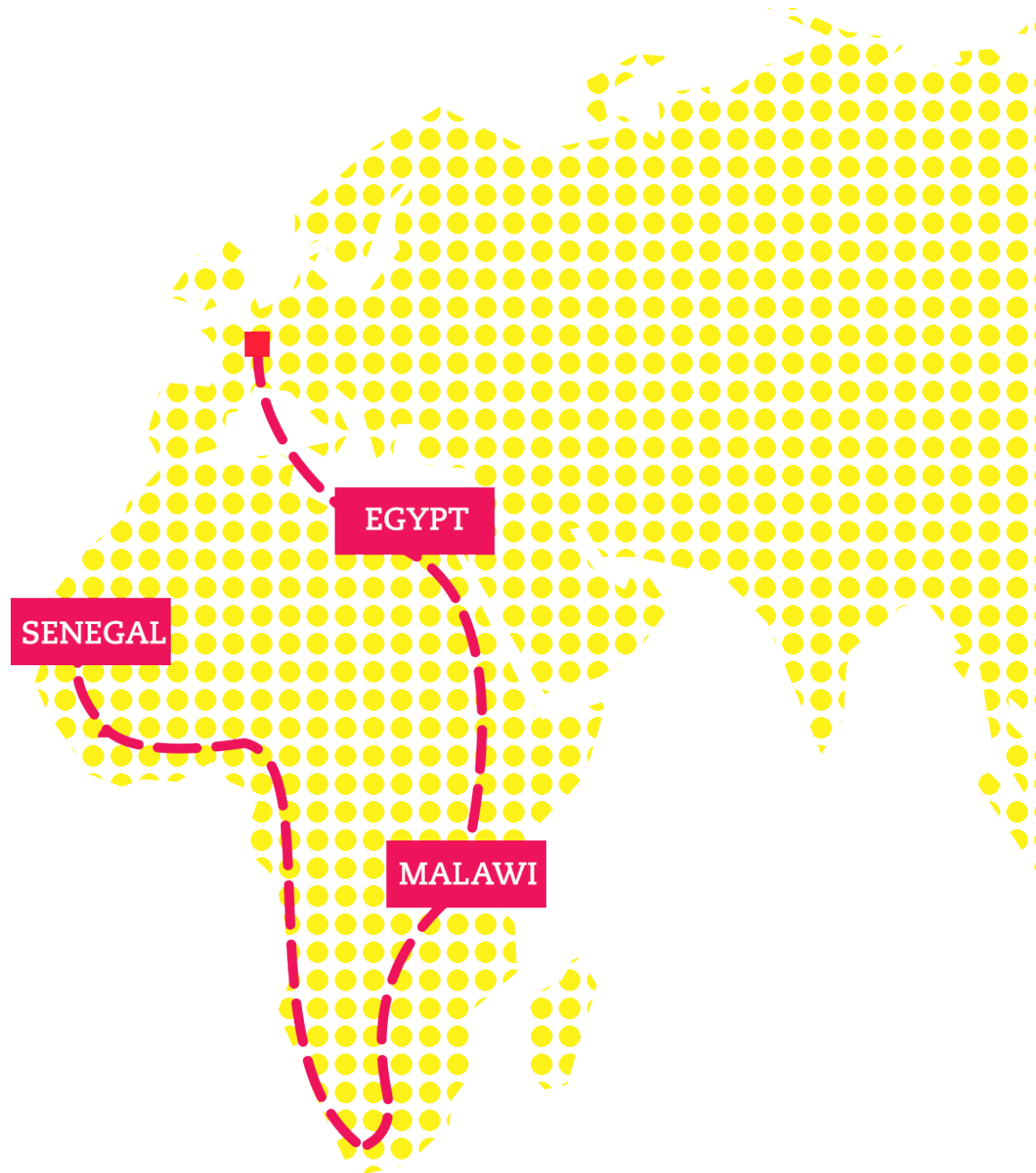


Press kit

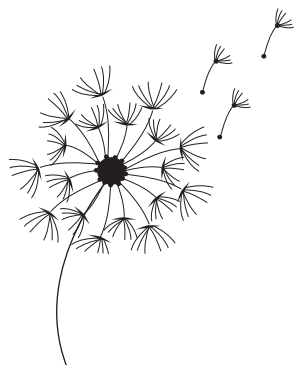
Taina's Journey : SCIENTIFIC MEETINGS IN THE FOUR CORNERS OF AFRICA



2018/2019

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The project leader



Born in 1987, I started traveling solo at the age of 20, facing the challenge of spending three months in Northern India. This was a revelation for me and after this first experience, I kept travelling abroad whenever it was possible. Soon, I decided that one day I would go on a trip around the world.

Between two trips, after my scientific baccalaureate, I studied Sociology and then Journalism in Italy. After that, I obtained a Master's degree in Scientific Event Design and became a scientific mediator at the Observatoire de Paris, Paris' Observatory, where I organised several exhibitions related to astronomy. Two years later I returned to my first love, journalism. I graduated as a scientific journalist at the Lille Journalism School and since then I have worked mainly for the magazine "Ca m'intéresse", owned by Prismamedia Group.

