-presento-escuela-de-conferenciantes-y-fue-todo-un-exito-2223468/>

[https://informalia.eleconomista.es/estilo-de-vida/noticias/12496742/10/23/raquel-sanchez-arman-y-jesus-ripoll-lopez-presentan-el-libro-escuela-de-conferenciantes-como-convertirte-en-un-speaker-de-exito-.html?utm\\_source=Twitter&utm\\_medium=Social](https://informalia.eleconomista.es/estilo-de-vida/noticias/12496742/10/23/raquel-sanchez-arman-y-jesus-ripoll-lopez-presentan-el-libro-escuela-de-conferenciantes-como-convertirte-en-un-speaker-de-exito-.html?utm_source=Twitter&utm_medium=Social)



- ❖ William participates in the national HR event <https://www.hrinnovationsummit.com/> in Madrid at 12:00 p.m. in the La Nave space in Madrid. Hired through Helpers Consulting, an agency for renowned speakers and lecturers. It takes place in the main auditorium before hundreds of people. At the Innovation Summit event they leave us a space for the sale of crafts with great success in sales and Project dissemination.



<https://www.rrhdigital.com/secciones/eventos-rrhdigital/730480/exito-rotundo-del-hr-innovation-summit-2023/>

Access link to the event video: <https://vimeo.com/871227752/89e504686f>



- ❖ William participates in an event by the leading company in the optical sector Multiópticas. The conference is part of an employment program that Multiópticas has with CEU Madrid students at 5 p.m.

❖ **"III Social cohesión Meeting, Cooperation and Global Citizenship, and Volunteering. Alicante Intercultural and Egalitarian City"**, organized by Alicante's City Council Public Rights Department, which took place in the Assembly Hall, the Contemporary Art Museum in Alicante (MACA).

This meeting is aimed at staff from entities in the third sector of the Alicante municipality; entities in the field of immigration, asylum and refuge; entities and associations of equality, feminism, rights and women well-being, those that make up the "Alicante Treats 0 Table", and LGTBI entities;

international cooperation entities; and volunteering, as well as others social interest.



One more year, Adcam collaborates as a jury alongside Icarion and Klm in the TFM award (best final degree project in sustainable tourism) in the Redintur network. During the celebration of the XIII Redintur forum, at the Faculty of Social Sciences and Communication at the Cadiz University, in Jerez de la Frontera, we have awarded the Award to the best TFM on Sustainable Tourism of the 28 Spanish universities belonging to the Interuniversity Network of Postgraduate Studies in Tourism INTUR NETWORK.

Rosa Escandell, had the honor of presenting the award to Ailende Eigbefoh-Addeh Imafidon. Ailende will enjoy a solidarity trip to learn about ADCAM's solidarity project at the Sawa Mara Camp in Masai Mara and discover Icarion's commitment to tourism sustainability.





❖ Bisilia Bokoko and Rosa Escandell meeting with our godmother Olivia Palermo in Madrid in order to plan an event in New York for 2024. Olivia presented a collection with the brand Scalpers.

## G. MEDIA:

**NEWSLETTER:** Throughout the year we have been sending information through our Newsletter, the most recognized and important have been the following:

Alicante Deputy:

<https://sawamara.com/2023/02/01/encuentro-con-la-diputada-teresa-belmonte-sanchez-gradecimiento-por-el-apoyo-a-adcam/>



Alicante Town Hall:

<https://sawamara.com/2023/02/01/adcam-mara-vision-school-recibe-la-subvencion-del-ayuntamiento-de-alicante-para-conseguir-superar-el-contexto-post-pandemia/>



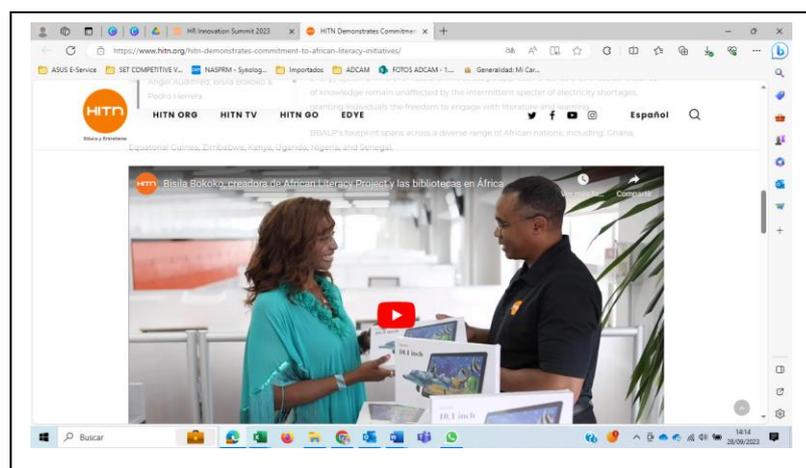


## Channel HITN

Adcam, Mara Vision Sschool and William appear in this event, video and article by Bisila Bokoko.

