



HANNAH McCARRICK MIKIDADI - JOHN JOHN BRUSETH

FEMALE FOOTPRINTS

WOMEN OF ZANZIBAR

To the historical, contemporary
and future women of Zanzibar

FOREWORD

This is a book written by and about Zanzibari women.

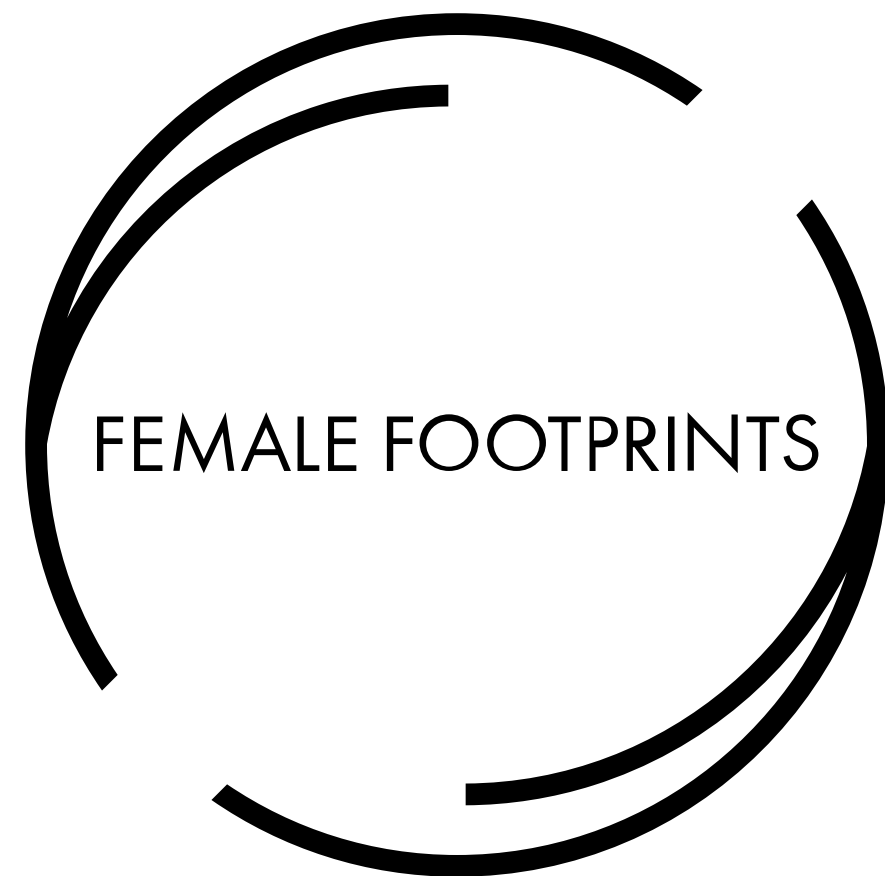
Our stories need to be told,
Our voices need to be heard,
and the world needs to listen!

As a tropical Island located on the Swahili coast of Tanzania, Zanzibar is well known globally as the “spice island” and for its paradise beaches. Beyond tourism marketing, the stories told about our island and our people are predominantly told by others and portrays and conveys narratives of poverty. The reproduction of outdated, harmful and neo-colonial stereotypes often narrated through a western gaze heavily influences how Africans and the African continent are framed by and in international media and popular culture.

Across Zanzibar women are the cornerstones of Zanzibari culture, art, tradition, history, politics, business, economics and development. Behind the scenes Zanzibari women are innovating, breaking boundaries, nurturing their communities, upholding their cultural heritage and creating change for themselves and Zanzibar as a whole.

This book is part of the Female Footprints Project and aims to challenge harmful narratives by putting the spotlight on fifty female Zanzibari change-makers that are paving the way for the future. We feature women and the footprints they have left within in diverse sectors such as fashion, politics, beauty, public health, tourism, sports, community development, recycling and environmental protection, agriculture, arts, education, fitness, activism, reproductive health and rights, journalism, agriculture, media and not least in their roles as mothers, sisters, wives, grandmothers and humans.

Our book is important, as are our footprints!



