

CORPORATE SOCIAL RESPONSIBILITY

CHUMBE ISLAND EXCURSION

ZURI ZANZIBAR & ZANREC & KILINDI PRIMARY
SCHOOL

ENVIRONMENTAL EDUCATION (EE)
17TH-18TH OCTOBER 2017

INTRODUCTION

The team at the Zuri Zanzibar hotel is keen for the students in Kendwa to be educated about the importance of marine conservation, as the village where they live is located in a coastal area and close to the coral reef. The Chumbe Environmental Education (EE) Programme, which Kendwa students participate in, offers education on coral and forest ecology, rainwater harvesting and other sustainable aspects for marine conservation and the environment.

They also believe that it is important for the Chumbe EE Programme to promote the knowledge of eco-tourism, as the tourism sector is growing fast in Zanzibar and is providing work for many Zanzibaris. Whilst the tourism sector is strongly dependent on a clean coastal environment, it is also necessary to find environmentally friendly projects for the tourism industry. This is a perspective that the Zuri Zanzibar is keen to support.

ABOUT CHUMBE ISLAND

Chumbe Island, part of the Zanzibar archipelago, is located in the channel between Zanzibar and mainland Tanzania. Chumbe was announced as a 'Marine Protected Area' (MPA) with a 'Coral Reef Sanctuary' (CRS) and 'Closed Forest Reserve' (CFR) in 1994, and it is the first privately managed MPA in Africa.

Chumbe is operating in three key areas: conservation, education and eco-tourism. In eco-tourism it operates a small, high-end, zero-impact eco-lodge on the island to generate the funds required to manage the conservation area. It operates as a not-for-profit enterprise, where all revenue generated by eco-tourism is ploughed back into the management of the MPA. Providing environmental education services to the people of Zanzibar and beyond has been a primary objective, and the Chumbe is now providing environmental training for students at different school levels, as well as teachers and communities.

PROJECT CONCEPT

The Zuri Zanzibar hotel, together with Zanrec and the Chumbe Island Coral Park, offered selected students from the environmental group in the Kilindi school a one-day excursion and training on Chumbe Island on the 17th and 18th October, 2017. The Environmental Education (EE) Programme included a full-day excursion to Chumbe Island, where students learned about marine & forest ecology, sustainable coastal management, compost making, rainwater harvesting and ecotourism.

PROJECT TIMELINE

13th Oct, 2017 - pre-visit to the Kilindi school

17th and 18th Oct, 2017 - Chumbe Island excursion, Environmental Education (EE) for Kilindi students





CORPORATE SOCIAL RESPONSIBILITY

EYE-GLASS DONATION

ZURI ZANZIBAR & HIPZ & JUANEDA EYE CLINIC,
SPAIN

HEALTHCARE
STARTING DATE: AUGUST 2017

INTRODUCTION

The challenge for the Zanzibar healthcare system is the lack of educated doctors, medical equipment and medicines. In Zanzibar town there is only one main hospital which is often over-crowded. The team at the Zuri Zanzibar hotel want to help people by supporting the HIPZ (Health Improvement Project Zanzibar), a UK-based charity project, which provides medical care for rural areas to avoid the need for the local people to travel to town for all of their health issues.

EYE-GLASS DONATION WITH THE HELP OF HIPZ

Dr Michael Stoma in the Juaneda Eye Clinic, together with residents of the Balearic island of Palma de Mallorca, Spain, have donated second-hand eye-glasses to the Kivunge hospital in Zanzibar. Mrs Kay Newton organised the transportation of all 7 kilogrammes of eye-glasses from Spain to Zanzibar and, together with a team from the Zuri Zanzibar hotel, they were brought to the Kivunge hospital, where the doctors helped to find new owners for the glasses. Further collaborations with HIPZ are currently being planned.

The Kivunge hospital is a government-run hospital that collaborates with HIPZ. The aim of HIPZ is to improve the hospital's facilities and clinical services by providing volunteer doctors, equipment and medical supplies, as well as undertaking renovations, developing management systems and training the local staff. The shared responsibility and collaboration between the government and HIPZ requires them to have a formal partnership with the Ministry of Health, identifying realistic, tailored healthcare solutions, ensuring long-term clinical and financial sustainability, maximising the potential of local staff, and identifying partnerships with other health development organisations.

