

A dark, high-contrast silhouette of a person, likely a woman, carrying a large, heavy net or bag over their shoulder. The person is walking from left to right, looking down. The background is a dark, hazy landscape, possibly a field or a body of water at dusk or dawn. The overall mood is somber and contemplative.

# Fairtrade in Malawi

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Every time you spend money, you are casting a vote  
for the kind of world you want.  
- Anne Lappe



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## Who we are

The Responsible Safari Company (RSC) is a Social Enterprise Tour Operator based in Blantyre, Malawi specialising in Sustainable, Educational, Philanthropic & Experiential Group Travel to the country. Operating since 2008, RSC provides specialised planning and logistical support for School Expeditions, University Field Trips, Charity & Adventure Challenges, Donor and CSR Groups as well as Independent Travellers. Specialising in tailored Educational Workshops & Challenge Events, RSC work in partnership with inspiring Community Initiatives offering immersive learning opportunities for students & businesses to gain an insight into key global challenges facing rural communities in Africa. We are committed to creating sustainable growth through social enterprise, reducing the dependence on the aid industry and driving tourism generated income to rural communities.

## RSC Brand Manifesto

- We believe in the potential of Malawi's people and that empowering them via tourism offers a chance to develop out of the poverty cycle.
- We believe that when promoting a fragile destination you need to ensure the benefits reach the local communities.
- We are committed to building the local economy in Malawi. By employing local people and creating sustainable growth through social enterprise, we aim to reduce the dependence on the aid industry.
- We believe in balance. Our tailored, educational and culturally diverse experiences awaken minds and inspire future generations.
- We believe that everyone should take the chance to #bepartofsomething.

# RSC Expedition Objectives



## Education

- › Learn about Malawi's key exports and how local Malawian farmers are benefitting from fair-trade practices.
- › Develop an understanding of cultural identity and how this influences sustainable development.
- › Possess the skills and confidence to teach others about global sustainability issues.

## Outside The Classroom

- › Walk amongst Malawi's rolling tea estates.
- › Wildlife safari, rising at dawn to track protected black rhinos.
- › Experience Malawian culture with local community visits.
- › Build lifelong cross cultural connections with your local guide.

## Experiential Learning

Widens horizons and promotes transformational learning, leading to improved skills such as communication, adaptability and leadership.



RSC Supports #GlobalGoals in Malawi.

Goal 8  
Promote inclusive and sustainable economic growth, employment and decent work for all.



## Overview:

RSC's Global Development Workshops (GDW), have been designed following Future Earth's model of sustainable development to educate and engage on vital issues affecting the world today. Groups can choose an all-encompassing overview of development or an in-depth focus on one or two areas, including workshops on Wildlife, Environmental Conservation, Healthcare, Education, Business and Fair Trade.

## How we achieve this:

- ▶ Each workshop has three main elements; background information given in a brief seminar format upon arrival, a practical learning session where students actively participate in the initiative, follow up worksheet/seminar session.
- ▶ Workshops take place in an environment which is hands-on and participatory. Experiential learning and shared experiences in this setting not only promote a fresh attitude and new perspective, it widens horizons and promotes transformational learning, leading to improved skills such as communication, adaptability and leadership.

## Objective:

- ▶ To provide students with practical examples of global development challenges offering maximum learning potential and as much hands on experience as possible.
- ▶ To build students awareness of the challenges faced by developing countries.