Project Proposal

AIMS & OBJECTIVES

The overall aim of the Female Footprints Project is to celebrate and put the spotlight on female role models in the Zanzibari society. This, in turn, is expected to have many ripple effects such as increasing the self-worth and pride of the women who are included in the project, inspiring others to take leadership in their own lives and communities, spreading positive stories about (Zanzibari) women and in general promoting the idea that women in leadership, female empowerment and gender equality is beneficial to all.

Beyond this, the project also contributes towards challenging outdated stereotypes of African women by celebrating the diversity, agency and power of Zanzibari women and their achievements. The project thereby seeks to contribute towards gender equality in line with Sustainable Development Goal (SDG) 5's sub-goals 5.1 Ending all forms of discrimination against all women and girls everywhere, and 5.5. Ensuring women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

PROJECT OVERVIEW

The project's accomplished Advisory Board* will make the final selection of women to be featured in the project following public nominations which will be announced through traditional and social media. Apart from the contemporary women featured, a number of historical portraits of Zanzibari women who have left substantial historical footprints will also be included.

Each of the featured women will actively be shaping her part of the project by working closely with our research-, photography- and editing team to create compelling and exceptional storytelling in visual and written form. The final stories will be told through a variety of platforms and project components, as is outlined below.

*The selection is guided by a number of criteria which has been developed by and agreed upon by the Advisory Board.

COFFEE TABLE BOOK

This unique coffee table book features fifty Zanzibari women whose stories are told through written text (English and Swahili) and unique and outstanding photography. The book will also include additional photography depicting Zanzibari culture, society and environments as well as short texts written by Zanzibari women on a number of topics related to the contemporary and historical role of women in Zanzibar. The book's finished front page and sample pages featuring the profiles of three women provides a preview of what the finished book will have to offer - a coffee table book that helps decolonize your bookshelf! Individually and as a collective the stories told by women in the book provides outstanding, inspiring and one-of-a-kind content that will wow audiences around the world.

The Coffee Table Book will be available at bookstores, souvenir shops, hotels, airports and other tourist spots around Zanzibar and Tanzania as well as online. Books will be sold with the Buy-1-Give-1 model, where each sold book finances the donation of one children's book version (see section on the Children's Book) to a Zanzibari school or student. Part of the proceeds from book sales will be redirected and re-invested in projects and activities that empower Zanzibari women and girls.

CHILDREN'S BOOK

There are few areas where research is as consolidated in its conclusions as when it comes to the benefits of reading for children. Zanzibar has a largely oral culture, where storytelling plays a vivid and strong role within communities. However, available and affordable literature in Swahili, especially by, about and for Zanzibari people, are scarce. This is especially true for children's books. Many Zanzibari children read their school material but have little or no access to additional reading materials, especially in Swahili.

It is widely accepted that children benefit immensely not only from reading in and of itself but from reading books with characters that they can identify with, that look like them and in whom they can mirror themselves and their lives. Literature in general, and children's books in particular, are predominantly centered around male characters and protagonists. In addition, people of color in general and Africans in particular are heavily underrepresented. There is therefore a pressing need for more literature for Zanzibari children and youth that provides Afro-positive representation and messages that inspire girls and boys and support progressive conversations about gender equality, female empowerment and structural injustices.

The Female Footprints Project meets these demands by publishing a Children's Book version* of the Coffee Table Book, but with photography and written stories adapted to be suitable for and appeal to the age-group 7-16 years. The Children's Book will be printed in easy to read Swahili, have strong and clear messages about gender equality and expose children and youth to the stories, lives, achievements, struggles and courage of Zanzibari women, learn about the history of their island from female perspectives and provide strong female role models to look up to and identify with.

The Children's Book will be available in bookshops around Zanzibar and Tanzania, in hotels, tourism hotspots and online. The book will also be marketed to Swahili speaking schools, other Swahili speaking country markets (for example Kenya), Swahili language teaching institutions as well as to Swahili-speaking diaspora who are looking for progressive literature in Swahili for their children. The Children's Books will be sold with a Buy-1-Give-1 model, where each sold book finances the donation of a book to a Zanzibari school or student. The children's book edition will be made and distributed in collaboration with the project partner Zanzibar's Ministry of Education and Vocational Training. Part of the proceeds from book sales will be re-invested in projects and activities that empower Zanzibari women and girls.

