



## **THE KILIMANJARO PROJECT: ART FOR CHANGE**

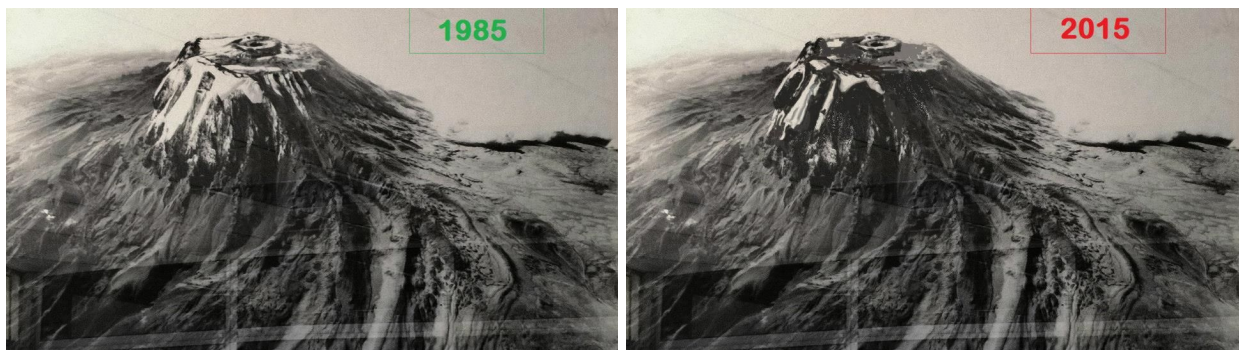
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### **The Vision**

*“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”*

MARGARET MEAD

The Kilimanjaro Project is one of the most ambitious art installation projects seen on the African continent in years. It is an art for change campaign for sustainable futures and climate change. Mount Kilimanjaro is a clear indicator that we are experiencing rapidly changing climates and environmental degradation.



### **The time to act is NOW!**

The Kilimanjaro Project will raise awareness through a communications campaign that will inspire sustainable behavioral change and have a positive impact on the Kilimanjaro region for future generations. This will be executed through creative active partnerships.



In collaboration with artists, environmentalists, global thinkers, celebrities, Tanzanian communities and change-makers, the Kilimanjaro Project will use Mount Kilimanjaro and vibrant colourful African Khanga fabric to send out a call to action. **We are going to tell it on the mountain** laying six beautiful khanga fabric designs up the six hiking trails of the mountain, culminating on the top of the Old Woman herself, Mount Kilimanjaro. Each khanga will carry a different message around our core themes.

We want to create a rumble from the slopes of Kilimanjaro, joining the global dialogue on climate change and **bringing people together** in the Kilimanjaro Region to create a more sustainable future; this includes **reforestation, waste management, conservation, water stewardship, and renewable energy**. It's about creating jobs, planting trees, conserving water, consuming less, and taking care of our planet.



#### KHANGA

The Khanga is a vibrant African cloth that each carry a message; blessings to neighbours or warnings to one's foes, they carry **messages of love and messages to compel**. They are feminine and multi purposed and can be used as clothing, a sling to carry your child, a tablecloth, or even as curtains, They are a subtle voice for the freedom of expression, willing and able messengers.

"Khangas are symbolic. They tell our truths. They communicate our pain, our joy and our fiesty play of words. Khangas are the epitome of intended puns. They rock us to sleep, dry our tears when we weep and let in a cool breeze on a hot summer day.

#### Inspire Action!

We are all individually and collectively responsible for the future of our planet.

#### Our goals:

- Through an art installation to raise awareness, enter dialogue, and create solutions around Sustainable Futures & Climate Change - create a regional and global communications campaign
- Participate in the Sustainable Development Goals by supporting conservation, tree planting, education and social enterprise / small business development in Tanzania.
- Engage local communities to participate in solutions for creating a climate resistant future.
- Fundraise for related projects - conservation, reforestation and water resource management
- Create active partnerships