Ref. Laura Masnatta (contact in Hitn)

<https://www.hitn.org/hitn-demonstrates-commitment-to-african-literacy-initiatives/>

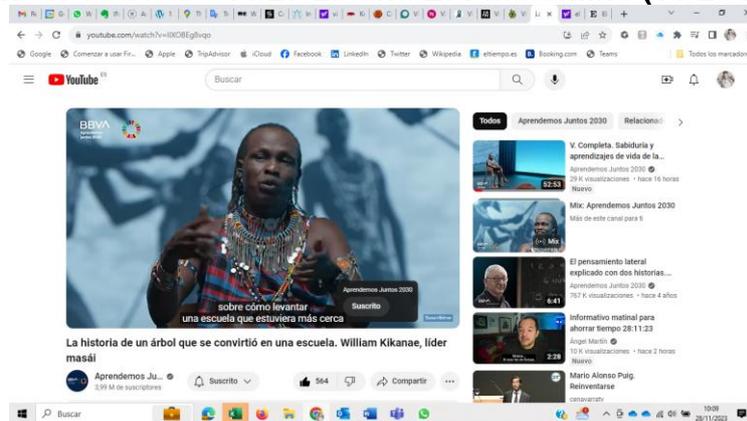


## YOTUBE:

Miguel Expósito - Editorial Director of We Learn Together - Kike Nimo - Executive Director of We Learn Together.

Recording of Let's learn together. The format is a meeting with the public, in which he shares his life and professional experience, through people's questions. In this firm format they recorded primatologist Jane Goodall and Nobel Peace Prize winner Rigoberta Menchú.