*The format of the Children's Book is inspired by the children's book "Good Night Stories for Rebel Girls" by Francesca Cavallo and Elena Favalli, which features short stories of 100 extraordinary women.

TRAVELLING PHOTO EXHIBITION & COMMUNITY OUTREACH

The travelling photo exhibition component of the project will display the photographs and associated stories of the fifty women in the project as well as additional photographs in communities across Zanzibar.

This project component explicitly aims to make the content of the project accessible to the Zanzibari public and will be carried out in combination with community outreach activities that aim to spark critical discussions on gender equality and female empowerment. Local authorities, leaders and schools in each location will be actively involved and engaged in public outreach activities and the exhibition.

The exhibition will be displayed for one week at an initial 10 locations around Zanzibar, starting with Mapinduzi Square in Stone Town where the exhibition will be jointly launched by project partners Ministry of Elders, Empowerment, Youth, Women and Children and Ministry of Education and Vocational Training.

The project hopes to be able to display the exhibition at additional locations including at university campuses on Zanzibar and during cultural events and festivals on the island such as Makunduchi Women's Festival, Sauti za Busara Music Festival and the Zanzibar International Film Festival. Depending on demand and available funds, future aims of the exhibition is to further extend it to local audiences around Zanzibar, in mainland Tanzania and where opportunity presents itself also internationally, for example at film and music festivals and cultural events. In partnership with the Pamojaföreningen (Pamoja Association) the exhibition will be displayed in Kiruna, Sweden at the annual Pamoja Festival.

PERMANENT WELCOME EXHIBITIONS

This unique project component will make a real and lasting impact on how both Zanzibari people and foreign visitors view Zanzibar women in particular, and Zanzibar as a whole. The project has drawn inspiration from "Welcome to My Hometown" a permanent exhibition that displays photographs of well-known and up and coming Swedes in sport, music, fashion, design, art, culture and business at Sweden's largest airport Stockholm Arlanda since 2005. As is written on their website*: "for many travellers, Arlanda is the first impression they have of Stockholm and sometimes of Sweden as well. This exhibition gives them a positive start to their visit, while providing returning Swedes with a feeling of pride in their province".

The Female Footprints Project in collaboration with the Revolutionary Government of Zanzibar will replicate the core of the Swedish airport exhibition - by providing a positive and progressive first impression of Zanzibar to visitors and returning residents through installing permanent Female Footprints exhibitions in large formats both at the airport and the ferry port in Zanzibar. Many tourists that visit Zanzibar unfortunately hold outdated prejudices about Zanzibar as a whole, and Zanzibar women in particular as African women in general often are portrayed in media and popular culture as passive, victims and without agency. By making sure each and every person that enters Zanzibar, through air or water, is greeted by fifty impactful and outstanding Zanzibar women will not only contribute towards challenging tourists harmful stereotypes but provide a powerful message that women are the future of Zanzibar and that Zanzibar actively works towards gender equality and female empowerment.

This provides an opportunity for Zanzibar to reposition itself and its image when tourism flows slowly return back to normal following the global Covid-19 pandemic. The permanent exhibitions will be one of a kind globally, and is likely to attract attention from media across the world and will therefore have a positive impact on raising the profile of Zanzibar as a whole, at a time when it is of great importance in order to regain the islands position in tourism and the associated jobs and income for local people and businesses.

* www.swedavia.com/arlanda/welcome-hometown

WEBSITE, SOCIAL MEDIA AND DIGITAL CONTENT

Part of the content and digitally exclusive audio-visual content will be displayed on a project website and project specific social media accounts.

Instagram: @female.footprints
Facebook: www.facebook.com/FemaleFootprints
Website: www.womenfuturebooks.com

EQUALITY, PARTICIPATION AND INCLUSION

The Female Footprints Project takes pride in being a project built on feminist and de-colonial principles which has influenced, and will continue to influence, all aspects of the project design and implementation. The project goes beyond celebrating women, by uplifting and empowering female creatives in the process of making the project. To do so, senior journalist Mohamed Muombwa will coordinate and mentor up and coming female journalists from project partner Tanzania Media Women's Association, Zanzibar (TAMWA, ZNZ). The female journalists will play a leading role in researching, interviewing and writing the content of the book. Award winning Zanzibari founded and owned photography company and collective AshGallery will similarly be mentoring 1-2 up and coming female photographers to assist, learn and develop during the creative photography work that is included in the project. AshGalley founder Ashrak Mussa Machano will be leading, mentoring and coordinating the photography work.