PROJECT TIMELINE

15th August, 2017: visit to Kivunge hospital for the donation of glasses

Further plans with HIPZ in progress





CORPORATE SOCIAL RESPONSIBILITY

TOURISM TRAINING IN KENDWA

ZURI ZANZIBAR & JAMBIANI TOURISM TRAINING
INSTITUTE (JTII)

EMPLOYMENT & EDUCATION
STARTING DATE: JANUARY 2015

INTRODUCTION

Tourism Training in Kendwa is an apprenticeship project that is being carried out by Zuri Zanzibar Hotel & Resort and the Jambiani Tourism Training Institute (JTTI). The project was started in July, 2015 with a 'Train the Trainer' programme and in April 2016 ten students from the Kendwa community started their 2-year education for a certificate in tourism and hospitality. The Tourism Training in Kendwa project is funded by the Zuri Zanzibar.

PROJECT CONCEPT

The purpose of the project is to educate young adults from Kendwa and the surrounding villages and to increase their access to employment and income. Until recently, due to the low education level in rural villages, employees in the tourism sector in Zanzibar have mostly come from mainland Tanzania and other countries, but the purpose of this project is to educate people from the local communities and enable them to find work in the hotel and hospitality sectors and, of course, the Zuri Zanzibar Hotel.

CONTENT OF THE PROJECT

- Apprentices study subjects from all hotel operational departments and specialize in both the food & beverage and room divisions.
- The programme includes studies in English, Maths, IT and First Aid.
- Students receive a monthly allowance during their studies, and lunch every school day.
- The programme will be completed with final exams in September, 2018. Successful students will receive a certificate and the opportunity to gain employment with the Zuri Zanzibar hotel.
- Programme trainers are Zanzibaris.
- Trainers received a monthly sponsorship during their training.
- Trainers are provided with a monthly salary, lunch and accommodation.
- Computers, curriculum, and other project materials are provided by the Zuri Zanzibar hotel.

PROJECT TIMELINE

July, 2015–April 2016: Train the Trainer programme.

January, 2016: ten students from Kendwa were selected to take part in the Tourism Training Programme.

January, 2016–September, 2016: ten students took part in the introductory courses in English, Maths and IT

September, 2016–September, 2018: the length of the programme.

RECENT PROJECT ACTIVITIES

22nd September, 2017: hotel visit to Hideaway Nungwi

25th August, 2017: chopping lessons by Zuri chefs

8th August, 2017: tray holding competition

2nd August, 2017: napkin folding and tray holding workshop

19th July, 2017: tour of the Zuri Zanzibar hotel site





CORPORATE SOCIAL RESPONSIBILITY

PARTNERSHIP WITH THE ARTIST 'PICASSO'

ZURI ZANZIBAR & THE ARTIST
'PICASSO'

EMPLOYMENT & ENVIRONMENT
STARTING DATE: OCTOBER 2017

THE ARTIST 'PICASSO'

An interview with the artist 'Picasso' who is painting the wall paintings for each of the Zuri bungalows.

Mr. Picasso (Muhammed Rajab Mwinyi) is currently working on wall paintings for each of the Zuri bungalows, and I was lucky enough to spend some time talking with him.

Picasso is a Zanzibari artist. He was born in 1974 in the Dunga village in western Zanzibar and went to school in Stone Town. After secondary school he joined the School of Art (Nyumba ya Sanaa) in Stone Town and continued his studies on the mainland and in South Africa. He was determined to continue his artistic studies, even though his family didn't support his dream to become an artist. Instead they tried to turn his mind to taking up a 'proper and conventional profession'. But he didn't give up on art. As tourism started to grow in Zanzibar, Picasso's work began to gain interest, especially from the Italian tourists, and even now, his biggest markets are still Italy and South Africa.

When we start to discuss how long his professional career has been, he looks shocked and says that he is not able to think that making art is his career, as art is his whole life; his work, free time activity, how and who he is.

I had originally prepared a list of questions in order to find out more about this artist, but when Picasso started his stories I stopped asking the questions. He told me about an old Masai lady that he met once in the Masai village in the north of Tanzania, how he has seen a lion catching zebras and many more stories. He likes to make art by going to the villages and everywhere that people live their life and to see where other objects of art can be found. Watching real life is, he believes, the best way to get ideas for his art, and he aims to catch the spirit of his meetings and what he sees in his travels in each of his pictures. He makes it sound as if there is something mysterious behind each of his beautiful pictures, the secret which differs beauty from art. Thinking for a while, Picasso mentions his love of wild animals as his favourite topic for painting. He also has a great deal of experience in the making of scenography and animation, but by painting in a quiet and peaceful place he lets his brain relax.