### Video Publication on YouTube 11/27/23 and El País online (11/28/23)



### Evolution Instagram and Facebook

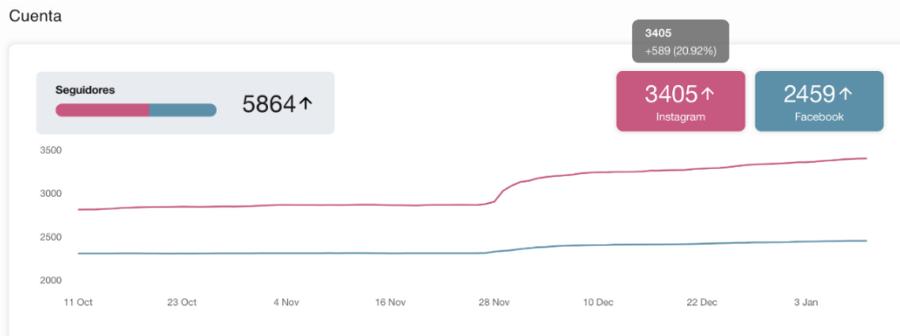
#### IG Data Summary



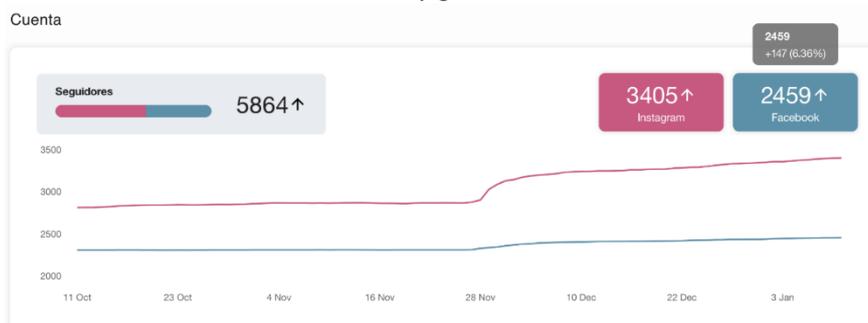
#### FB Data Summary



#### Community growth on IG



### Community growth on FB

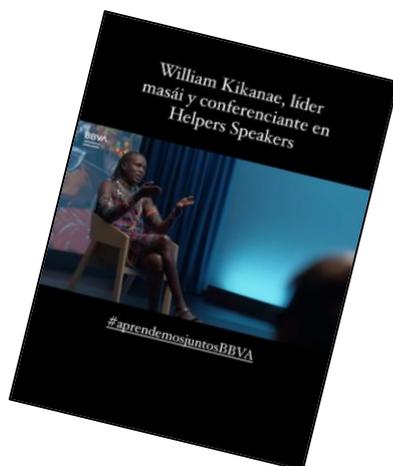
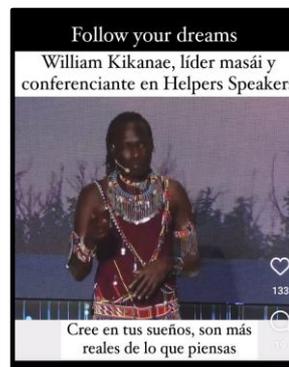


## The most notable news from our social networks has been:

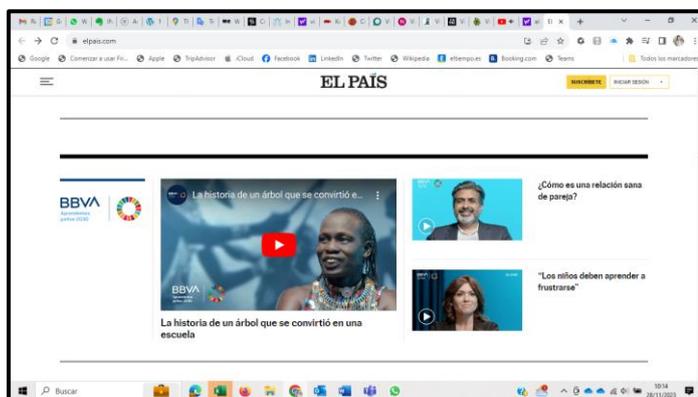
Grateful for the support, one more year, that the Alicante Provincial Council @diputacionalicante offers us, in our Educational Care project at the Masai school and residence for minors, in Kenya.



- ✓ This year we have received support from the Alicante City Council Subsidy for the Education for Sustainable Development project: Nursery and Primary School for Masai boys and girls.



## PRESS:



**Full Video :** <https://www.youtube.com/watch?v=6OmdmkB6deQ>

**Short Video :** <https://www.youtube.com/watch?v=IIXOBEg8vqo>



[facebook.com/adcamsocial](https://facebook.com/adcamsocial)



[twitter.com/ADCAMsocial](https://twitter.com/ADCAMsocial)



[www.adcam.es](http://www.adcam.es)