The Female Footprints Project fully supports and stands behind the #BlackLivesMatter movement, and the project has been designed to amplify black voices and provide platforms where black women tell their own stories. The project is an outspokenly anti-racist project that supports human rights for all.

PROJECT IMPLEMENTATION

The project is implemented in four phases:

Phase 1:

Project Design, Building Project Partnerships and
Creation of Front Page & Sample Pages of the Book
- COMPLETED

Phase 2:

Completing the Coffee Table Book & Childrens Book
- ONGOING

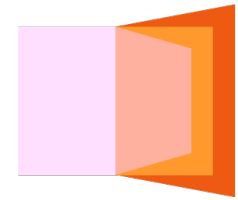
Phase 3:

Printing, Publishing and Marketing

Phase 4:

Exhibitions, Outreach & Advocacy

PROJECT PARTNERS



WomenFuture
Books

WOMENFUTURE BOOKS

The books will be published by the independent publisher WomenFuture Books that explicitly focuses on using literature to amplify African women's voices and stories. WomenFuture Books is currently in the process of being registered in Zanzibar.

ASH GALLERY

Ash Gallery is a Zanzibari company whose photography work depicts and creates awareness about the people, culture and communities in Zanzibar. As one of three recipients of the 2018 UNESCO Heritage Award, AshGallery loves capturing the beauty of Zanzibar and taking candid portraits of the citizens living on the islands. Ash Gallery is responsible for the photography part of the project. Apart from utilizing the talented in-house photographers, the project will work with two up and coming female photographers that will be mentored by AshGallery during the project duration, and whose contributions will be featured in the book and photo exhibition.



TANZANIA MEDIA WOMEN'S ASSOCIATION, ZANZIBAR (TAMWA, ZNZ)

TAMWAs is a national level Non-Governmental Organization known as Tanzania Media Women's Association formed in 1987. TAMWA Zanzibar became fully self-governing and operational in both Isles of Unguja and Pemba in 2004. TAMWA's Mission is to advocate for women and children's rights by conducting awareness raising activities for cultural, policy and legal changes in the society through the use of media. This mission is meant to facilitate the realization of the association's vision of existence of a peaceful Tanzania society, which respects human rights with a gender perspective. TAMWA Zanzibar is a leading project partner in the researcher and journalistic aspects of the content creation of the books, as their female journalists will be conducting interviews, doing research and writing the stories together with each of the women featured in the book.



ZANZIBAR'S MINISTRY OF ELDERS, EMPOWERMENT YOUTH, WOMEN AND CHILDREN

The Ministry of Elders, Empowerment, Youth, Women and Children is the Zanzibar Ministry that engages with and promotes women's and girls empowerment. The Ministry plays a crucial part of the overall project, and will play a particularly active role in the outreach activities associated with the travelling photo exhibition around Zanzibar.



ZANZIBAR'S MINISTRY OF EDUCATION AND VOCATIONAL TRAINING

The Ministry of Education and Vocational Training will, together with local authorities who are responsible for primary education, be responsible for the distribution of the children's books to schools and students around the island. They will also work closely with the outreach teams on the gender equality activities that will be conducted in relation to the travelling photo exhibition.



PAMOJA ASSOCIATION (PAMOJAFÖRENINGEN)

Pamoja Association is a Swedish registered non-profit organisation working for human rights and equality. Pamoja Association has multi-year experiences and long standing relationships with Zanzibari organisations and communities that they have worked with in their flagship project Women's Educating Programme in Makunduchi. Pamoja are responsible for overall administrative, planning and technical support and parts of the exhibition components of the project. Pamoja are, together with our local accountant, responsible for the project's financial management.

