



beCuriou presents

## IMPACT TRAVEL

Travel in a way that empowers local communities and protects our earth.

## ***BECURIUO***

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beCurious aims to be the world leader in impact travel and to build a bridge between quality travel experiences, finance and social change.

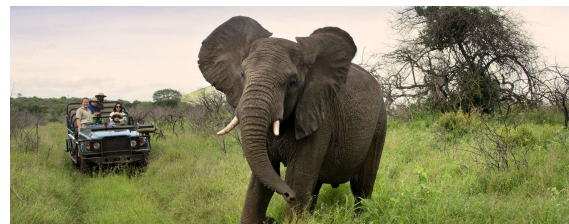
With a global coverage on travel, we cooperate with local travel partners, distributors and ground handlers. These partners are carefully vetted prior to selection and we require them to prove their engagement and investments in various social projects.

In addition to this, we also partner up with private equity companies and other financial institutions focusing on investing in projects related to education, healthcare, women empowerment, water and energy supply, community initiatives, local entrepreneurship, microfinance and much more.



### ***Personal & Tailor Made Services:***

*We provide personal service before, during and after your tailor-made trip or event along with free concierge service and 24/7 accessibility.*



### ***Diverse Travel Expertise:***

*Many of our clients are business owners and executives, and we are passionate about introducing local Environmental, Social and Governance (ESG) projects in travel itineraries when requested, or arrange for them to meet local entrepreneurs to get a perspective on the destination's opportunities and challenges. We strongly feel that shining a light on these innovative, grassroots initiatives gives our clients the opportunity to create lifelong memories and forge meaningful relationships whilst traveling with us*



### ***Value for money:***

*We provide prices that normally compete with online rates, and our clients will have priority on value added services, such as upgrades and amenities.*

## ***IIX GLOBAL***

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IIX was founded by Professor Durreen Shahnaz, who grew up in Bangladesh and the Philippines, and later started her career as the first ever female Bangladeshi investment banker on Wall Street.

At the height of the global financial crisis in 2009, as the world reflected on the true role of financial markets in human well-being, Durreen decided to launch herself into the unknown third space for global solutions.

In setting up IIX, Durreen conceptualized the world's first social stock exchange that would support the scaling of businesses providing development solutions. And through that she would help move impact investing from the margins to the mainstream of finance.

IIX's footprint now extends from Afghanistan to the Philippines, and continues to grow through its catalytic role in empowering disadvantaged communities with much-needed social and financial mobility, promoting growth and prosperity for all.



***Empower:*** IIX empowers enterprises that are innovating solutions for women's empowerment, climate action, and community resilience, while valuing and including their most vulnerable beneficiaries in financial systems.



***Innovate:*** IIX connects the Back Streets of underserved communities to the Wall Streets of the world by changing financial systems to drive social change.



***Accelerate:*** IIX builds opportunities for anyone to play a role in a more inclusive world by democratizing information and learning, giving voice to vulnerable communities, and collaborating across boundaries.

## ***A SUSTAINABLE CHOCOLATE FACTORY***

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On Bali you can be introduced to one of the world's most special chocolate factories. Have a conversation with Sabrina, the founder and CEO, to learn more about the woman-led bean-to-bar chocolate maker, with the mission of improving the livelihoods of Indonesian cocoa farmers. Prior to founding the company, Sabrina worked at McKinsey, with a focus on climate change and agriculture related topics.

The company supports the local community and environment by buying directly from smallholder farmers at price premiums, while promoting better and greener farming techniques.

Thanks to IIX's recent crowdfunding effort they will provide 1,000 smallholder farmers and 20 female factory workers with sustainable livelihoods, and avoid over 64,000 kg of chemicals through their environmentally-friendly farming methods.



## ***A PIONEER IN BABY FEEDING***

In Hong Kong you can learn about one of the pioneers in the baby feeding industry. Meet Cameron Honarvar, a former US investment banker, who went on to establish a company dedicated to providing environmentally friendly products for baby feeding.