CORPORATE SOCIAL RESPONSIBILITY

PARTNERSHIP WITH SEAWEED CENTER

ZURI ZANZIBAR & SEAWEED CENTER

EMPLOYMENT, WELLBEING & WELLNESS
STARTING DATE: 2017

INTRODUCTION

The team at the Zuri Zanzibar hotel cares for its guests by providing them with the purest, natural skincare products that are produced from the organic seaweed farmed on the east coast of Zanzibar and carefully hand-picked by inspirational women.

ABOUT THE SEAWEED CENTER

The Seaweed Center is a socially responsible business that provides female seaweed farmers with the opportunity to improve their personal standards of living and develop economic activities that benefit the entire community. The project is based in Paje, Zanzibar and comprises a factory and a gathering site that produces soaps and creams from seaweed.

Seaweed Center products are a collaboration of traditional and modern techniques, and in order to create the purest skincare products, the team of inspirational women carefully blend hand-picked ingredients with organic seaweed from Zanzibar's pristine shores.

Seaweed is a treasured ingredient and an age-old remedy for the treatment of skin conditions. Naturally abundant in essential amino acids and moisturising phytonutrients, protein-rich seaweed has traditionally been used to restructure collagen and combat premature skin ageing. In essence it detoxifies and restores the natural balance of the skin.

THE PARTNERSHIP BETWEEN THE SEAWEED CENTER AND THE ZURI ZANZIBAR

The Zuri Zanzibar hotel wants to provide its guests with the most natural and purest cosmetics, and by buying bathroom cosmetics from the Seaweed Center it is able to promote not only the wellbeing of its guests but also a local enterprise, the women's livelihood, and their empowerment in the rural community.

The Zuri Zanzibar hotel and the Seaweed Center share a mutual vision: the aim to deliver exceptional quality to the hotel's clients and the wish to share their appreciation of Zanzibar through positive business practices. The hotel's involvement in this project has sparked a collaboration that has launched a new line of products that benefit everyone.

PROJECT DETAILS

The Zuri Zanzibar hotel purchases its shampoos, conditioners, body lotions, body & hand washes and soaps from the Seaweed Center.





CORPORATE SOCIAL RESPONSIBILITY

KEEP KENDWA CLEAN!

ZURI ZANZIBAR & ZANREC

WASTE MANAGEMENT & EDUCATION
STARTING DATE: JUNE 2016

INTRODUCTION

The 'Keep Kendwa Clean!' project started in June, 2016 and it is expected to run on a long-term basis in order to realize the goal of making Kendwa clean. For this project, Zanrec is responsible for operating the community waste management, environmental education and village-cleaning, whilst the Zuri Zanzibar Hotel & Resort is funding these activities.

PROJECT CONCEPT

A clean community provides a healthy environment with a decreasing prevalence of disease and a safe place for children to play and cows and goats to live. The introduction of waste management services also provides job opportunities and extra income for villagers. The Keep Kendwa Clean! project is an effort to tackle the increasing amount of waste, and the degradation of the natural environment and the ocean.

CONTENT OF THE PROJECT

- The collaboration between Zuri and Zanrec started in June, 2016.
- The first action was to remove 2 dumpsites from Kendwa village.
- Waste collection points have been set up on the cleaned dumpsites, 2 next to the main village road and 1 next to the school.
- There is now daily waste collection by Zanrec from the community collection points.
- The Kendwa women's group carries out daily road and beach cleaning and earns a small income from cleaning the village
- There are now weekly environmental trainings for community members, nursery and primary schools, fishermen and the local women's group.
- Regular research is carried out through interviews with the Kendwa households concerning their waste management practices, energy sources and water access.
- There is assistance for the school's environmental group, school compost and school garden.

PROJECT TIMELINE

The project started in June, 2016 and is ongoing.