CORE PROJECT TEAM

HANNAH MCCARRICK MIKIDADI **EDITOR & PROJECT MANAGER**

Hannah is currently a PhD candidate researching if and how digital technologies can empower small-scale farmers in Tanzania. Hannah has travelled, worked and lived in East and Southern Africa over the last 10 years and has led, supported and worked with a number of community development projects across Zanzibar. Hannah has a professional background in international development cooperation and research as well as project management. She has a particular interest in the intersections between development and digital technologies, and cross-cutting themes of gender, sustainability and equity. Hannah has previously co-authored a chapter in the book “Digital Economies at Global Margins”, published by the MIT Press.

JOHN JOHN BRUSETH **EDITOR & PROJECT MANAGER**

John John has been running women projects to empower women in Zanzibar for almost 20 years. He has also made documentary films and tv-series about women from all around the world, and his tv-series Women Care was filmed in 11 African countries. In the last years he has authored five books; one children’s book and four documentary books. His latest bestseller “Dream Big” is a biography about the Norwegian entrepreneur Tone Lise Forbergskog. John John is currently working on a biography about the world famous showjumper Geir Gulliksen. All John John’s books have been published by his own publishing company, and he therefore has a lot of experience in all the stages of book publishing, from script to marketing and PR.

SALHA IDRISMA MAKAME **PROJECT ACCOUNTANT AND FINANCIAL ADMINISTRATOR**

Salha Idrisa Makame is a licenced accountant educated at Zanzibar Institute of Financial Administration. She currently works as an accountant at Mnazi Moja Hospital.

MOHAMED MUOMBWA **COORDINATOR, RESEARCHER, JOURNALIST AND MENTOR**

Mohamed works as an Assistant to the Second Vice President of Zanzibar. He has a long and impressive history of community engagement and leadership in Zanzibar, and has led and has successfully initiated and implemented countless development cooperation initiatives between Makunduchi and external stakeholders. Mohamed holds a Master of Public Policy and Management from Monash University Australia and a First Degree from Mysore University in India (Criminology; Public Administration and Journalism). Mohamed regularly writes for the newspaper Zanzibar Mail.

ASHRAK MUSSA MACHANO **PHOTOGRAPHER AND MENTOR**

Ashrak Mussa Machano is a Zanzibar born and raised award winning photographer and the founder and owner of AshGallery. The exotic beaches and beautiful people of Zanzibar are what impresses Ash and motivates his photography and his growing interest in dramatic portrait photography. Pixel perfect creative photography is his passion!

ADVISORY BOARD

Dr Mzuri Issa Ali

Director, Tanzania Media Women’s Association (TAMWA) - Zanzibar

Dr Mzuri Issa Ali is the Director of the Tanzania Media Women Association, Zanzibar. She has formally held positions including acting Director in the Directorate of Communications in the President’s office; Assistant Press Secretary to the President; and a sub-editor and reporter at Nuru newspaper. Dr Mzuri holds a Doctorate in Social Sciences; a Masters of Arts in Political Science and International Relations; and a Degree in Mass Communication. She has vast experience in the field of communication and is an ardent advocate of women’s rights.

Dr Rukkaya Wakif Muhammed

Head of Department – Public Administration, Zanzibar University

Dr Rukkaya is a lecturer at Zanzibar University and head of the Department of Public Administration. Dr. Rukkaya is a holder of a Doctor of Philosophy in Business Management (Open University of Tanzania), Master in Management (International Islamic university Malaysia) and Bachelor of Arts in Public Administration(Zanzibar University). Her academic accomplishments include some publications in International Journals. Dr Rukkaya has been a counsellor for female students in her department and the university in general. Her interest in serving the community has also driven her to participate in various female fora at the university level and community levels.

Asya Mohamed

Human Resources and Education Officer, ZANREC Ltd.

Asya Mohamed has an impressive background in community outreach and development and works tirelessly on topics around environmental sustainability, recycling and women’s empowerment. She currently works as a human resources and education officer at the recycling company ZANREC and is pioneering sustainable waste management by communities as well as the tourism sector on the island.

Dr. Saada Mkuya Salum

Retired Politician

Dr. Saada started her political career in 2012 when was appointed as a Member of Parliament by the then President of United Republic of Tanzania Dr. Jakaya Mrisho Kikwete and became Deputy Minister of Finance. In 2014, she resumed a position of Minister of Finance after the death of then Minister of Finance Dr. William Mgimwa. In 2015, she won a seat in the general elections and became a Member of Parliament for Welezo Constituency. She was one of three women parliamentarians from Zanzibar who got elected in constituencies.