It's been five years since I began seriously conceiving this project of travelling around the world and from the start, I wanted it to be more than the simple discovery of new places. I wanted to meet locals, which is always the best part of the trip, and I wanted to create something with them to transmit values of sharing, tolerance and friendship between people. As I have always been attracted by science and believe that it carries a great power of emancipation and universality for us, both men and women, I thought that an exhibition about scientists' work around the world would be particularly appropriate. I invite you to learn more about this project in the following pages and I would very much appreciate any help to make it come true!

Thank you

To find out more about my academic and professional background:

LinkedIn **viadeo**

Who?	Taina and her backpack	What?
Where?	East and West Africa	To tour Africa creating exhibitions with scientists met during the trip
When?	From October 2018 to October 2019	

➤ The objectives

The purpose of this project is threefold. First of all, I want to highlight one of the common points between human being : our curiosity to understand how the world around us works. If spirituality makes it possible to imagine the Why of things, science is THE field which, whatever the country or the culture, allows us to understand the How. Researchers around the world, whatever their lifestyle, have the same goal, to UNDERSTAND. This universal value of science is one of the messages that this project wishes to convey.

The second objective is to show, especially to Westerners, that Africa is not only war, misery and disease, topics that the media often reduce this continent to. Africa is also young, dynamic and a source of new knowledge that is not talked about enough.

Finally, the third objective of this project is the popularization of science. Everyone should have access to scientific knowledge, and also know the pathways that lead to the job of researcher. Knowledge is one of the key to emancipation.

➤ The targets

In order to fulfill these different goals, this project has multiple targets: African researchers, who will participate in the project and who, on the one hand will have the opportunity of practising science popularization, and on the other hand will get increased recognition of their job as researchers. The local public who will have access to the exhibitions. The Westerners who will be the target of the articles on the website and of a final exhibition taking place in France.

The project in 10 steps

For each country where I will create an exhibition with researchers, this will be as follows:

- ➊ Making contact with the team of researchers who will be the main object of the exhibition (before the stay in the country)
- ➋ Meeting with the scientific team and joint work on the content of the exhibition (1 month)
- ➌ In parallel, meeting with other teams of researchers in the country to complete the exhibition with interviews audio, video etc.
- ➍ Design of the exhibition (graphics, visuals, translation etc.) and shooting of videos for the exhibition (1 month)
- ➎ Regular posting of content on the website
- ➏ Printing of the panels of the exhibition
- ➐ Presentation of the exhibition in public places with researchers (schools, associations, public events etc.)
- ➑ Partnerships with local media, newspapers, radio to talk about science.
- ➒ **Travel to the next country**
- ➓ Exhibition of all content in Paris and creation of a documentary from all the interviews.

Currently three countries will be the subject of an exhibition created in collaboration with researchers in Africa: Egypt, Malawi and Senegal. In addition, in each other country crossed, interviews, portraits and articles on researchers will also be published on the project's website.

➤ The context

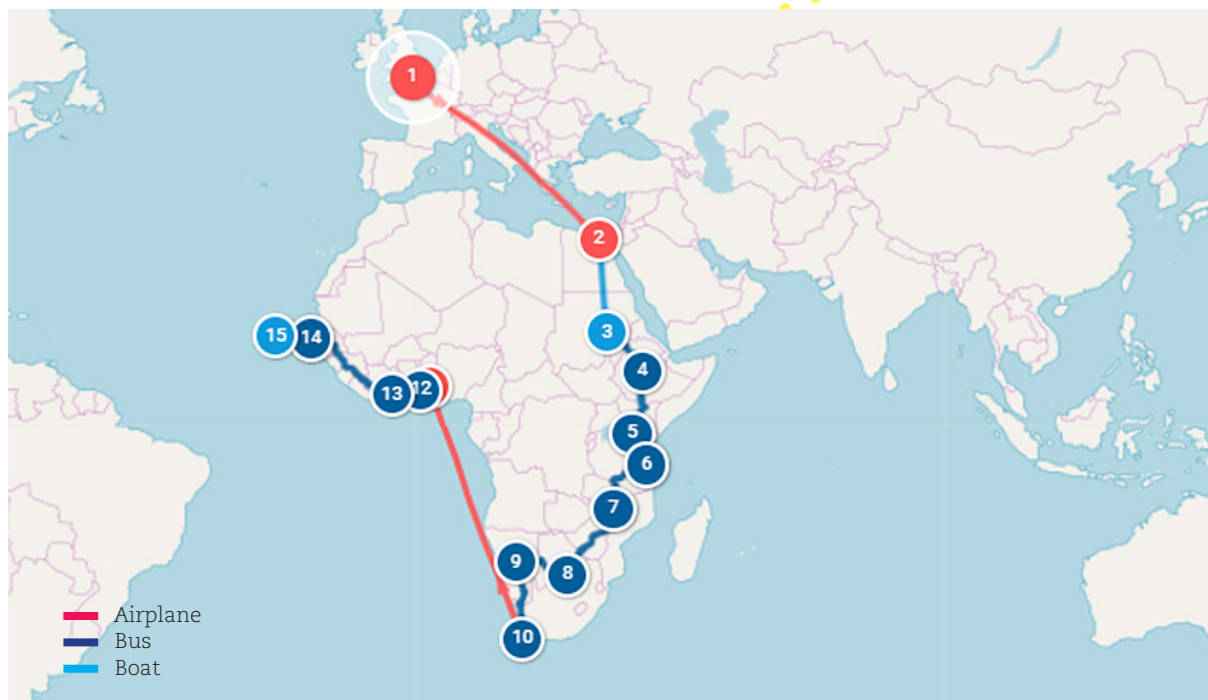
Africa is the continent that publishes the least number of scientific articles in the world, about 1% of publications. However, African universities are numerous and French laboratories have multiple partnerships with them which helps facilitate contacts for the project. In parallel, there are a number of private technological development initiatives that would also be worth highlighting.