## RSC's Links with Local Community Partners.

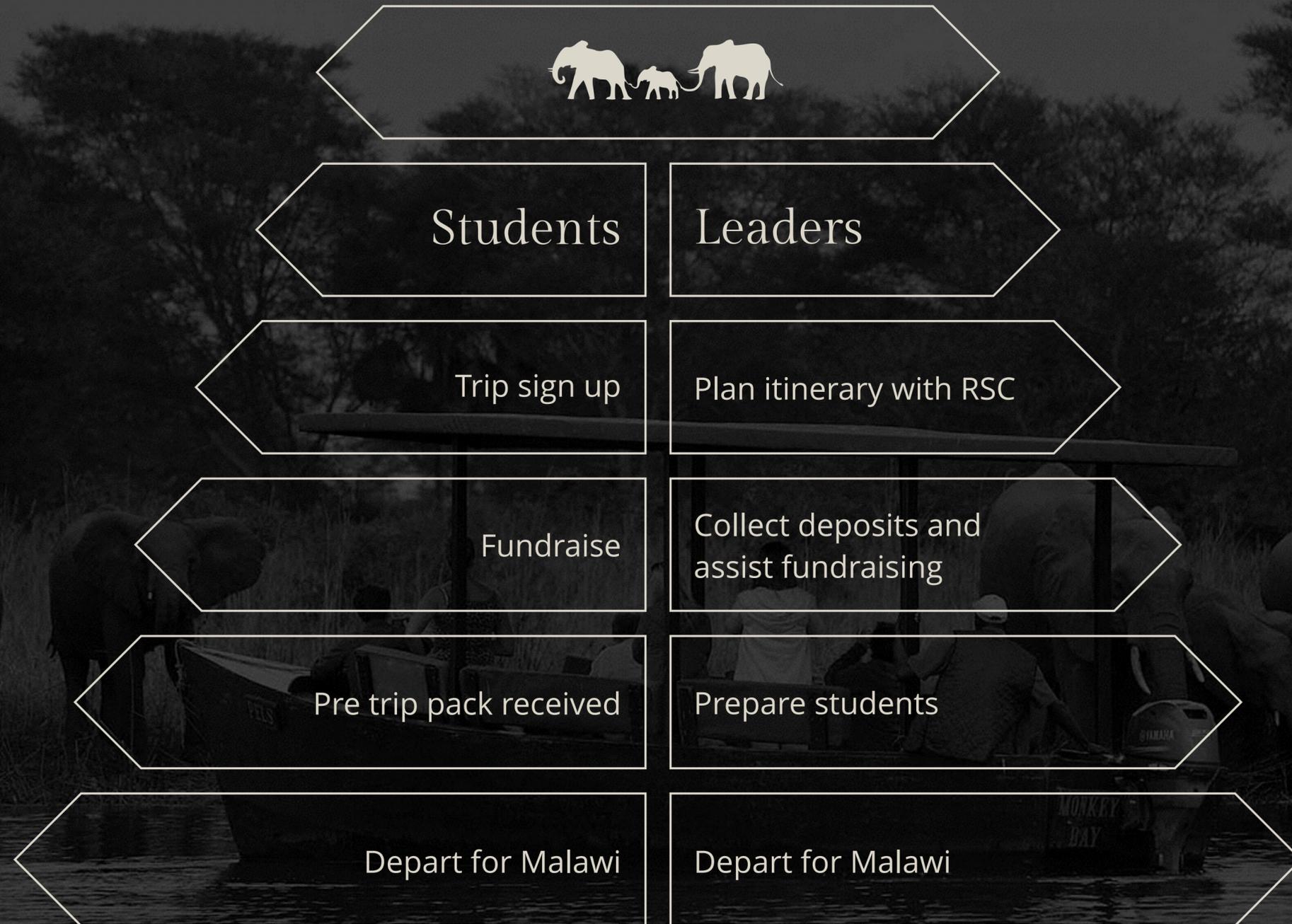
RSC has been based in Malawi for over 7 years. In this time we have worked with 3 main communities where many of our GDW's are hosted. All the GDW's we offer have been put together in partnership with the community/project coordinator and act as an income generating activity.

## The role of the RSC Guide

### - RSC Employs 100% local Malawian Guides.

Your guide will be with the group at every workshop and will become a key member of the team – taking part in seminars, offering a key cultural perspective and vital local knowledge throughout your time in Malawi.

# How it works...



Malawi





## Overview

Malawi is Africa at its purest, offering unique and extraordinary travels. From its undulating mountains to the shores of its stunning lake, the fact that Malawi has traditionally been overlooked as a mainstream destination means that you will find hidden gems at every turn, Malawi supports a diversity of landscapes, ecosystems and cultures and is affectionately known as 'The Warm Heart of Africa'.