He'll tell you about his social and environmental impact driven company, that is leading the category for developing wholesome baby feeding products. You can also get an insight into the production process of their natural and recyclable baby feeding items.

Baby feeding is a US\$5 billion industry, and over 90% of the items are made from petroleum-based plastic. This plastic is linked with many health problems in humans, and especially with developing babies, as the chemicals leach into food and cause hormonal disruptions and other diseases. The thrown away plastic items also pollute our oceans and landfills immeasurably as they take up to 1,000 years to degrade.



## ***AFFORDABLE SOLAR ENERGY***

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In Singapore and Myanmar there is a company that helps supply households outside the electrical grid in South East Asia with affordable solar energy. Have a conversation with Anastasiya, CFO with years of experience from companies like Deloitte and PwC, and hear about their unique business model and company values.

The company installs integrated solar energy and appliance units in customers' homes and offers affordable "rent-to-own" plans of energy service subscription. This dramatically lowers the barriers to adoption of solar technology by the bottom-of-pyramid clients. Their team is delivering a significant social impact in its addressable market of 27 million households outside of the electric grid across Southeast Asia.

Headquartered in Singapore, they presently operate in Myanmar. The company was seeded and developed by FORUM, the largest fintech venture builder in Emerging Asia.



## ***E-HEALTHCARE FOR ALL***

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In India you can be introduced to a company that aims to provide affordable, equitable and reliable healthcare services to the underserved rural populations. Meet with founder and CEO Jagdeep and learn how they work to connect remote communities to doctors via real-time online video consultations. Before founding the company Jagdeep was Program Manager at “Innovators in Health” where he launched tuberculosis treatment programs and before that he worked with Goldman Sachs as a Technology Analyst.

Since the inception of its first clinic in 2014, the company has completed over 55,000 consultations, and currently operates 15 e-Doctor clinics. With the recent funding, more than 540,000 patients in the underserved communities of India will be able to access quality healthcare services.

Their overarching vision is to create a pan-India network of healthcare clinics, thereby making definitive large scale impact and taking significant steps towards ‘healthcare for all’.



## LOW COST PRIVATE SCHOOLS

In India you can also be introduced to a company that was established to invest in and operate low cost private schools (LCPS) with a focus to improve the overall standard of education. Meet with founder and director Harish, and learn about his perspective on the synergies between education, infrastructure and economics. Harish has 18 years of experience from technology, finance and wealth management, having previously managed more than \$1,5 billion as wealth advisor at Merrill Lynch, Morgan Stanley and Bank of America.

Harish's schools provide a full range of services to improve the learning outcomes and operational efficiencies in LCPSs. It does this by recruiting professionals to manage schools and improving the quality of teachers with better pay. They also focus on providing training and tools to effectively deliver content in the classrooms to improve learning outcomes. The schools have also implemented new and more effective curriculums and pedagogy, and constantly monitor progress to ensure each student receives the most effective education to help improve his or her station in life.





## ***EMPOWERMENT THROUGH HAIR EXTENSIONS***

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In Cambodia in 2009, an American entrepreneur established a company that would serve as an ethical supplier, manufacturer and retailer of high-quality human hair extensions. Have a conversation with the founder Janice, a graduate of Columbia University's Law School in New York, and learn about the many challenges and triumphs of her start-up in a highly profitable and continuously growing global niche industry.

Among numerous emerging manufacturers and retailers, the company differentiates itself through its commitment to creating lasting social impact for its employees, suppliers and clients.

Through its operations, the company provides employment to women at risk and improves the livelihood of its hair suppliers by increasing their income. Their employees, many of whom were previously victims of sex trafficking, are economically empowered with training and patient employment to lead a dignified and secure life.



