



## **Annual Activity Report 2014**

## Introduction

“Women in Action Worldwide, WaW” was created in 2012 as a non-profit association in order to promote the social and economic empowerment of women by producing a collection of travel books. The purpose of this collection is to enable the reader to discover a country through the eyes and experiences of the women. With the aid of sponsors and volunteers the association was able to create a prototype of the first travel book called *The World of Women -Tanzania*.

### “Tanzania Travelogue” Project

#### **The idea: to discover a country through the eyes and experiences of the women.**

Why a series of books with a focus on women?

Travel literature often neglects the realities of women. This new collection is an important complementary addition to the existing travel guides and allows a more complete view of a country’s reality. It shows the important role of women within their communities as well as their work in the field of tourism and hotel business. The book provides a list of addresses which enable to discover the world of the women in each country.

This concept has met with a very positive response from a large public in Switzerland and abroad.

#### **First stages (2012-2013)**

After having defined the concept of the collection WaW has raised enough funds to undertake their first project: the Tanzania Travelogue.

In Spring 2013 Elisabeth Thorens and Carin Salerno , both directors of the travel book collection and authors of the Tanzania Travelogue, flew to Tanzania to collect material, stories and pictures for writing and illustrating the book. They interviewed thirty women working in different economical fields about their business and activities. They also met with specialists who shared their expertise on some of the themes presented in the book.

Carla del Ponte, former Chief Prosecutor of two United Nations international criminal law tribunals, has kindly accepted to give WAW an exclusive interview.

The second half of 2013 and all of 2014 were spent on the writing and production of the travelogue. This was a quite a complex process, first finding a publisher who shared the same interest and views of WaW, then bringing together a team of competent editors, graphic designers ,translators, proof-readers and lithographers to design the outline of the collection and produce a first prototype of the book.

## Activities in 2014

### WAW has achieved the six objectives set for 2014:

1. The writing of the English text and the translation into French
2. Finding a publisher
3. Designing the graphic identity of the book and producing a publicity brochure
4. Fundraising for the production of the Tanzania Travelogue
5. Organisation of the book launch in Dar es Salaam
6. Redesigning the web site

### 1. The writing of the text

Elisabeth Thorens and Carin Salerno, the co-authors, wrote a first version of the Tanzania women's portraits based on their previous interviews in English (except the interview with Carla del Ponte which was written in French.) Then they added the chapters Highlights, Coup de Coeur and Questions to the Experts.

Hilary Tagg, journalist and editor, patiently worked on the English version of the text which was then proofread by Lisa-Maria Noudehou, PhD, Professor of English and editor with Barranca Press (USA)

Andréane Leclercq, Director of Andréane Leclercq Translation Office, translated the English text into French with great subtlety and sensitivity. Antoinette Schwitzguébel checked the French version which was then corrected by a professional proofreader.

Once the text was approved in November 2014, the graphic designer could start work on the book layout.

### 2. Choosing a publishing partner

Several options were considered including having the book published by the WAW association. We are now very pleased to share this publishing adventure with "Les Editions d'en Bas" based in Lausanne, Switzerland. This publishing house has a long tradition of publishing books with a new outlook on contemporary political and social issues. They are active in the field of sustainable development and of promoting equal rights for women.

"Editions d'en Bas" is also member of the International Alliance of independent publishers providing a network in six languages spread over five continents. They cooperate in joint publication projects under the label of "le livre equitable" (fair books).

The collection "The World of Women" has been proposed as a co-publishing project to the publishers of the "Alliance" as well as to other possible partners.

WAW has signed an agreement with "Editions d'en bas" to co-publish the collection "The world of Women" as well as the contract for the publishing of the "Tanzania Travelogue".

### 3. Designing the graphic charter and producing a brochure for promotional purposes

For the artistic conception WaW has formed a partnership with "Bader Creation" in Lausanne. They created the graphic charter and the design of the collection which was then taken over by the graphic designer of "Edition d'en Bas" for the lay out.

The book cover of the collection was designed by artistic director David Bader. For this process Elisabeth Thorens and Carin Salerno held many meetings with both David Bader and

Jean Richard, director of “Editions d’en bas”. In collaboration with both firms WaW has produced a brochure for the promotion of the book and the raising of funds. One thousand brochures were printed in French and two hundred and fifty in English. Sala Patterson, editor and communications specialist, helped writing the text for the brochure.

#### 4. Fundraising for the production of the Tanzania Travelogue

During the second half of 2014 sufficient funds were collected from many firms and institutions to cover most of the production costs for the Tanzania travelbook.

Funds for the Swahili version still need to be raised, but a competent translator has been found and approved of by two of the Tanzanian women involved in the making of the book.

Firms and institutions that have been approached for funds in Switzerland:

Entreprise Art Kern, Genève	CHF 3'000
Entreprise KIS Investment	CHF 5'000
Entreprise Kuoni travel Ltd	CHF 5'000
Zonta Club de Lausanne (prix à la création 2014)	CHF 5'000
Entreprise David Bader Creation	CHF 8'800 (value of service)
Entreprise CDI, conseils en informatique	CHF 3'500 (value of service)
Swiss International Airlines	2 tickets GE-Dar-es-Salaam
Alliance française Dar es Salaam	CHF 1'500 (value of service)
Ambassade Suisse de Tanzanie	CHF 3'000 (value of service)
Bureau fiscal Serge d'Alexis, Epalinges	CHF 500 (value of service)
Bureau de traduction Andréane Leclercq	CHF 2'500 (value of service)
Fondation Ian Michalski, Vaud	Negative
Oak Philanthropy Limited, Genève	Negative
Fondation Philanthropia, Lombard-Odier, Genève	Negative
Pour-cent culturel, Suisse romande	Negative
Entreprise Café la Semeuse	Negative
Ville de Genève (Solidarité internationale)	Negative

