



SERA2030 | APAO VILLAGE  
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## The Program:

# APAO Green Experience for Institutions: ESG Wellness & Community Greening intervention.

APAO Village through SERA2030 presents the APAO Green Experience, a community-based sustainability and wellness program supporting Institutions ESG implementation through tree planting and greening of schools, hospitals, and community spaces in Kigamboni while promoting climate action, environmental restoration, and regenerative tourism.

## THE CONTEXT

APAO Village through the SERA2030 initiative positions itself as a practical implementation partner helping institutions translate ESG commitments into visible, affordable, and community-based environmental action.

As climate change increasingly affects businesses like tourism, coastal ecosystems, global travel patterns, and destination attractiveness, hospitality institutions are under growing pressure to align with international sustainability frameworks including SDGs-15, NetZero commitments, UNFCCC, COP climate agreements, and DIRA2050 Pillar 3 environmental resilience agenda.

However, implementing meaningful ESG interventions independently can be expensive, technically demanding, and operationally difficult for institutions. SERA2030 offers a simplified and cost-effective solution by organizing communities, securing planting areas, producing seedlings, coordinating volunteers, documenting activities, geotagging planted trees, and monitoring long-term environmental impact on behalf of institution partners.

Rather than competing with institutions, SERA2030 strengthens their sustainability visibility and regenerative living/tourism positioning by becoming their local ESG implementation arm. Eg, Hotels only need to symbolically participate by sponsoring 1,000-5,000 seedlings and sending 25 staff quarterly for wellness retreat, community planting, eco learning, and photographic engagement while SERA volunteers on behalf carry out the operational work.

An even more affordable model allows institutions/hotels to integrate staff/guests into curated “Green Experience” visits at APAO Village, where visitors personally participate in regenerative tourism activities including tree planting, cultural learning and participation, and environmental restoration under the hotel’s sustainability banner.

This model not only supports hotel ESG compliance and carbon-offset activities but also enhances institution brand reputation among eco-conscious travelers while generating local employment, supporting community nurseries, empowering volunteers, and creating measurable environmental and social impact within Tanzania.



## Wellness & Cultural Experience

Guests enjoy:

- Healing garden relaxation
- Botanical garden tours
- Traditional African games
- Cultural dance and drumming
- Eco-picnic atmosphere

## Traditional Games & Indigenous Team Building


- Tug of war
- Sack race
- Bottle race
- Javelin throw
- Bottle head balance race
- Egg-on-spoon race
- Three-legged race

## APAO / SERA2030 Provides

- Seedlings and planting logistics
- Environmental guides
- Wellness and cultural facilitation
- ESG documentation
- Photography and media content
- Participation certificates
- Environmental impact reporting

## Strategic Value to institutions

The APAO Green Experience allows hotels to offer guests:

- Regenerative tourism
  - Authentic Tanzanian cultural immersion
  - Wellness and healing experiences
  - Climate action participation
  - ESG-conscious travel experiences
  - ESG compliance assurance
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# Corporate ESG Partnership Plan-2030

Corporate partners are invited to sponsor 1,000-5,000 seedlings, which will be raised at APAO Village and distributed to schools, churches, hospitals, and community institutions across Kigamboni. Each tree is geotagged, photographed, and monitored on iNaturalist <https://www.inaturalist.org/people/sera2030>, providing transparent, auditable ESG data for sustainability reporting.

## What Corporate Partners Receive

### Environmental Benefits

- Verified tree planting and survival monitoring
- Carbon sequestration estimates
- Biodiversity restoration metrics
- Urban and peri-urban greening

### Social Benefits

- Community education and awareness
- Institutional greening of schools, churches, and hospitals
- Youth and household engagement
- Employee volunteer opportunities to plant and clean the environment
- ESG-eco experience

### Governance Benefits

- GPS coordinates and photographic evidence of trees sponsored
- Real-time digital tracking
- Annual ESG impact report
- Documentation of sustainability disclosures