## ***AFFORDABLE, CLEAN WATER***

In India there's a company that works to distribute safe and affordable water to villagers in the Eastern parts of the country. Meet the two founders, Dr. Paul (who has also founded a non-profit organization that creates livelihood opportunities for poor rural households) and Jacob (a serial entrepreneur who has set up a manufacturing unit as well as several design firms and retail enterprises), and hear their perspective on how the industrialization of the country leaves some of the most basic necessities of rural communities unattended to.

To date, they have provided over 38,000 people in 95 villages with access to safe drinking water by building water tanks at kiranas (mom-and-pop shops) of rural entrepreneurs. Sourced locally, the water is treated with chlorine and sold at very low prices. Their aim is to directly impact more than 800,000 households over the next two years and more than 8 million people within the next 5 years.



## ***CLEAN ENERGY FOR LOW-INCOME FAMILIES***

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India is also home to a distribution company that offers clean energy products and superior after-sales service to low-income households in rural India. Have a conversation with the founder and CEO Ajaita who will share her experiences with running a highly successful and impactful business, as a woman in India. She has more than 14 years of experience from working with microfinance and clean energy and was recently named one of Forbes Magazine's "Top 30 Under 30" Social Entrepreneurs. BBC has also written articles about her and how she serves as a beacon, lighting the way for women empowerment and change in India.

To reach their customers, the company builds service centers, partners with local channels to gain in-depth access to target households, and creates branded franchises that sell clean energy products with ongoing customer service to low-income families. They differentiate themselves by providing after-sales servicing and maintaining an ongoing relationship with customers to develop trust within the communities.



## **GREEN TECHNOLOGY FOR RURAL FARMERS**

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Cambodia houses a company that created biodigesters that process green waste into biogas for clean cooking and organic fertilizer. Meet founder and CEO Ben, an Australian entrepreneur who previously worked as a National Development Manager at SSE, and hear his reflections on the many challenges they faced on their road to commercial success.

They install their biodigester systems in farming households, so that villagers and farmers can access a reliable source of free, clean energy. This helps to replace traditional wood-burning cook stoves with a cleaner, healthier alternative, and the customers are also incentivized by hundreds of dollars in annual savings.

Ben's provisionally patented design is the world's first that can be installed in challenging environments (flooding, earthquakes, cyclones etc.), which happens to cover 90% of the rural communities they target.



## ***ON DEMAND EYE CARE***

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Northeast India is home to an impact enterprise that delivers accessible, affordable and inclusive eye care to low-income people. Dr. Parveez, the founder of the company, will gladly share some of his stories from the development of the company and discuss their model of affordable, accessible and inclusive "on demand" eye care.

Dr. Parveez and the team have already established two specialist eye care hospitals in Assam, offering glasses for under a dollar and cataract surgeries for under 20 dollars. In addition to this, they are working on the development of two new hospitals, each supported by mobile vans to reach rural populations for diagnosis.

This investment will allow them to provide improved healthcare services and impact the lives of more than 1.5 million people over the next five years.



## ***EMPOWERING OUR YOUTH***

Project Playground is a South African and Swedish non-profit organisation working towards global sustainable change and increased equality for our children and youth. Their methods focus on the individual's self-realisation and self-actualization, through a holistic approach, ultimately fostering a more peaceful, democratic and equal society.

The first Cape Town centre in the township of Langa and later also in the township of Gugulethu, was founded in 2010, engaging over 800 vulnerable children and youth in these disadvantaged areas. Their vision is a world where every child and youth, including those with disabilities, grow up with a belief in the future and the opportunity to positively impact their own lives. In 2017, Project Playground Sweden opened a centre in Hallonbergen, with Greater Stockholm as a catchment area where their focus is on unaccompanied refugee minors.

Project Playground works using educational, recreational and supportive programs, to empower vulnerable children and youth. One by one. They aim to create self-reliant individuals who are capable of managing their own lives and therefore contributing to the democratic, financial and equal development of their society.

By being part of Project Playground, children gain self-esteem, determination and belief in the future.

beCuriou is very proud to partner with Project Playground South Africa and Sweden. If you would like to include a visit to one of the Project Playground centres on your next travel adventure with us to either Cape Town or Stockholm, please do not hesitate to enquire.