## Educational Group Travel

A peaceful, welcoming, warm hidden gem of Africa. Malawi is ideal for 'outside the classroom' learning experiences. Local entrepreneurs offer inspiring examples of sustainable development, the diversity of landscape is a hive for environmental research, rural communities rich in cultural heritage provide students with a glimpse of behind the scenes Africa. Malawi is the home of RSC – all our guides are Malawians and they will be with your group every step of the way

Population:  
16,700,000 (UN 2014)

Size:  
118,480 km

Average Annual Income  
(per capita):  
\$314.5 per annum (UN 2013)

Life Expectancy:  
61 years (World Bank 2013)

Religion:  
Christian 82%,  
Muslim 13.9%,  
Other 1.9%, None 2.5%

Rated Africa's  
happiest country!



## Aim

To demonstrate a range of business models from key exports to small community led income generating activities and for students to meet the faces behind some of these inspiring initiatives.

## Sugar Production

- Summary: A site visit to Malawi's leading cane sugar producer. Learn the process from plant to packaging.
- Key Topics: Production, Exporting, Sustainable Factory Processes
- Practical Learning: Take a factory tour learning the methods used to ensure production is environmentally friendly and sustainable.

## Fair Trade Tea Estate

- Summary: Spend the morning at Malawi's oldest fair trade tea estate. Learn about the fair trade process and sustainable practices used.
- Key Topics: Deforestation, Fair Trade, Exports. Tea and Coffee (plant to packet)
- Practical Learning: Take part in a tea tasting workshop, sample a variety of teas and learn about one of Malawi's key exports.

## Sugar Cane Cooperative

- Summary: Learn about a small, collective sugar cooperative of subsistence farmers working under a centralised irrigation system.
- Key Topics: Agronomy, Fair Trade Cooperatives.

- Practical Learning: Meet the estate manager and take a walk around the plantation.

## Small Holders

- Summary: Visit a family who are using their land to grow coffee and learn about the options for small holder farmers to be involved in the industry.
- Key Topics: Small Holder Farming, Local Economic Development.
- Practical Learning: Spend the day with a local family, assisting in the coffee picking, grinding and packaging.

## Income Generating Activities

- Summary: Join a CBO and learn about local economic development through initiatives such as paper-making, tailoring and rearing chickens.
- Key Topics: IGA's, local economic development.
- Practical Learning: Get your hands dirty and make some recycled paper using elephant dung and banana leaf!

"I have never been so well looked after. All the minutiae was dealt with promptly and personally – no "one size fits all." It felt as though Anne and I were the only people you were dealing with which is a rare thing when booking holidays. All you promised came to fruition once we arrived."

Sue Donovan  
(June 2014)

# Homestay Initiative- Additional Activity



## Aim

Experience life living within family and village setting, take part in daily activities and learn about some of the complexities mixed with simple joys of village life.

## Day to Day Summary

### Day 1

Visit the UN Millennium Development village for a day hearing about the implementation of the MDG goals from the local community. Drive and walk around the villages learning about a variety of the UN programmes.

\*Multiple nights can also be arranged

### Day 2

Meet your family and have a traditional lunch together. Join the local youth group for a walk around the village to visit the various projects they run. In the evening, there is an opportunity for a traditional dancing lesson with your family and group, before helping your family prepare dinner.

### Day 3

Wake early and take a traditional bucket shower. Help your family with house hold chores such as sweeping the compound and feeding the animals. Before departing, share your lessons learned and thoughts on the experience with the local youth group team.



## Hiking Mount Mulanje

- 1-3 day hike on Central Africa's highest free standing mountain rising at over 2,000 m.
- Reach one of Mulanje's 21 peaks. Ideal for a fundraising challenge!
- Overnight in one of the mountain huts cooking around the open fire and chatting with your mountain guide and porters.

## Lake Malawi

- Kayak to one of Lake Malawi's islands for 1-3 nights Robinson Crusoe style!
- Cook locally caught fish, learn how to canoe Malawi style, scuba dive with hundreds of species of Cyprinid Fish.
- Rest and relax- soak up the stunning views, chat with the fishermen and watch lakeside life drift by.

