



Annual Activity Report 2015

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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 different 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. The concept and now the book on Tanzania has met with a very positive response from a large public in Switzerland and abroad

First stages (2012-2013-2014)

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, co-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, continued fundraising, designing the layout of the book with the graphic designer, organising the book launch in Dar es Salaam and redesigning the website.

Activities in 2015

WAW has achieved the five objectives set for 2015:

1. Finalising the book on Tanzania, printing and launching it
2. Communication strategy for the book launch in Switzerland and in Tanzania
3. Selling the book B2B
4. Defining the concept and starting the work of “The world of women Myanmar”
5. Defining the concept and starting the work of “The world of women Switzerland”

1. Finalising the book production on Tanzania, printing and launching

Finalising the book

After the final versions of the text were approved in November 2014 for the English and the French versions, the graphic designer could start her work on the book layout. The work took place between mid December 2014 and mid January 2015 and absorbed a lot of interactive work and close follow up of the graphic designer (Valerie Bovey) in particular by Elisabeth Thorens. The distance and time difference between Lausanne and Yangon proved to be a major challenge in giving coordinated feedbacks to the graphic designer.

The publisher, Jean Richard “Editions En Bas”, finalised the book before it went to the printer in Czech Republic.



Printing and distribution

3200 copies were printed, 1600 in each language. 200 books in French and 1200 books in English were shipped to Tanzania. Edition *En Bas* signed a contract with Mkuki Na Nyota (a Tanzanian publisher) for the distribution and selling of 600 books in Tanzania in the bookstores network. WaW has made an agreement with *Rickshaw Travel in Dar es Salaam* for the stocking and distribution of the other 600 books through the women and tourism industry network. The latter services are offered free of charge.

In Switzerland, *En Bas* distributes the book through the bookstores network in the Suisse romande, and WaW sells the books through women and B2B network.

En Bas also distributes in France and has sent a small number (40) of books to the UK to be distributed by ABC through online order following the article in *The Guardian*, and WaW has sold a number of books in the USA through a network of friends in New York.

Launching of the book in Dar es Salaam on 16 April 2015

The launching of the book in Dar es Salaam Tanzania was done in two steps and was sponsored by the Embassy of Switzerland in Tanzania, Kuoni Travel, Swiss International Airways, Rickshaw Travel, Double Tree Hotel, the Alliance française. WaW was represented by Elisabeth Thorens and Carin Salerno, the two co-authors, Hilary Tagg, the editor and Giuseppe Salerno, the photographer. Both events have been documented with pictures to be found on WaW website under “News”.

1. The organisation of a **workshop with about 30 women** who participated in the book during half a day at the Embassy of Switzerland in Dar es Salaam was a major highlight, as it gathered all the women for the first time, and it resulted in very lively discussions and some commitments on the follow up of the book. The topics discussed were: a) the creation of a touristic circuit « world of women » and the definition of a sales strategy of the book; b) the establish a mentoring programme between role model women (which stories are presented in the book) and their younger peers in their area of interest and expertise; c) the establishment of a scholarship fund for secondary/higher education and



Workshop Swiss Ambassy, April 1st 2015 © Giuseppe Salerno

vocational training, to support girls who do not have the means to continue their studies. The workshop report is available upon request, and photo documentation of the event on WaW website:

<http://www.womeninactionworldwide.org/en/tanzanian-women-are-writing-history/>

2. The only concrete project that took place as an “off spring” of the book is the creation of the **“Experience Tanzania through the eyes of women Tour”**, which is being proposed to visitors by Kiroyera Tour and Rickshaw Travel. See website: <http://www.womeninactionworldwide.org/en/a-tour-inviting-holidaymakers-to-see-tanzania-through-the-eyes-of-its-women/>
3. The **launching of the book which took place at the “Alliance française”** in Dar es Salaam in the evening of 16 April with all the women who came to the workshop in the morning, their family and friends, and many other invited guests. A number of

journalists attended the launch, and two of them wrote articles in the Daily News and in the Sunday Sun. An interactive presentation was given by Elisabeth, Carin and some of the women of the book, women displayed some of their products and handicrafts for sale, and the book was sold and signed by the two co-authors.

Participating in the Geneva Book and Media Fair, 1 May 2015

“The world of women Tanzania” was invited to the “Place du voyage” (Travel square), during which the book was presented, Carin Salerno and Elisabeth Thorens responded to a number of questions of a journalist and of a numerous audience. At this occasion, the Zonta Creation Award 2014 was delivered by Zonta’s president (CHF



Ceremony for Zonta Award, International Book and Media Fair, Geneva, May 1st 2015. © Giuseppe Salerno

5'000) and the two co-authors signed off a number of books sold at this occasion. A cocktail was offered at the publisher *En Bas* fair booth.

