

SOUTHERN HIGHLANDS MOTTO EXPEDITION



PROJECT CONCEPT NOTES

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1. EXECUTIVE SUMMARY.

The Southern Highlands Motto Expedition is a 14-day, 1,000+ km motorcycle journey documenting Tanzania's most unexplored region. The project will engage 25+ communities, identify aggro-processing investment opportunities, assess conservation initiatives, and create the first GPS - mapped adventure route through the Southern Highlands. With backing from Saadani Pangani Camps & Tours, the expedition aims to position the Southern Highlands as a recognized sustainable tourism corridor—moving beyond "safari-only" tourism to create lasting community benefit.

Quick Facts

Duration	14 days (August-September 2024)
Route	Iringa → Mufindi → Udzungwa → Kitulo → Njombe → Rungwe → Kyela → Rukwa → Kalambo → Lake Tanganyika
Distance	1,000+ km
Communities Targeted	25+
Sectors Covered	Coffee, avocado, honey, potatoes, bananas, grains, fisheries, pottery, forestry
Conservation Focus	Kipunji monkey, human-elephant coexistence, forest fire management, lake conservation
Parent Company	Saadani Pangani Camps & Tours

2. THE PROBLEM

Tanzania's tourism sector suffers from extreme geographic concentration. The Northern Circuit—Serengeti, Kilimanjaro, Ngorongoro—attracts 70% of visitors and generates 71.6% of tourism revenue . Meanwhile, the Southern Highlands—despite housing iconic destinations such as Ruaha National Park, Kitulo National Park, Lake Tanganyika, Kalambo Falls, and the Rungwe Mountains—receives less than 1% of tourism earnings .

This tourism disparity parallels an agricultural paradox. The Southern Highlands is Tanzania's breadbasket, producing the majority of the nation's coffee, tea, potatoes, bananas, and maize. Yet farmers face chronic "market gluts" with post-harvest losses estimated at 30-40% due to the absence of local processing infrastructure . Coffee is exported green, bananas rot at peak harvest, honey spoils before reaching market, and avocados from the emerging "avocado rush" leave the region as raw fruit.

The convergence of underutilized tourism assets and foregone agricultural value represents a critical missed opportunity. Without structured documentation of community enterprises, mapping of adventure routes, and engagement with potential investors, these opportunities risk remaining permanently unrealized.

3. THE OPPORTUNITY

Sector	Opportunity	Target
Tourism	First documented motorcycle adventure route	1,000+ km mapped
Communities	Direct engagement with local producers	25+ communities
Aggro-processing	Value addition investment opportunities	15+ production clusters
Conservation	Assessment of key ecosystems	5+ Eco-sensitive zones

Sector	Opportunity	Target
Investment	Vetted, community-supported opportunities for investors	25+ opportunities

4. PROJECT OBJECTIVES

General Objective:

To develop and document a sustainable, community-centered tourism corridor in Tanzania's Southern Highlands that integrates cultural heritage preservation, aggro-processing value addition, adventure tourism development, and environmental conservation into an inclusive regional economic empowerment framework.

Specific Objectives:

Adventure Tourism & Route Development.

- Route Development: Map 1,000+ km of viable motorcycle adventure routes linking Njombe, Rungwe Mountains, Kitulo Plateau, Mbeya, Mbozi, and Rukwa .
- Assess infrastructure readiness, road conditions, fuel accessibility, and safety factors.
- Produce GPS - based adventure route guide to attract responsible adventure tourists.

Local Community Economic Empowerment.

- Engage with local associations, cooperatives, youth groups, and women-led enterprises.
- Identify aggro-processing gaps in coffee, tea, bananas, potatoes, fisheries, honey, and grains.
- Assess value addition opportunities for tourism market integration.
- Document opportunities for farm visits, aggro-tourism, and community-based enterprise.

Environmental & Wildlife Conservation.

- Document conservation initiatives in Rungwe Mountains, Kitulo National Park, Lake Nyasa, and Lake Rukwa Basin.
- Assess environmental challenges including land degradation, wildlife pressures, and ecosystem vulnerability.