Lutfia Ramadhan Muombwa

Entrepreneur

Lutfia specializes in Tourism, Airlines and Hospitality. She holds a Diploma in Tour Operationws from the Kenya Utalii College and a Bachelor’s Degree in Airlines, Tourism and Hospitality from the Lovely Professional University. Aside from tourism, Lutfia enjoys content creation on various platforms. She is a small-scale Youtuber and Blogger, and creates beauty and lifestyle videos with the hopes to launch her own cosmetics line in the future.

Jasmine S.A. Lyana

Lawyer & Head of Departmental Policy Unit, Zanzibar High Court & Office of the Second Vice President of Zanzibar

Jasmine is currently working in the Planning, Policy and Research Department as Head of Developmental Policy Unit in the Second Vice President’s Office. Jasmine is also practicing as a Lawyer of the High Court of Zanzibar. Jasmine holds a B.A. in Economics and a Bachelors of Law (LLB) degree. Jasmine has extensive experience in planning, management, drafting of legal frameworks and knowledge in legal counselling and drafting.

Hafith H.H. Ameir

Consultant & Senior Citizen of Makunduchi

Hafith is an International Travel Consultant with a background in the Air Travel Industry. Originally trained as an Educationist, his current interests centre around dynamic, practical, and effective methods of performance technology, including Counselling Skills, Assertiveness Techniques, Interactive Communications, Time Management, Presentation Skills, Performance Management, Leadership, Coaching Skills, Problem Solving/Decision Making, Team Building, Focussed Interviewing, and Experiential Learning. In addition, Hafith enjoys the reputation of being an expert in running Assessment Centres for effective recruitment selection and career development purposes. Currently, Hafith is a self-acclaimed environmental activist engaged in steering development initiatives in his home town Makunduchi. Some of his legacies so far include Bee Farming and organising the annual Makunduchi Traditional Food Festival. His interventions has helped the Makunduchi Ward to learn how to strategize their initiatives by using tools like Appreciative Inquiry.

Mohamed Muombwa

Assistant to the Second-Vice President of Zanzibar

Mohamed Muombwa has a long track-record of facilitating, implementing and initiating community development across Zanzibar, but particularly in his home village Makunduchi. He holds deep-seated knowledge of Zanzibar’s current and historical context and hands-on experience from community development work in sectors such as education, recycling, community development, journalism and women’s empowerment. (See full profile under Core Project Team).

ACKNOWLEDGEMENTS

The Female Footprints Project wants to extend a big thank you to the following people, organisations and companies for their invaluable contributions during the first phase of the project.

Aisha Bakary, Hon. Moudline Castico & Lilian Benard Okoth

Thank you for being featured as the first three women in the Female Footprints Project!

All Project Advisory Board Members

Thank you to each of our distinguished Board Members for the invaluable contributions towards the project design, for your contextual and critical analysis and for shaping the vision, concept, fundraising and implementation strategy of the overall project.

All Project Partners

Thank you for building fruitful partnerships and contributing to the project design, strategy and planning.

Pelle Kjellqvist

Thank you for the graphic design of the Female Footprints project logo.

Gabriel Drake Nepstad

Thank you for the graphic design of Coffee Table Book's front page, the sample pages and the multiple versions of the project proposal.

Ingebjørg Synnøve Thoresen & Knut Sparhell, Nettvendt

Thank you for the website development and design of our website www.womenfuturebooks.com

Mohamed Muombwa

Thank you for conducting interviews and writing the three profiles for the sample pages, and for your immense efforts that have gone into the project management and partnership development during the first phase.

Ashrak Mussa Machano & AshGallery

Thank you for your extraordinary photography and hard work in capturing the perfect images for the front page and sample pages. Also a big thank you for the outstanding videography for the fundraising video, and for enduring with all the requested edits requested by the project team.

Hannah McCarrick Mikidadi & John John Bruseth

Thank you for the work put into the concept and project design and management, proposal writing, partnership development and fundraising strategy.

Zanzibar Mamas

Thank you for your outstanding performances and participation in the fundraising video!

Salha Idrissa Makame

Thank you for coming aboard the project as our accountant.