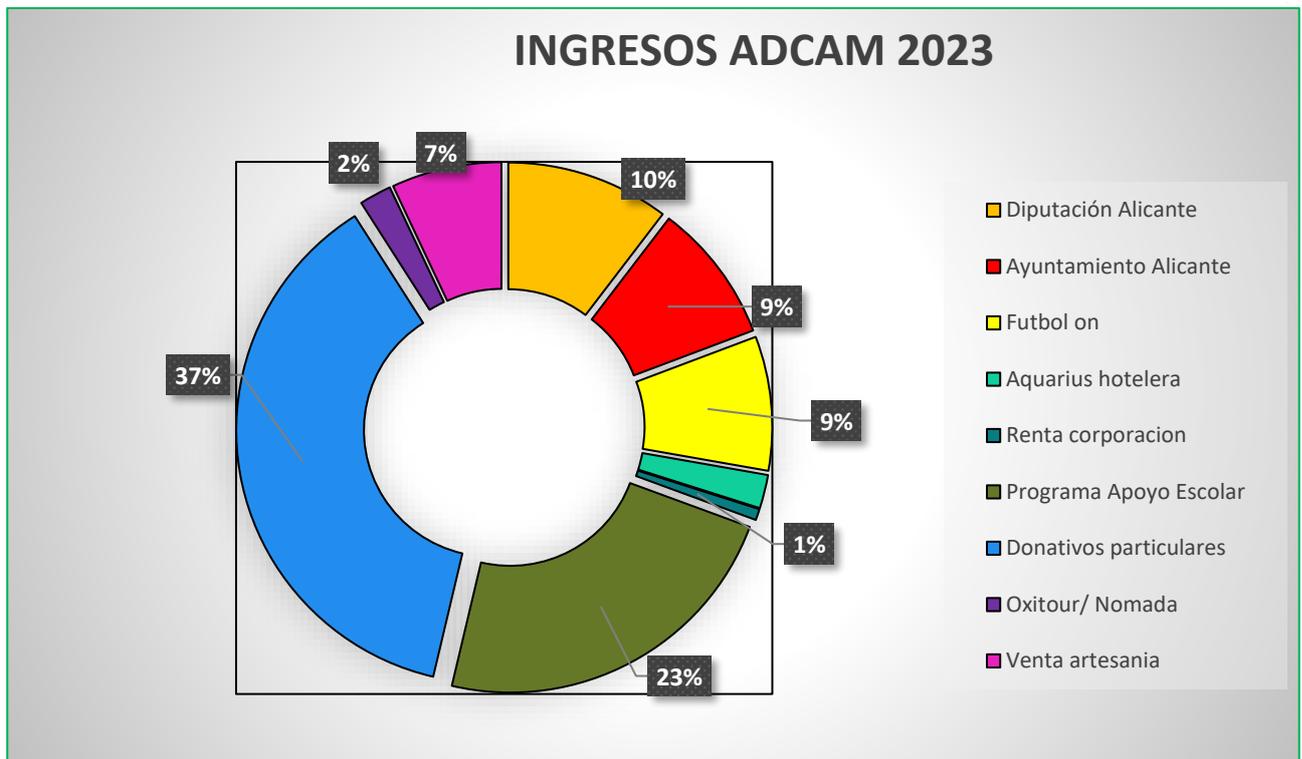
## 4 WHO MADE ALL THIS POSSIBLE?

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The management of a project like this is the result of the sum of many contributions, both at the funds and sponsors level, as well as collaborations, volunteers and the entire human team behind it.

### A. FUNDS AND SPONSORS

The funds used to carry out the entire project are distributed as follows:



## B. CONTRIBUTIONS

### BY THE PUBLIC ADMINISTRATION

- **Subsidy Excma. Alicante Provincial Council,** Educational Care project in the Masai school and residence for minors, in Kenya with a contribution of 14,500 euros for the period 2023.





- **Subsidy from the Hon. Alicante City Council,** Education for Sustainable Development project: Nursery and Primary School for Masai boys and girls. Amount contributed €4,920 for the period 2023.

We attach an institutional video showing their cooperation work.

[https://www.youtube.com/watch?v=b355NX20\\_Tc](https://www.youtube.com/watch?v=b355NX20_Tc)



[Proyectos de Cooperación al Desarrollo subvencionados por la Concejalía de Derechos Públicos](#)

EXPOSICIÓN DE LOS PROYECTOS DE COOPERACIÓN AL DESARROLLO SUBVENCIONADOS POR LA CONCEJALÍA DE DERECHOS PÚBLICOS EN EL AÑO 2022

[www.youtube.com](http://www.youtube.com)



### COLLABORATING AGENCIES:

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
- Spanish Embassy in Nairobi.
- Other local organizations and supports. Among them it is worth highlighting:
  - Maasai Mara Conservation Trust
  - City Council de Narok
  - Education District Office de Narok

### C. MASAI COMMUNITY AND ADCAM HUMAN TEAM:

Un año más la comunidad maasai ha demostrado su alto grado de implicación y compromiso con el proyecto y especialmente **su líder William Ole Pere Kikanae**. Él y su visión sobre cómo ayudar al desarrollo de su pueblo permiten año tras año, expandir esta iniciativa.

Por otro lado, el compromiso del equipo humano de ADCAM en España, de sus voluntarios y de su **presidenta, Rosa Escandell**, hacen con su esfuerzo que día a día el proyecto siga creciendo en favor de quien más lo necesitan. Once again the Masai community has demonstrated their high degree involvement and commitment to the project and especially **their leader William Ole Pere Kikanae**. He and his vision on how to help the development of the town allow him to expand this initiative year after year.

On the other hand, the commitment of the ADCAM team in Spain, its volunteers and its **president, Rosa Escandell**, ensure that the project continues to grow day by day in favor of those who need it most.



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

### Contact

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