

The UFI Sustainable Development Award

WTM Africa, RX Africa

Olivia Gradidge
Marketing Manager, WTM Africa
Olivia.Gradidge@rxglobal.com

HOST CITY:



BUILT BY:



PART OF:



MEMBER OF:



10
YEARS

PR CAMPAIGN OUTLINE



#CHANGEMATTERS

OBJECTIVE:

Drive awareness

- Small changes in businesses can make a large impact
- The importance of community upliftment
- Spotlighting the long-term effect of sustainable decision making
- Encourage businesses to take actionable steps because #ChangeMatters

AUDIENCE:

The campaign targeted the travel and tourism industry as a whole

The campaign included various elements

PARTNERSHIPS that could help WTM Africa make a difference and encourage change for others

ONSITE ACTIVATIONS (badge holders, lanyards, pledges, recycling boxes, media interviews) designed to push the message long past the show dates

SUSTAINABILITY VILLAGE implementation

STAFF COMPETITION

POST-EVENT COMMUNITY ENGAGEMENT

SUSTAINABLE PARTNERS & CAMPAIGN DETAILS

– A GREENING EXERCISE



GROWING PAPER

- Badge Holders for all attendees of WTM Africa 2023 were made of seeded paper, hand-made by Growing Paper for the event.
- Badges contained seeds of peppers, tomatoes, carrots and herbs amongst other vegetables and herbs
- The objective was to create awareness, encourage change, reduce waste and drive messaging long past the three day show.

The campaign included a few steps:

Pre-Event Campaign

Social media messaging
content articles
press releases
partner messaging

Onsite Campaign

All badges handed to attendees of the show, messaging positioned at all touch points to encourage awareness of the planting of the badges post show.

Pledges on site were made on growing paper and placed into a drum which we emptied and used in the post-show campaign
Growing paper was placed in our sustainability village onsite, showcasing their business and introducing businesses to do similar in their sustainable practices.

Post Show Campaign

ABALIMI BEZEKHAYA Working closely with our partners, our team visited Ablamini Bezekhaya after the show where all recycled badge holders as well as off-cuts from the making of the badge holders and pledge papers were delivered to various micro-farmers to sow on their farms

STAFF ENGAGEMENT / COMPETITION

A competition was created to drive participation by all team members of RX Africa to actively plant their badges or seeded paper off-cuts handed to them

ONSITE INITIATIVES DRIVING FURTHER AWARENESS

- Sustainability Village: Additional sustainable-focused partners were represented in the Sustainability Village to drive engagement with businesses that can assist tourism entities to make easy changes to being more sustainable in their practices.
- Lanyards were made from recycled PET plastic and supplied by E'Yako Green
- Reusable gift bags Made from 100% cotton
- Pledge
- Responsible Tourism full-conference
- Responsible Tourism awards
- Most sustainable stand judged and awarded a prize onsite
- Increase in fabric prints to reduce waste
- Convention Centre sustainable movements taken into consideration
- Recycling bins
- Refill water stations positioned across the show floor



OUR VISION, OUR FUTURE



#CHANGEMATTERS

WTM Africa desires to drive the industry to make a difference and encourage and display ways that this can be done easily and impactfully. Be that by choosing to support a local community in some way, adopt a business practice that can make impacts further than their service or actively pledge to recycle their lanyards and/or badges on site. Our message is bold and loud, and the intention is to make an impact far greater than three days of exhibition- but within an industry that can truly make a difference.

SUSTAINABILITY VILLAGE:

The introduction of our Sustainability Village showed us the value in tourism businesses partnering with sustainable entities that can drive change and largely impact the industry, communities that surround them as well as the land surrounding them.

We will continue to include a Sustainability Village in our shows, evolve it to ensure it's continuously finding new ways to make an impact. Partners thoroughly vetted and encouraging changes through our content programme as well as the village space.

COMMUNITY IMPACT:

We continue to be in touch with the various farmers who are now incorporating a larger trade facility so that they can sell their produce to the larger grocery corporations. We continue to spread the word about these farmers and the work they are doing to sustain their communities, encouraging the industry to get involved.

Our partnership with Uthando, a non-profit organisation and responsible tourism initiative, connects us with various businesses on an ongoing basis to ensure we continue to impact our communities with the work we do at each show- incorporating the greater industry at every step.

This year, we are working with the Heart of Cape Town campaign, encouraging the industry to support local artists and spread the campaign message of love across the globe.

At WTM Africa we will be:

- Presenting the artist to the industry
- Handing our hearts and encouraging social sharing
- Giving Uthando a chance to speak to the industry about the initiative

In addition to this we are working with our Sustainability Village partners and introducing a Sustainability Bar, offering beverage solutions that make an impact

- Okavango Gin –Situated near Tsutsubega village, their decision to establish roots here wasn't driven by economics but by a commitment to authentic employment and a sustainable industry. Inspired by the surrounding wilderness, their brand embodies responsibility, seeking to tread lightly on Earth while nurturing the local ecosystem. Their journey is one of conscious creation, blend - ing the spirit of the wild with a dedication to community and environmental stewardship, ensuring that each sip reflects their ethos
- Painted Wolf Wines – Premium handcrafted wine from organic, sustainably-farmed vineyards. A portion of proceeds invests in African wild dog conservation and social upliftment to communities surrounding key African wild dog populations.
- Kofu Coffee – A local coffee company driving local employment and product to produce the coffee that is sold.
- Numuti – Using locally-sourced natural African botanicals.The Numuti team is making a difference by supporting local communities and digging NUMUTI deep into African soil, promoting sustainability in our lands and keeping our past, present