RECENT PROJECT ACTIVITIES

2nd November, 2017: meeting with fishermen

26th October, 2017: waste dangers -training for standard 1

5th October, 2017: village cleaning campaign

28th September, 2017: personal hygiene training for standard 1 and 2

21st September, 2017: personal hygiene training for standard 1

13th September, 2017: lunch with village cleaning team

5th September, 2017: Kendwa beach-cleaning

30th August, 2017: household training

25th August, 2017: Kilindi school training

10th August, 2017: Kilindi school cleaning campaign

3rd August, 2017: village dumpsite cleaning campaign

27th July, 2017: household interviews

20th July, 2017: household interviews





CORPORATE SOCIAL RESPONSIBILITY

**BLACKWELL
COMMUNITY
LIBRARY**

ZURI ZANZIBAR & BLACKWELL

**EDUCATION
COMING: FEBRUARY 2018**

INTRODUCTION

Nearly 750 million people in the world are illiterate. UNESCO identified having access to a “literate environment” as one of the critical factors in supporting literacy development. If children do not have regular access to engaging books and other reading materials to practice their literacy skills, they are less likely to become lifelong readers and learners. And this inhibits economic opportunity and growth.

PROJECT CONCEPT

Together with Blackwell, the team at the Zuri Zanzibar aims to accelerate learning through access to high-quality books and reading materials. It also wants to increase literacy in schools and the local community and to integrate library resources into children’s learning environments.

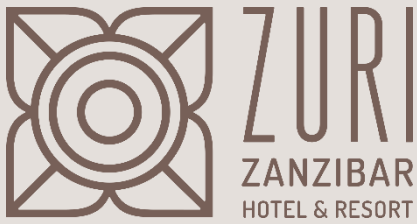
Tourism is often the bridgehead for local economic development and with that comes a tremendous responsibility for sustainable development and cultural sensitivity. Blackwell’s approach, together with the Zuri Zanzibar, is to work towards the establishment of a community library in Kendwa, where low income and the rural location puts children at a significant educational disadvantage. The Zuri team believes that it has a common purpose with Blackwell, and by engaging children with books in a fun and meaningful way, it can help children develop the lifelong habit of reading and studying, and, therefore, a brighter future.

CONTENT OF THE PROJECT

For every book collection that Blackwell supplies the hotel with, it will donate a reading and reference library to the local community. In Kendwa, Zuri Zanzibar works together with the Kilindi Primary School to organize the library and a community library will be set up in the Kilindi school. Together with the students, the school and the Zuri have planned the book’s topics and later, when the library opens, a community librarian will receive training. Blackwell’s sustainability commitment is that every time they supply the hotel guest library with new books, they will send more books to their adopted community.

PROJECT TIMELINE

Project planning started in July 2017, with the aim of books being delivered in February 2018.



CORPORATE SOCIAL RESPONSIBILITY

PARTNERSHIP WITH CHAKO

ZURI ZANZIBAR & CHAKO

ENVIRONMENT, EMPLOYMENT & EDUCATION
STARTING DATE: 2017

INTRODUCTION

CHAKO is a social enterprise in Zanzibar that works according to the Tourist2Tourist concept. CHAKO makes re-cycled souvenirs for tourists, out of waste material that mostly comes from the results of tourism in Zanzibar. This offers tourists a way of reducing their negative impact on the island with a positive approach; by buying re-cycled souvenirs. Nowadays, the products do not only reach the tourists in Zanzibar and Arusha, but also people in Germany, Belgium and the Netherlands.

ABOUT CHAKO

The mission of CHAKO is to increase economic opportunities in Zanzibar by enabling artisan craft producers to expand their product ranges, establish networks, and connect with broader markets. CHAKO invites local artisans and craft workers, most of them women, to their workshop, where they learn the meaning of re-cycling and about the different target groups. Through co-creative design thinking, workshops and teaching of the artisan craft, workers are encouraged to independently create re-cycled products. This stimulates social and economic empowerment and is promoting sustainability.

By collaborating with different partners a bigger platform is created for artisan craft producers in Zanzibar using waste material. Through awareness campaigns, local Zanzibaris are encouraged to create re-cycled products as well.

PARTNERSHIP BETWEEN CHAKO AND ZURI ZANZIBAR

Zuri Zanzibar works with CHAKO by buying paper beads and lights for the hotel. The team at the Zuri Zanzibar shares CHAKO's concept of encouraging re-cycling as it also works towards improving the disposal or reuse of waste. Working with CHAKO, the Zuri team is working towards a cleaner island and a better economic and social wellbeing for the Zanzibaris. Enterprises such as CHAKO are key stakeholders in the introduction of new and innovative business opportunities related to recycling on a larger scale throughout Zanzibar. By supporting CHAKO, the hotel aims to be part of their valuable work.

PROJECT DETAILS

Zuri Zanzibar has bought 165 paper beads and 55 lights from CHAKO.