2. Communication strategy for the book launch in Switzerland and in Tanzania

A communication strategy was defined, media briefs were produced in French and in English for the events in Dar es Salam and in Geneva and a special media page was created on the WaW’s website. A poster and a flyer were produced for the launching of the book in Dar es Salaam in close cooperation with the communication department of the Alliance Française. E invitations were sent to the mailing lists of the AF and the Embassy of Switzerland.

Elisabeth and Carin travelled to Paris on a very short notice, to participate live in the Sunday evening edition of 26 April TV5 Monde Africa Journal, during which both responded to a number of questions and the book was presented with short video interviews of the women, collected during the workshop in Dar es Salaam.

Media coverage:

The Guardian (English), [11 octobre 2015](#)

RTS, Radio interview (French). <http://www.rts.ch/la-1ere/programmes/detours/6834940-detours-du-17-06-2015.html>

Journal 24H (French) <http://www.womeninactionworldwide.org/wp-content/uploads/2015/05/Le-Monde-des-femmes.pdf>

Le Temps (French), [13 juin 2015](#)

TV5 Monde, Journal Afrique (French), [26 avril 2015](#)

In Tanzania (English): Travelogue book brings local women entrepreneurs in full view, [Dailynews \(TZ\) May 14th 2015](#)

3. Selling the books B2B (Business to Business)

By the end of 2015, WaW sold 513 books in English and in French through its own networks in Switzerland (mainly), in the USA (New York), in Tanzania (at the occasion of the book launch and through the women network), in the UK through Hilary Tagg, and in Myanmar (through Carin Salerno who lives there), and a number of other countries through online orders.

4. Defining the concept and starting the work on “The world of women Myanmar”

Concomitantly to the activities linked to the finalisation of the book on Tanzania, which were mainly lead by Elisabeth in Switzerland, Carin started to define the concept, implementation modalities and production approach of “The world of women Myanmar (Burma).

The core team for the book on Myanmar are Carin Salerno (author), Hilary Tagg (editor), Giuseppe Salerno (photographer) and the contribution of Myanmar researchers and writers. Thanks to the conceptual contributions of a number of Myanmar friends, Carin defined a table of contents (which is being adapted along the way), the book concept which was summarised into two pages for communication purposes and a budget, which was revised several times to reflect the realities on the ground.

Women were interviewed in Yangon, Mandalay, Inle lake, their stories were written and edited by Hilary, which constitutes a first draft, and their pictures taken by Giuseppe.

A number of companies were approached to ask for the support of the book production. The search for a publishing partner is ongoing.

The following companies provide their financial support:

Inle Princess / Thahara Group sponsored the accommodation and meal expenses during our stay (3 days, 2 persons) in Inle lake (equivalent to approximately USD 1000), Asian Trail (with in kind support of travel services up to a value of USD 1000), Kinnari Travel (USD 1500), Khin Thida and Aye Mya Sandar Aung (two ladies involved in the ruby business) jointly sponsored the trip to Mogok (where the ruby mines are situated) with USD 600, which was also supported by Myanmar Upper Land Travel agency, providing the travel services at their net cost. City Mart's contribution was received in January 2016 (USD 5000).

The following people gave their time, ideas and moral support to the production of the book: Naing Yee Mar, Khin Moe Myint, Mar Kyaw (Kathy Shein), Yadana S. Hlaing (Smart) for facilitating future support for the launching of the book, Vicky Bowman (Myanmar Centre for Responsible Business).

We sincerely thank all those persons and companies for their generous support.

5. Defining the concept and starting the work on “The world of women Switzerland”

In Switzerland, Elisabeth started to define the concept, implementation modalities and production approach of “The world of women Switzerland.”

The core team for the book on Switzerland are: Elisabeth Thorens (author), Andréane Leclercq (translator and rewriter), Antoinette Schwitzguébel (proof reading), the photographers Véronique Bottéron and Anne-Lise Vuilloud as well the contribution of Swiss researchers and writers.

Léa Consuegra, student at the University of Lausanne, has done an internship of 4 months with WaW (September to December 2015) to support the writing team in Switzerland and to help with the preparation of fund raising documents.

Thanks to the conceptual contributions of a number of friends, Elisabeth defined a table of contents (which is being adapted along the way), the book concept which was summarised into two pages for communication purposes and a budget, which was revised several times to reflect the realities on the ground.