## ***COMMUNITY LEADERS EDUCATION FUND***

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In 1996, Africa Foundation, one of our community development partners, launched the CLEF (Community Leaders Education Fund) tertiary education bursary programme in South Africa. In the years following, CLEF has expanded to Tanzania, Kenya, Botswana and Namibia.

The CLEF programme provides promising young leaders from rural communities bordering our travel partners' operations with the opportunity of a tertiary education that would otherwise be inaccessible to them.

The compounded impact of this successful programme – which has a first-time pass rate of 96% – extends beyond the students. Tertiary education unlocks the door to increased job opportunities and earning potential. Consequently, unemployment levels are reduced, family household incomes are supplemented and communities are uplifted.

A window of hope and opportunity, this successful programme – with a first-time student pass rate of 99% – is an initiative that talks to the very essence of long-term impact: its touchpoints extend beyond the student, to their families and their entire communities, creating meaningful benefits that are rooted in conservation.

Empowering communities, enabling conservation: these guiding principles of Africa Foundation, a non-profit community development partner, continue to make us proud.



## ***RHINOS WITHOUT BORDERS***

Rhino horn remains one of the most sought after animal products in the illegal wildlife trade. Its value is greater than gold, making these iconic animals high-value targets for poachers. Since 2008, more than 8,493 rhinos have been poached in South Africa, severely depleting the remaining numbers. With a rhino killed at an average rate of one every eight hours, there are more rhinos being poached than born every year.

The objective of this project is to translocate rhino from high-risk poaching areas in South Africa and create new source populations in Botswana's wilderness areas. Botswana was carefully selected as the recipient country due to its ecological suitability and the government's firm commitment to the long-term success of this new rhino population. Each rhino was fitted with specially designed telemetry devices for research and active monitoring purposes.

Following on the success of this successful translocation, Rhinos Without Borders was born in 2014 – a collaborative project between &Beyond and Great Plains Conservation. The aim of this joint initiative is to ensure the survival of Southern Africa's rhinos by translocating a breeding population of 100 animals to a Botswana safe haven. By December 2019, 87 rhinos had been relocated.

The exciting news is that the new source population of 87 translocated rhinos have grown to well over the target amount, and now include a significant number of calves born in the Okavango Delta – a great testimony to the success of this project. In view of some recent poaching in Botswana, this initiative's full resources and collaborative infrastructure have now been concentrated around the protection of these source populations, as they are the true legacy of Rhinos Without Borders.





## ***PHINDA LAND MANAGEMENT***

Phinda is home to rare sand forest, which is home to important endemic plant species, as well as some of South Africa's rarest animals. Of the remaining 2 000 hectares of sand forest that is being protected in the world, Phinda is home to 520 hectares. In order to limit damage to this precious area from elephants, an elephant exclusion fence was erected around the largest section of sand forest on the reserve in 2005. One of the first of its kind, other reserves are now utilising the same method to protect vegetation types that are at risk. In addition, a long-term study into the effects of nyala and elephant on sand forest species is currently taking place. Researchers are also exploring the role of beetles and the possibility of using dung beetles as an indicator of the health of the sand forest.

The amount of research conducted at Phinda has allowed it to make a significant contribution to scientific and wildlife seminars, conferences and workshops. The reserve has a full-time team of four, as well as research students from several universities, actively collecting and coordinating ecological data. Data on lion, leopard, cheetah, elephant, black and white rhino, hyena and birds of prey is collected daily.

Assessments are regularly conducted on soil, grasses, woody vegetation, carrying capacity, stocking rates and threatened plants and habitats. Fire is the main tool in veld management and these assessments are used to determine the burning regime. Using scientific analysis of the veld and following the management processes derived from these methodologies has allowed the reserve to increase grazing capacity by 30%.

Our clients often visit Phinda when travelling to South Africa for a safari experience.