Institutions and firms approached in Tanzania :

Swiss Embassy	Hosting of the book launch and the seminar “the World of Women”, providing food and beverages
Alliance française	Providing the room and the public relation service for the promotion and the launching of the book on April 16 2015
Union Européenne, Agence de coopération	negative

Other organisations that have been asked:

Global Innovation Fund (UK): negative

UN Women: no reply

## **5. Book launch and seminar with all the participants of the “Tanzania Travelogue” in Dar-es-Salaam, Tanzania, and the presence at the international book fair (Salon du livre et de la presse) in Geneva.**

Several promotional events took place on 16 April 2015: A seminar called “the World of Women, Tanzania” took place at the Swiss Embassy, the book launch was organised at the Alliance française, both in Dar-es-Salaam, Tanzania.

The book launch in Switzerland took place on 1st May 2015 at the “Salon du livre et de la presse” in Geneva where the authors will present the book during a public interview organised in the travel section of the fair. Another book view event is being arranged at Art Kern in May 2015

## **6. Creating a new web site**

The old website no longer being up to date WaW has asked “CDI Conseil et Développements en Informatique” in Fribourg to create a new web site to meet the association’s and its public’s increasing requirements. The web site is now accessible to smartphones and pads.

### **Acknowledgements:**

#### **All the people who helped with this project:**

We thank all the following people who contributed so generously their time, their knowhow and their enthusiasm to the Waw activities throughout 2014. Without their efficiency and expertise it would not have been possible to produce the travelbook in such a short time.

- Hilary Tagg, for the editing of all the texts in English
- Lisa Maria Noudehou, for the proof reading and correction of the English version
- Antoinette Schwitzguébel, president of WaW, for the proofreading of the French version
- Sala Patterson for the editing and writing of the brochures
- Giuseppe Salerno. Itinerant photographer, for the photographs and the editing of the pictures
- Brigitte Kaempfer, for the keeping of the accounts
- Helen Ita Dupuis , WaW committee member, for the translation of the annual activity report into English
- Chantal Lombardet, for her cooperation in the project from january- april 2014
- Bureau fiscal d’Epalinges, for the advice and auditing of the accounts
- Bernard Thorens, for his photographs

#### **Firms and professionals:**

Following firms helped the project in 2014 with their expertise and financial support by offering special rates for which we thank them most warmly.

- David Bader of Bader Creation , for the graphic conception and design of the collection and the Tanzania Travelogue
- Andréane Leclerc, for a very fine translation reflecting the spirit and the emotions we wanted to convey in the Tanzania Travelogue

- Jean Richard, director of “Editions d’en bas”, for his contribution to the publishing of the book
- Patrick Anthamatten and Eléonore Leipzig, CDI Fribourg, for the creation of the new web site
- Magnetic Emplois, for the administrative and financial support and hosting of the headquarters of the WaW association

### Current WaW activities:

#### **CEL Project\_(Carin, Elisabeth, Laurent)**

A French journalist has shown interest in the concept of the collection and would like to adapt it for television. Elisabeth Thorens was able to meet him briefly in Paris in December 2014, they decided to continue to develop the idea, but to put it on stand-by until the second half of 2015 as for the moment priority is given to the publishing and promotion of the first book.

#### **WaW scholarship funding project**

On the initiative of Frida Tarimo who visited Switzerland in September 2014 WaW decided to create a fund for scholarships. The concept and the details of the organisation and its fund raising have been discussed during the “the World of Women-Tanzania” seminar with the women who contributed to the Travelogue.

#### **Finance and Expenditure**

The funds received from donators were mainly used for the Tanzania Travelogue. The donations made by private persons paid for the update of the web site, the graphic design of the book, the translation from English in to French and various administrative expenses.

Parts of the funds have been used to organize the book launch in Tanzania and Switzerland in spring 2015.

The editing team worked entirely on a voluntary basis on the Tanzania Travelogue project.

All eventual benefit due to donations and the book sale will be invested in the production of the next two travel books on Switzerland and Myanmar.

#### **The Executive Team**

Elisabeth Thorens, author, communications specialist and teacher, and Carin Salerno, deputy director of cooperation at the embassy of Switzerland in Myanmar and former director of cooperation in Tanzania, have worked tirelessly overseeing the WaW activities, creating the concept of “the World of Women” collection, writing, editing and supervising the production. Some meetings could be held when Carin came to Switzerland but other meetings concerning the book production were only possible through Skype. Both are working entirely on a voluntary basis.

#### **The Committee**

Helen Ita Dupuis, Eugénia Rauccio et Antoinette Schwitzguébel have been committee members since the beginning in 2012. Antoinette Schwitzguébel was elected president at the 2014 assembly meeting.

## Conclusion and Perspectives for 2015

The launching of « the World of Women » collection and the Tanzania Travelogue is well underway. After only two years WaW is very pleased to have encountered such enthusiasm in its partners and the Tanzanian women who were impatient to see the publication of the first book of the collection “the World of Women- Tanzania Travelogue”

The book has been published in March 2015 in English and in French. English publishers are interested in co-publishing further books.

The book was first launched in Tanzania in April 2015, the French version will be launched at the “Salon du livre et de la presse” on 1<sup>st</sup> May.

The production of the next two travel books Myanmar and Switzerland has already started. Fundraising for these new projects is also being organised.

The association is proud to have extended its global network through cooperation with several experts in Africa, Asia, Europe and the United States.

“Women in Action Worldwide” is able to have an optimistic outlook for its future.

Geneva , April 2015