Women were interviewed in the Léman region, the Alps and the Jura. Photographies were taken by the photographers mentioned above as well as by Elisabeth Thorens. Copyrights for certain images were kindly given by institutions and entreprises.

Project financing

A number of companies were approached to support the book production. The town of Geneva decided to support the project by pre-purchasing 250 copies for an amount of CHF 14'500.-) which will be offered as an institutional support. The municipality of Collonges-Bellerive (CH) has made a donation of CHF 1000.-

The search for a publishing partner is ongoing.

6. Other WaW activities:

Label project

WaW was contacted by Igor Sekulic, a teacher of the Hotel School Lausanne (HSL) who was enthusiastic by “The world of women Tanzania” (discovered through the article in The Guardian) and presented and shared the concept of the collection in his class. Discussions with his students gave rise to the idea to create a label that would promote gender equality in the hotel industry. After several e-mail exchanges and initial brainstorming on the label contents sent by I. Sekulic, Elisabeth and Carin were invited to a lunch at the HSL to meet the teacher, his students, present the purpose of the collection and share initial ideas of such label. Carin and Elisabeth produced a short paper summarising WaW’s ideas and approach to such label, which was already an idea had when defining the collection. So far, the HSL did not follow up on the meeting, and the option of creating such logo remains on hold at WaW.

7. Finance and Expenditure

Funding and in kind contributions were received for the book launch in Tanzania and Switzerland in spring 2015. All benefits from donations and book sales will be invested in the production of the next two travel books on Switzerland and Myanmar.

The editing team (Elisabeth, Carin, Hilary) and the photographer Giuseppe Salerno worked entirely on a voluntary basis on the Tanzania Travelogue project.

The income from the sales of the Tanzania books amount to CHF 10'640,27. WaW managed to cover the book production expenditures. The discussion with En Bas Publisher on the amount of income sharing for the books that were sold by WaW was not concluded.

8. The Executive Team, co-directors of WaW and the collection

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 of the Tanzania book. The both are producing each the second and third edition of the collection on Myanmar (by Carin) and on Switzerland (by Elisabeth). Both are working entirely on a voluntary basis.

9. 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. Brigitte Kaempfer takes care of the account on a voluntary basis and we warmly thank her for her excellent work.

10. Acknowledgements:

Firms and institutions that have supported the launching of the book in Dar es Salaam:

Swiss International Airways	with two return tickets (in kind)
Double Tree Hotel	One room offered for 5 nights
Kuoni travel Ltd (CH)	CHF 5'000
Alliance française Dar es Salaam	Event organisation, support staff and facilities
Embassy of Switzerland in Tanzania :	Conference facilities and support of the workshop and cocktail at the launching Purchase of the book for the 30 women

All the people who provided support to the project on a voluntary basis:

We thank all the following people who contributed so generously their time, their knowhow and their enthusiasm to the Waw activities throughout 2015. 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 for the book on Myanmar
- Antoinette Schwitzguébel, president of WaW, for the proofreading of the French version
- Giuseppe Salerno, itinerant photographer, for the photographs and the editing of the pictures of the launching events in Tanzania and in Switzerland, and for the photographs taken and their editing process for the Myanmar book.
- Brigitte Kaempfer, for the keeping of the accounts and her advise on financial rules and regulations.
- Bureau fiscal d'Epalinges, for the auditing of the accounts
- Magnetic emplois, who hosts WaW's head office in Carouge and monitors the correspondence.
- Bernard Thorens, who offered his pictures as an amateur photographer for the Tanzania and Switzerland books.

11. Conclusion and Perspectives for 2016

The launching of « the World of Women » collection and the Tanzania Travelogue was a success and the readers highly appreciate both the contents and the layout. After only three years WaW is very pleased to have encountered such enthusiasm in its partners, the Tanzanian women welcomed the publication of the book with great applause, some of them expressing their deep gratitude for their voice being heard by the wider public.

The book has been published in March 2015 in English and in French, and the production of the next two travel-books on Myanmar and on Switzerland are well under way. Fundraising for these new projects is on-going. The Myanmar edition is planned to be published in October 2016 and the Switzerland edition in March 2017. The two books are being produced in a different mode; in which each of the co-directors of WaW assume the responsibilities of their respective book production. Exchanges and mutual advise is still taking place at crucial moments of the design and production process: budget approval, defining the table of contents, contracting of resources for editorial contributions and publishing, etc.

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, February 2016

Carin Salerno and Elisabeth Thorens

Co-directors of Women in action Worldwide