

## Moroccan Corporate Quest In aid of ActionAid 25 – 28 May 2007

This 3.5 day event promises a challenging teambuilding trek in a region of Morocco that is still very untouched and in a position to benefit from this form of tourism. The four day trek will take in beautiful mountain terrain in a stunning natural setting. There is also an opportunity to visit both a local orphanage and a centre for blind and hearing impaired, to learn more about some of the issues faced by the local people, through projects very similar to those you are supporting ActionAid to run further afield.



The overall emphasis of this event is to experience this strangely exotic land of wonderful people, tasty food, vibrant colours and to witness first hand the simplicity of life which our society has nearly abandoned. Finally of course is the vitally important fundraising element. Each team member before departing for the trek will have the responsibility of raising important funds for ActionAid's work, to help make a difference to the lives of children, families and communities living in poverty for the second year running.

Adventurebug's team of guides will be on hand in conjunction with our Moroccan counterpart (Abdesalam Mouden) to oversee all logistics, guiding, safety factors and of course to ensure that our visit is well rounded and full of adventures!

### Day 1 – Travel to Morocco / Challenge Trek 1 (10 km)

This morning the group sets off early from Algeciras Port (15 minutes from Gibraltar) on a 2 hour ferry transfer to the notoriously famous Euro-Afro city Tangier. We should expect another 30 minutes to clear customs at the Moroccan side.

From here our private coach will take the group to our mountain base of Chefchouen, a Rift Mountain town of approximately 20,000 people. In Chefchouen we stay in the old quarter (medina) in a basic hostel that is popular with foreign travellers. Rooms will be based on 2-4 sharing with shared toilet / bathroom facilities – some ensuite, some shared.

After our arrival to the hostel we will have a snack and an orientation of Chefchouen and it's exotic medina and Bazaar before setting off on our first day's trek into the surrounding Rift Mountain valleys. This trek, approximately 3.5 hours in length (10 km), takes us through basic hamlets and agro communities of Berber tribespeople. This walk is a real window into how simplistic Moroccan rural people exist and it offers us a chance to compare our own lifestyles with that of these friendly country dwellers. A highlight of today's walk will be a stop at a Sub Saharan



family's farm for a clay oven baked tagine dinner and mint tea (right).

Evening time will be spent visiting more areas of the Medina and having a snack in the open plaza near the Kasbah.



Our base in Chefchouen

## **Day 2 – Challenge Trek 2 / Chefchouen to Akchour (Rift Mountain Village) (23 km)**

This morning we set off on our three day mountain to sea challenge, starting with a trek to the village of Akchour, deep in the Rift Mountains. This challenging walk takes us along a vast mountain slope most of the day and then down to a remote Berber village where few foreigners would ever venture. This region is in an important National Reserve and is known for its colonies of Barbary Apes still living in their natural habitat. Some mules will be on hand to assist in carrying

supplies – though we still carry items in our rucksacks.

In Akchour we stay in simple village houses (gites) and eat home cooked Berber food. This is a rustic experience to remember for years to come. The village houses have been set up in the National Reserve to encourage the Berber people to offer a form of rural tourism that is sustainable and good promotion for the economy.

Overall this day will be long but on good footpaths and track. The walk takes 7-8 hours and covers mountain terrain and passes through many remote hamlets. If the skies are clear we may see the Mediterranean and the Atlantic Ocean at the same time today!

## **Day 3 – Challenge Trek 3 / Akchour to Beni Maala (24 km)**

Today we leave Akchour and walk out of the National Park passing Talembote village and carrying on to the remote coastal hill region of Beni Maala – a remote Berber village area that is near the fertile river delta that leads to the Mediterranean Sea.

Beni Maala is a simple, remote Berber village that is dependent on rudimentary agriculture practice. There is no tourism infrastructure here and the pathways we follow are thousands of years old and utilised only by Berber people, not organised walking groups.



Today's walking length is approximately 6-7 hours over challenging hill terrain. Accommodation tonight is in simple village houses (gites) and the meals will be locally cooked.

## **Day 4 – Beni Maala to Oued Lau (13 km)**

Today we make our final descent from Beni Maala to the rustic coastal fishing village of Oued Lau. Today's walking time, approximately 4-5 hours takes us through the impoverished farm communities of the lowlands leading to the sea.

At Oued Lau, we'll celebrate the completion of our journey by dipping our feet in the sea and having a final celebratory lunch before making our journey back to the Tanger Port for the crossing to Algeciras.

Expected arrival back to Gibraltar – 9pm.

## **Event costs / sponsorship**

Total cost for the event = 495 Euros (£335 GBP).

This is based on having a minimum of 20 participants taking part.

Cost includes:

- Transport to / from Morocco and transfers in Morocco.
- 3 nights accommodation
- all meals from Friday lunch to Monday lunch
- Adventurebug guiding team
- All guiding, tours and teambuilding / adventure activities
- 1 ActionAid charity representative.
- Mule support for trekking days
- 3<sup>rd</sup> party insurance (private accident coverage not included).
- Licences, permits and all taxes

If time permits, an additional extra tour of Tetuan City Medina can be included (free).

To register for this event you will need to pay a registration fee of £250 and raise a minimum sponsorship target of £1,200 per person. Money raised will be used to fund ActionAid's priority projects, to be finalised in December 2006. You will receive full information on the project/s you will be supporting with your fundraising pack after registration.

Please note 80% of your sponsorship target should be sent to ActionAid by 10 weeks before departure, and the balance by 4 weeks before departure. Please see the conditions of entry and Questions Answered sheets for more information.

## **What ActionAid will provide after registration**

- A detailed fundraising pack with fundraising tips and advice, and further information on the trip itself.

- Updates where necessary on any changes to the itinerary / anything to bear in mind.
- A dedicated account manager on hand to provide resources, support and advice on fundraising and recruitment.
- A charity representative to accompany the group on the trek to provide a customer service / ActionAid information role for participants.
- If required, an ActionAid representative could travel to Gibraltar to hold an information evening / meetings with the aim of recruiting participants / companies for the challenge.

## **What the participating companies / employees would need to provide**

- A 'team leader' per company to coordinate the recruitment of participants within their company, act as the main point of contact for ActionAid, and oversee / facilitate fundraising activities (where necessary).
- A commitment to recruiting a suggested 5 participants per company in order to reach minimum numbers required to run the event (this can be flexible if there are enough individuals taking part to make up the minimum number of 20).
- Ideally participating companies would support staff by offering the time off required to take part in the event (one Friday – this event takes place over a bank holiday weekend), and paying the registration fee. This way sponsorship raised by participants would be either entirely or the majority a donation to ActionAid's work.
- A commitment to reaching at least the minimum sponsorship target set for the challenge. For this we would recommend putting a fundraising plan in place from the outset.