



Inspiring Kids Who Care

Opportunity Knocks - An investment in the right initiative can make a big difference

The opportunity. *Botswana is uniquely positioned in the world to be a leader in wildlife conservation and showcase its relationship to sustainable human development. There are less than 2.3 million people in Botswana – a country the size of France, which has allocated more than 35 percent of the country for wildlife protected areas, one of the highest percentages in the world - to conserve the natural heritage of the country. The Okavango Delta is a designated RAMSAR sit and a World Heritage site. The US congress has recently passed the Delta Act to identify the United State’s commitment to protecting the Okavango. Botswana has signed the international agreement to implement the ambitious Kavango Zambezi Transfrontier Conservation Area (KAZA) initiative, and has signed its own KAZA Integrated Development Plan. Lastly, Botswana is host to the Permanent Okavango River Basin Water Commission (OKAKOM) involving all three water basin nations (with Angola and Namibia). All of these speak to the commitment of the Government of Botswana and of the global community to protect and conserve Botswana’s wildlife and natural resources for its citizens and the world.*

The situation. The political mandate and policy structures are in place to support these conservation aims. What remains in process is establishing the program mechanisms that actually deliver and maintain the ambitious obligations of protecting and preserving Botswana’s natural resources for its biodiversity and for its people. The long term solutions are multifaceted and require interventions at every level including everything from education, poverty alleviation, economic empowerment, and food security and to anti-poaching and law enforcement.

It is widely recognized that the human element - the support and empowerment of community members living on the periphery of wildlife areas - is critical to any successful conservation initiative. It is therefore imperative that investment into ‘the next generation’ must be made to develop capacity through education and fundamental core values that build respect for Self, Others and the World around them – to ensure that new, healthy ideas and productive practices are “built-in” to the DNA of Botswana’s young people that will enable the required shift from the past’s unsustainable utilization practices.

The challenge. For more than two decades, the Ngamiland district of northern Botswana has been challenged by comparatively poor primary education based on the metrics of foundational numeracy and literacy. As a result, environmental education has been side-lined for what has been regarded as more critical teaching in maths and languages. Recent reviews have challenged this thinking, recognizing the need for values-based social and emotional instruction.

In support of this; The Department of Environmental Affairs (DEA) under the Ministry of Environment, Natural Resource Conservation and Tourism, together with the Ministry of Basic Education (MBE), have identified the need to “integrate environmental education into the formal education system” as the top priority of the National Environmental Strategic Action Plan. Furthermore, the UN Sustainable Development Goal 4.7 – Education for Sustainable Development – outlines the criteria for how all education should be delivered by 2030, through the three critical dimensions of Cognitive (knowledge), Behavioural (action) and Social Emotional (value) experiences- while valuing the importance of research, and of starting early in children’s lives.

Coaching Conservation is positioned to be part of the solution, with the right partner.

A program of



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Coaching Conservation: A program that addresses the challenge

Coaching Conservation (CC) is a social development program that began in 2004 in Botswana to specifically address the need to reach children with messages of Respect for Self, Others and The Environment. Since 2004, CC has grown exponentially across Botswana and South Africa delivering programs with proprietary purpose-developed curriculum to over 30,000 children, 98 schools, and 545 classrooms through 319 coaches over 350k hours of mentoring. CC specifically addresses the SDG guidelines for delivering education for sustainable development through its use of sport as the vehicle for change in conjunction with its unique *Learning from Wildlife* model. CC has proven to be an effective way of teaching critical conservation issues through a process of MEET, BE AND HELP where children learn *about* animals through knowledge acquisition, *from* animals through action and participation, and eventually how to *help* them through synthesis and innovation. CC understands the empathy cannot be taught directly, but has to emerge through the various interventions and experiences of each child. CC is able to build capacity within children for empathy and action and move children from being 'those who are told to care' to 'those who actually do care' about others, animals and the natural world around them.

*By starting at grass root level Coaching Conservation aims to **Inspire a generation of Kids who Care** about Themselves, Others, and the Natural World around them.*

CC offers an integrated senior primary school sustainable development education curriculum that includes; A core 20 hour Grade Gr 5 (age 10) *Learning from Wildlife* core program, followed up by a Gr 6 (age 11) *Action Activation* Program and Gr 7 (age 12) *Leadership* Program. CC also offers a variety of *Rapid Awareness Programs* (RAPs) including a 2 hours RAP and a full day BUSHRap. All programs are supported by a 24-7 online resource and support for trainers together with a post-intervention digital game for kids to continue to participate and to provide a community for continuing engagement. CC's newest offering is 8 day accredited trainer training program through the South African Wildlife College

Our goal for Botswana is to re-introduce Coaching Conservation across Ngamiland at scale, with an aim to reach every child in senior primary school. Estimates for this are 8200 children annually; 4000 in each Gr 5 class x 3 lessons, 500 BUSHcamps, 4000 Gr 6, and 200 (one boy, one girl from each school) Gr 7 Leadership Ambassador camp.

Our Methodology is to build capacity by recruiting and professionally training local champions to become full time CC facilitators. Once trained, we will support and supply each team with the curriculum, the transportation and the teaching equipment and professional mentorship needed to deliver a first class CC program. We will partner with local tourism companies, NGO's, and schools to facilitate the delivery of all program components. A further digital product (CC Gaming app) will be offered to schools to ensure meaningful follow up to the CC delivery. Branding opportunities are available to provide extra nice-to-have collateral for the kids (t-shirts, hats, string bags, water bottles, soccer balls)

We need your help. Based on CC's evidence of impact, and the validation of its model by the UN to support the global SDG's, CC is confident that, if delivered at scale, it has the ability to positively influence the trajectory of generation of children and address the core goal of supporting Botswana as a global leader in wildlife conservation and human development.

At an average annual cost of only P600 per child, we can reach 8200 senior primary students and professionally train and employ 9 Botswana citizens for P5,000,000 annually. You can help us to inspire an entire generation of Botswana youth to become KIDS WHO CARE by establishing the roots of empathy. We urge you to get involved- support a child, a class room, a school, a community, a district, or the whole province.

Please help us help them. Be a *big* Kid who Cares.

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