



## CULTURE & CREATIVITY

### HOW CAN TRAVEL MAKE A DIFFERENCE IN TODAY'S WORLD?

Basecamp Explorer is a network of responsible tourism destinations that offers exciting and awe-inspiring travel experiences. Add a sustainable dimension to your journey by engaging in our community and conservation projects. The projects are an integral part of Basecamp's responsible tourism concept. Your travel and involvement is vital to their success.

We welcome you to become part of the Basecamp family by supporting our work. You may do this by visiting one of our destinations or by making a contribution through the Basecamp Foundation.

More information on our projects and on how to support them can be found at:

[www.basecampfoundation.org](http://www.basecampfoundation.org)  
e-mail: [info@basecampfoundation.org](mailto:info@basecampfoundation.org)

...leave a positive footprint



**BASECAMP FOUNDATION**

[www.basecampfoundation.org](http://www.basecampfoundation.org)



## INVESTING IN PEOPLE & PLANET

Basecamp Explorer has offered a network of responsible tourism destinations since 1998. We strive to explore the frontiers of responsible tourism through our many community and conservation projects around the world. Our slogan «Leave a Positive Footprint» has become our approach to responsible travel. We welcome you to join us on our onward journey!



Creating inspirational meeting places lies at the core of Basecamp's vision. We believe in learning and exploring how other people live and express themselves as a way of building appreciation and respect for different cultures.

Most traditional communities around the world face rapid changes. Ancient knowledge and skills in arts & crafts, medicine and sustainable land use are at risk of being lost. Through a range of projects Basecamp Foundation therefore supports local cultural expression and promotes traditional arts, crafts and creativity. Local entrepreneurship is a core value in



our work on Culture & Creativity, and much-needed employment and income is generated through the sale of our fair trade products.

### «The Maasai Brand» – beads binding past and future

Known for their strong expressions through beadwork & jewelry, many Maasai today must leave their homes to earn a living. To combat this trend, the Basecamp Foundation has set up an arts & crafts center in the Masai Mara. The project involves more than 100 local women in training and production of beaded jewelry. Based on contemporary design, yet using traditional Maasai beading and



leatherwork techniques, the products target the local and international markets. The Maasai Brand is being registered as a Fair Trade project. Visit the center at Basecamp Masai Mara or online at [www.maasaibrand.com](http://www.maasaibrand.com).

### Sunder Rang – sustaining livelihoods in Rajasthan

Rajasthan is still 'ancient' India in many ways. Today this means that earning a living without leaving your village is difficult – especially for women. Inspired by the Maasai Brand the Sunder Rang arts & crafts center is being developed in close cooperation with Basecamp Rajasthan. Sunder Rang employs more than 20 women, producing a range of traditional Rajasthani textiles and handicrafts items for both local and export markets.

### Boat building and sailing – Swahili style!

To help preserve and support key elements of the Swahili culture the Lamu Boat Building School was initiated by the Basecamp Foundation, together with partners such as UNESCO, the National Museum of Kenya and the Strømme Foundation, and with technical support from the Scandinavian companies Elvstrøm and Simrad. Local youth learn the art of building, renovating and restoring classic Swahili dhows at the school. The boats are used in Basecamp's eco-tourism programs, creating jobs and income that in turn supports the school – a creative win-win situation!



### Cultural acceptance – the key to development and democracy

The political events in Kenya in early 2008 strengthened our



commitment to and respect for cultural diversity. We created the Basecamp Mara Football Cup in 2002 as a unifying sports event for tourism professionals from all over Kenya. The Mara Cup is one example of how we promote ethnic and cultural diversity as valuable national assets.

### Expand your creativity with Basecamp

We encourage artists to support our activities by spending time working at a Basecamp destination, to find inspiration and to share their skills and knowledge with local artists and our arts & crafts projects. The Maasai Brand started with the proceeds from sales of paintings by Thomas Knarvik, an artist who stayed with us in the Masai Mara, making paint from crushed bones, earth, plants – even hyena dung – found locally!

Photo: Ole Bernt Frøshaug, Stefan Norris (boy painting), Anne Lewerth (ladies sewing)