- Promote awareness of conservation-compatible tourism models.
- Special focus: Kipunji monkey population assessment, human-elephant coexistence documentation, forest fire management in Njombe/Iringa.

Agricultural Transition Research

- Document the ongoing shift from timber plantations to avocado farming in Njombe and Iringa.
- Assess implications for food security, biodiversity, and forest products businesses.
- Identify sustainable investment opportunities in the avocado value chain.

Investment Opportunity Identification.

- Produce comprehensive database of vetted, community-supported investment opportunities.
- Develop investment profiles for 25+ enterprises across 8 sectors.
- Connect investors directly with community enterprises.

5.METHODOLOGY.

Phase	DURATION	Activities
Community engagement and participatory assessment	April - may	<ul style="list-style-type: none"> ● Stakeholder Identification. ● Community Consultative Meetings ●
Aggro-processing and value chain assessment	April - may	<ul style="list-style-type: none"> ● Identification of Local Production Clustering. ● Packaging, branding and tourism integration assessment. ● Farm-to-Tourism Supply Chain Mapping.
Motorbike route mapping and adventure tourism assessment	April - may	<ul style="list-style-type: none"> ● Identify scenic, adventurous, and less-explored routes. ● Assess road accessibility and safety. ● Map rest points and cultural stops.

Conservation & environmental review	April - may	<ul style="list-style-type: none"> ● Document landscape and biodiversity features ● Site Visits to Conservation Areas. ● Conservation Practices Documentation ● Identification of Eco-Sensitive Zones ●
Documentation, analysis & reporting.	May-June	<ul style="list-style-type: none"> ● Photography and Video Documentation. ● Data Recording and Analysis. ● Compilation of Structured Report ● Digital Publishing & Knowledge Dissemination. ●
Ethical Considerations	April-June	<ul style="list-style-type: none"> ● Informed community consent. ● Respect for cultural heritage. ● Non-exploitative documentation. ●
Monitoring & Evaluation	June 2026	<ul style="list-style-type: none"> ● Number of communities engaged. ● Production clusters documented. ● Potential investment points identified ● Motorbike routes mapped. ● Conservation zones assessed. ● Digital platform engagement metrics.

5.1 Research Framework

The expedition employs a systematic opportunity discovery framework adapted from international feasibility study standards. For each potential opportunity, five dimensions are assessed:

Dimension	Key Questions	Indicators
Market Potential	Is there demand? Who are buyers? What price?	Market size, price trends, buyer interest
Technical Feasibility	Can they produce consistently? What equipment needed?	Production volume, quality, technical gaps
Financial Viability	Is it profitable? What investment needed?	Profit margins, ROI potential
Community Readiness	Are they organized? Willing to partner?	Cooperative strength, leadership, trust
Risk Assessment	What could go wrong?	Market volatility, climate risk, conflict

5.2 Timeline

Phase	Timeline	Activities
Preparation	January - 19 th April 2026	Permits, community protocols, equipment
Expedition	21 st April - 5 th May 2026	14-day journey, interviews, GPS mapping
Analysis	7 th May -20 th May 2026	Data processing, opportunity identification
Reporting	June 2026	Report publication, investor engagement

6. EXPECTED OUTCOMES

Outcome	Target
Communities engaged	25+
Kilometers mapped	1,000+
Production clusters documented	15+
Eco-sensitive zones assessed	5+
Investment opportunities identified	25+

Outcome	Target
GPS route guide produced	1
Comprehensive expedition report	1

7. CONSERVATION FOCUS AREAS

Area	Focus	Partner Organizations
Rungwe Mountains	Kipunji monkey habitat assessment	WCS Tanzania, TAWIRI
Kitulo National Park	Endemic flora, primate populations	TANAPA
Rukwa Valley	Human-elephant coexistence, beekeeping	Wild Survivors
Udzungwa Mountains	Primate diversity, forest corridors	WCS, Udzungwa Ecological Monitoring Centre
Njombe/Iringa forests	Fire management, timber-to-avocado transition	TFS
Lake Tanganyika	Fisheries sustainability, water quality	Lake Tanganyika Authority
Lake Nyasa	Fisheries assessment	Fisheries Department