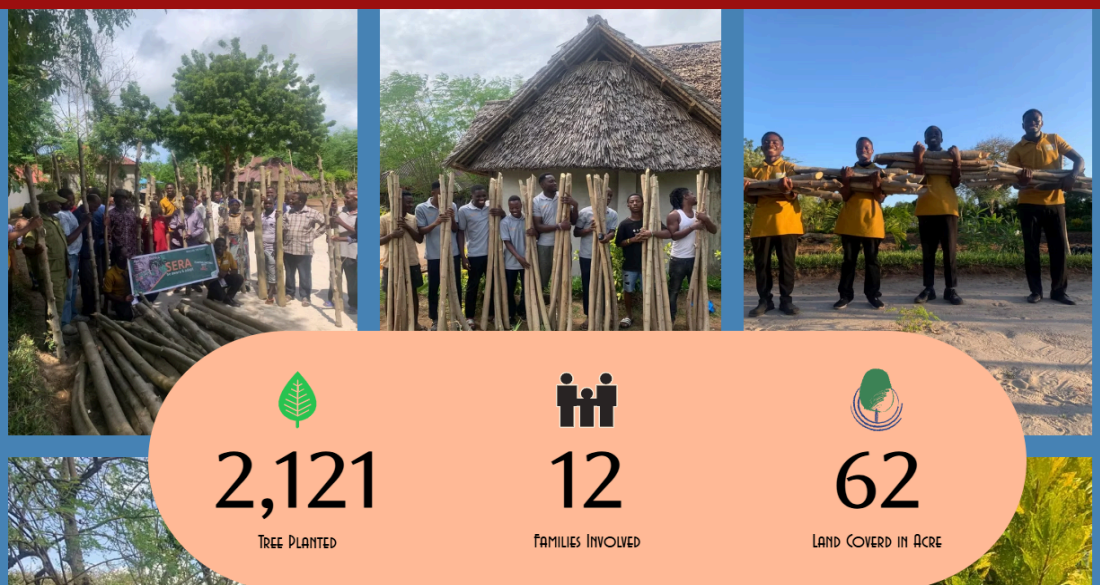


## Implementation Model (Land Share Model)

1. Nursery preparation and seedling maintenance at APAO Village.
2. Distribution of 1,000- 5,000/year seedlings to selected institutions and households.
3. Community training on tree planting and maintenance.
4. Geotagging and photographic documentation of every planting site.
5. Periodic survival and growth monitoring.

### Key Performance Indicators (KPIs) per year

Indicator	Target
Trees sponsored	1,000-5,000
Trees planted	1,000-5,000
Survival rate	>85%
Institutions reached	1-20
Households engaged	50
Community members trained	1,000+
Employee volunteer hours	500+
Estimated CO <sub>2</sub> sequestered	Annually
ESG reports delivered	Quarterly



PROPOSED PROGRAM | **APAO GREEN EXPERIENCE** | \$120 Per person

Time	Activity
10:00 AM – 10:20 AM	<b>Guest Arrival &amp; Welcome Reception at APAO Village, Kigamboni</b>
10:20 AM – 10:50 AM	<b>ESG Awareness &amp; Eco Learning Session</b> – Interactive storytelling on climate action, biodiversity conservation, SDG 15, pollinators, NetZero concepts, carbon sequestration, and community environmental restoration in Tanzania.
10:50 AM – 11:15 AM	<b>Moringa Tea &amp; Moringa Smoothie Tasting (Breakfast)</b> – Moringa tea and or smoothie served with organic honey, roasted cashew nuts, fresh coconut juice, ubuyu, and seasonal tropical fruits while relaxing in the healing ecological garden.
11:15 AM – 01:15 PM	<b>Community Tree Planting Experience</b> – Guests travel to a nearby community health centre, school, or church to plant 2-3 trees in their own names as a personal environmental legacy. Each participant may sponsor 20-100 additional seedlings to be planted and maintained by APAO volunteers through the SERA2030 community greening program.
01:15 PM – 02:15 PM	<b>Traditional Farm-to-Table Lunch</b> – Pumpkin, Ndizi choma, coconut rice, pilau, mshikaki, grilled fish, mchicha wa nazi, kisanvu, roasted sweet potatoes, fresh salads, tropical fruits, Moringa smoothies, coconut water, and local organic refreshments.
02:15 PM – 02:45 PM	<b>Traditional Dance &amp; Cultural Experience</b> – Live traditional music, storytelling, dance participation, drumming lessons, and dancing.
03:00 PM – 04:30 PM	<b>Traditional Games &amp; Indigenous Team Building</b> – Tug of war, sack race, bottle race, javelin throw, rope jumping race, bottle head balance, egg-on-spoon race, three-legged race, and traditional dance competition.
04:30 PM – 04:45 PM	<b>Certificate &amp; Photo Session</b> – Guests receive certificates recognizing their environmental contribution and participation in community restoration activities in Tanzania. The best three winners of games will be awarded a traditional medal.
04:45 PM – 05:00 PM	<b>Relaxation / Swimming / Healing Garden Tour &amp; Departure</b> – Free interaction, photography, medicinal and healing garden exploration, optional swimming, networking, relaxation, and return transfer.

||| \$120 per person includes seedling, breakfast, lunch, tree planting, picnic, Games, swimming, eco learning.