## Safari Time

- Take a boat safari on The Shire River. Watch herds of elephants come to the banks to drink.
- Head out on a night safari spotting the park's nocturnal wildlife!
- Spend 1-3 nights under canvas listening to the sounds of the wildlife around you.
- Rise early for a morning walk tracking rhinos.

## Or The Malawi Challenge...

- Day 1: Hike Mount Mulanje
- Day 2: Bike through the tea fields of Southern Malawi
- Day 3: Kayak on Lake Malawi
- Day 4: Finish with a Malawi village welcome, dancing, food and celebration on the shores of Lake Malawi

"FANTASTIC, each day we had a separate adventure and each day we said that day would be the highlight of the holiday and each day we were so wrong. We had the most amazing time from start to finish. I would like to thank you personally for a holiday which was above and beyond anything I have experienced before."

Rachel and Gillian Bakes  
(August 2014)



## The #BePartOfSomething Campaign

- › Upload your videos and pics to RSC Social Media.
- › Tweet and Instagram your experiences and share the #bepartofsomething message.
- › Get your whole school involved- live Skype calls from Malawi!



## Responsible Voice Campaign

Each year RSC offers 2 trip places to students wishing to learn more about sustainable development. Please visit [www.responsiblesafaricompany.com/be-part-of-something](http://www.responsiblesafaricompany.com/be-part-of-something) to find out how you can apply.

## Keeping in touch with Malawi

We will help you stay in contact with your guide and the community you have worked with.

“We have the ability to achieve, if we master the necessary goodwill, a common global society blessed with a shared culture of peace that is nourished by the ethnic, national and local diversities that enrich our lives.”

Mahnaz Afkhami  
(Iranian-American Human  
rights activist; b. 1941)

# Sample Itinerary



## Day 1

Depart your destination country.

## Day 2

Arrive into Malawi and meet your RSC Guide. Transfer to The Lower Shire Valley. Evening acclimatisation seminar and settle in. (BB)

## Day 3

Spend the day at Illovu Sugar Plantation. Visit the factory and learn about Malawi's key export and how local employment and fair trade practices are affecting development in the region. (BB)

## Day 4

Travel by road to Malawi's tea and coffee growing region. Arrive for lunch and an afternoon walk in the estate learning about how tea and coffee is grown and the fair-trade practices of the estate. (FB)

# Sample Itinerary



## Day 5

Wake up to breakfast on the veranda of your beautiful tea estate lodge. Take part in a tea tasting session and a visit to the local school funded by the estate. After lunch stop off to learn how a community is using tea leaves to make unique recycling paper products, before proceeding to Zomba Plateau (DBB)

## Day 6

Rise early and travel to The United Nations Millennium Villages project. Spend the day learning about sustainable farming and village level fair trade practices. Return to your lodge for sundowners. (DBB)

## Day 7

After a morning hike on Zomba Plateau. Depart for Blantyre. Visit a tobacco farm on route and join the vendors as they barter for tobacco prices at the market (season dependent). Arrive into Blantyre mid afternoon and join the RSC team and local consultants in a fair trade seminar. (BB)

## Day 8

A farewell breakfast with your RSC guide and transfer to Chileka Airport.

## Day 9

Arrive at your home destination.

# Useful Information

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## Cost per person

\$1,850/£1,200

## Includes

7 Nights Accommodation, 8 Days private vehicle hire, fuel and driver/guide, All meals where stated, all Fair Trade project visits, all taxes & Bank fees.

## Excludes

International Flights, Travel Insurance, Tips & Items of a personal nature

\*The Responsible Safari Company is committed to ensuring the benefits of tourism reach local communities and therefore has set up a Payment for Eco-System Services Scheme which contributes 1.5% of all bookings to a community environmental project in Malawi.

## Scheduled Departures

RSC runs scheduled departures for independent travellers wishing to join a group. Please email us to find out more.

# Get In Touch



THE GLOBAL GOALS  
For Sustainable Development



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
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Come and

# #bepartofsomething

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