Area	Focus	Partner Organizations
Lake Rukwa	Wetland conservation	Rukwa Basin Water Board

8. SECTORS COVERED

Sector	Primary Locations	Key Investment Gaps
Coffee	Mbeya, Rungwe	Roastery, packaging
Avocado	Njombe, Iringa	Oil processing.
Honey	Rukwa, Mpanda	Extraction, bottling
Bananas	Kyela, Rungwe	Drying, flour, chips
Potatoes	Njombe, Makete	Starch, crisps, storage
Grains	Mbeya, Iringa	Modern mills, storage
Fisheries	Lake Tanganyika, Nyasa, Rukwa	Smoking kilns, cold storage
Pottery	Kissi villages	Showroom, packaging
Forestry	Mafinga, Njombe	Wood processing, value addition

9. BUDGET OVERVIEW

Category	TZS	USD
Field Operations	1,360,000	523
Community Engagement	500,000	192
Field Research	250,000	96
Media Production	5,250,000	2,019
Digital Platform	300,000	115
Reporting & Dissemination	350,000	135
Promotional Items	250,000	96
Gears (motorcycle and Camping)	1,302,367	500
Communication(satellite devices)	781,420	300
Contingency	2,600,000	1000
TOTAL	16,850,888	6,476

Exchange rate: 1 USD = 2,600 TZS (approximate).

Note: Filming and drone permits included in Permits & Compliance category.

10. SPONSORSHIP OPPORTUNITIES

Tier	Amount	Benefits
Title Sponsor	\$2,500+	Presenting partner status, logo on all platforms, dedicated sponsor video, first right of refusal on investment opportunities
Route Sponsor	\$1,000-2,000	Named for specific route segment, social media mentions, video feature from sponsored location
Community Partner	\$500-1,000	Logo on community partners page, quarterly updates, direct connection to sponsored community
Equipment Partner	In-kind	Product reviews, logo on gear partners page, social media features
Media Partner	Custom	Exclusive content, interview access, high-resolution photography
Conservation Partner	\$1,000-2,000	Documented program outcomes, content for fundraising, program amplification
Research Partner	Data sharing	Co-authorship, data access, joint publications

11. RISK MANAGEMENT

Risk	Likelihood	Impact	Mitigation
Filming permit delays	Medium	High	Apply 30+ days in advance
Drone regulation issues	Medium	High	Sub-250g drone; TCAA permit application
Community mistrust	Low	High	Village protocols, local fixer, consent forms
Mechanical breakdown	Medium	Medium	Maintenance plan, contingency fund
Medical emergency	Low	High	Insurance, evacuation plan, first aid kit
Weather delays	High	Medium	Buffer days, flexible itinerary

12. PARTNERSHIPS

Partner Type	Organization	Role
Presenting Partner	Saadani Pangani Camps & Tours	Parent company, logistics support

13. STAKEHOLDER BENEFITS SUMMARY

Stakeholder	Direct Benefit	Indirect Benefit
Communities / Farmers	Documented opportunities reach investors, stipends	Increased visibility, market linkages
Cooperatives	Profiled in investment database	Recognition, organizational strengthening
Local Government	Economic data for planning	Investment attraction
Conservation NGOs	Program documentation	Fund raising content
Impact Investors	Vetted opportunity database	Reduced due diligence
Tourism Operators	GPS route data	New product development
Researchers	Primary field data	Ground-rutting for studies

14. CONTACT INFORMATION

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15. DOCUMENTS AVAILABLE

The following documents are available upon request or for download:

Document	Format	Audience
Full Project Proposal	PDF	Serious sponsors, institutional partners
One-Page Sponsor Proposal	PDF	Initial outreach
Economic Opportunity Framework	PDF	Investors, researchers
Sample Opportunity Report	PDF	Investors
Daily Field Notes Template	PDF (fillable)	Field team
Conservation Assessment Framework	PDF	Conservation partners
Model Release Forms (English/Swahili)	PDF	Legal compliance
Sponsorship Prospectus	PDF	All sponsors