



## **Annual Activity Report 2013**

## Introduction

*Women in Action Worldwide* is a non-profit organization established on 11th November 2012 in Geneva, whose aim is to encourage the socio-economic empowerment of women across the world through a travel guidebook collection.

**The purpose of this collection is to enable the reader to discover a country through the voice and the vision of women.**

With the aid of sponsors and volunteers, the association was able to launch the first phase of project : the collection of the prime information and the interviews of women in Tanzania.

Carin Salerno, co-founder of WAW, moved to Myanmar in August 2013.

## Project *Tanzania the world of women*

**The concept:** to discover a country through the voice and visions of the women who live there.

### Why a collection that focuses on women?

Travel literature often neglects the realities of women. The knowledge of the visited countries comes mainly through presentations, analysis and interpretations that ignore women's reality.

This collection is an essential complementary addition to the existing travel guides and enables a more complete view of a country's reality.

This idea has met with a very positive response of a large public in Switzerland and abroad.

## First step: collecting material

After a period of planning based on Carin Salerno's wide international and Tanzanian network, Carin Salerno and Elisabeth Thorens found public and private funding. Thus, they were able to travel to Tanzania in April 2013.

They visited four regions of the country and collected several life stories, photos and pictures. Elisabeth and Carin got a very enthusiastic welcome from the Tanzanian women, their companies as well as from various governmental, non-governmental and international organisations. The launching of the book *Tanzania* is already planned at the Alliance Française in Dar es Salaam in Spring 2015 with the support of the Swiss embassy, Swiss International Airlines, local companies and organisations. This event is very much looked forward to by the women themselves who were interviewed. In response to the request of all the interviewed women, a special version of the book will be published in Swahili, to reach out to all Tanzanian women and men who want to be inspired by role models.

## Second step: producing a prototype of the book

Since May 2013 the WAW team has been working on the Tanzanian book prototype: research, writing and editing, working on the graphic design, contacts with possible editors, international experts, writers and translators. The team hopes to finish the prototype by the end of 2014. Most of the contributions towards the book were either offered at a reduced

price or even free of charge. We should like to thank everybody for their precious help and support

### **Third step: printing, distribution and promotion of the prototype**

The team is now looking for a publisher to coedit the prototype Tanzania. The publishing in French and English is planned for the first half of 2015, a version in Swahili will follow in the latter half of 2015 to satisfy the demand of the Tanzanian women.

### **Creation of the Internet site of the WAW association**

WAW have created their own Internet website in order to promote their ideas and inform the public, supporters and all people involved in their Tanzania book project.

We should like to thank CDI and its director Patrick Anthamatten as well as Eléonore Leipzig most warmly for their financial contribution and their enthusiasm in creating the site.

### **The Executive Team**

Carin Salerno, vice director of the Swiss Cooperation in Myanmar and former director of the Swiss cooperation in Tanzania and Elisabeth Thorens-Gaud, author, communications specialist have created the Collection « *The World of women* » in November 2012.

After some readjustments necessary due to the distance of its members, the team has now found back to a normal working rhythm.

### **Volunteers**

Brigitte Kaempfer has volunteered to do the book keeping.

Adrian Schlaepfer in Berne, former Swiss ambassador in Tanzania, has managed the translation of the files and documents.

Hilary Tagg in London has helped to establish contacts with several partners in Tanzania and helps editing the English text.

## People and firms who have supported WAW

- Magnetic Emplois enterprise : Administrative support and hosting of the WAW headquarters (CH)
- BSR communication : Free advice and design of the logo (CH)
- Bureau fiscal d'Epalinges : advice and auditing of the accounts (CH)
- CDI SA : advice and help for the internet site (CH)
- Mr René Noverraz : private donation (CH)

## Financial support for the Tanzania project

- Swiss International Airlines (CH)
- Services Industriels de Genève SIG (CH)
- Ville de Carouge CH (CH)
- Rickshaw Travel (TZ)

## Partners of the Tanzania project

- Giuseppe Salerno, Photographer (photo edition and authorisation for distribution)
- International Women's Coffee Alliance YWCA (referent Phyllis Johnson)
- Seaweed Center Zanzibar (TZ)

## Logistical support for the Tanzania project

Salma Mgaza (Zanzibar), Noldi Stals (Dar es Salaam), Sullivan Benetier française Dar es director of Alliance française (Dar es Salaam)

We warmly thank all the people and firms for their help and support for the project.

## The committee

Helen Ita Dupuis, Eugénia Rauccio et Antoinette Schwitzguébel have been committee members since the beginning in 2012

## Funding and expenses 2013

The financial report for 2013 was audited by the *Bureau fiscal d'Epalinges* and is attached. The funds raised were mainly used for the Tanzania project. The private donations were used to finance the internet site.

The executive team members Elisabeth Thorens-Gaud and Carin Salerno have worked as volunteers for the Tanzania project.

## Conclusion

The project Tanzania is well on its way. After only one year WAW is very pleased to have encountered such enthusiasm in its partners and the Tanzanian women who are impatient to see the publication of the first book of the collection *Travelling to Tanzania* (the title is not definite yet).

The association is also proud to have extended their global network, already cooperation with several experts in Africa, Asia, Europe and America has been possible. Women in action Worldwide is able to have an optimistic outlook for its future.

Geneva, March 19th 2014