To get an idea of the situation of science in Africa, see the Unesco report (2015)¹, which gives a picture country by country. On my itinerary, Egypt and South Africa are the two most developed countries in terms of scientific research.

Globally, and perhaps even more so on the African continent, researchers are unaccustomed to communicating their research findings outside their circle of work and do not necessarily see why others may be interested, whilst public familiarity and interest in science is often poor. But these limits also provide the main rationale for the Voyage-Partage project and to succeed in the double challenge of mobilizing researchers and making science more accessible and interesting for the African public would clearly justify the project.

1. https://fr.unesco.org/Rapport_UNESCO_science

➤ The trip



- | | | |
|------------------------|-----------------|------------------|
| ➊ Departure from Paris | ➋ Tanzania | ➌ Benin |
| ➍ Egypt (expo) | ➎ Malawi (expo) | ➏ Togo |
| ➐ Sudan | ➑ Botswana | ➒ Ivory Coast |
| ➓ Ethiopia | ➔ Namibia | ➕ Senegal (expo) |
| ➖ Kenya | ➗ South Africa | ➘ Cape Verde |

➤ The website Voyage-partage.fr (Travel and Share)

The website has two functions: to give regular news of my trip and to be the relay of the exhibitions whose contents will be available in digital version (Text, photos, videos) as well as complementary contents.



➤ Other participants in the project

The Association Fais ta Science! (Make your Science!)

Created by Taïna in 2012, this association promotes scientific popularization and it is oriented towards interactive knowledge media. It supports the Voyage-Partage project and it finances part of the project. All donations intended to support the creation and presentation of Taïna's travel exhibitions should preferably be donated to the association.

A file of presentation of the association is available on the website voyage-partage.fr, (section Support the project/The association). The same file it is usually attached to the printed version of this presentation file.

Carole Séjournet

She is the vice president of the association Fais ta Science. She manages the administration of the association in the absence of President Taïna Cluzeau, and informs the members of the progress of the project. Carole has the status of editorial secretary on the project website. She is the Assistant Director of Sauvegarde du Nord (Safeguarding the North), a children's aid association.

Nadège Joly

She is the project communication manager and the community manager of the site. As a journalist, she now works as a communications officer at Eurasanté, a leading medical research center in Lille. She organizes every year, the festival Pint of science: conferences and meetings between researchers and all audiences in different pubs across the city.

Anne-Laure Thiery

Graphic designer and illustrator, she designs the communication support for the project. She also works as a graphic designer for several magazines.

Giuseppe D'Elia

English bilingual sales manager, he participates in the translation of the website and the writing and translation of communication documents

Mike Rosser

Retired university lecturer from the UK, he proofreads all documents translated into English.

Marion Vankersschaver Denoize

Scientific mediator, she participates in the design of the exhibitions.

Each exhibition will focus on highlighting the research project of a particular team of scientists and popularizing it for the public, notably through interactive experiences. It will be about researches with a major interest for the development of the country or particularly emblematic of it. (eg renewable energies in Egypt) But it will also talk about the daily life of researchers and which is the place of science in the country.

➤ Exhibitions

It will be organized in 3 parts:

- a very concrete and popular part about the scientific project of the team involved.
- a part about the organization and the life of the researchers. This part will be a kind of portrait.
- a part about the place of science in the country (in connection with the UNESCO science report towards 2030¹)

The exhibits will consist of easy-to-transport X-Ban banner panels, a mini overhead projector for videos and, as far as possible, representative objects of the scientific team and its activities.

Those will be accompanied by videos (reporting on research work, interviews etc.), interactive manipulations to be made in connection with the scientific project, participative devices allowing visitors to bring their contribution to the exhibition ... The exhibitions will be relayed on the Voyage-Partage website, on social media and to the possible extent by local media.

Back to France, I would like to present the entire exhibition in a unique place. In particular to change our vision of Africa. And this time with real screens and large interactive devices

➤ Laboratories and places of exhibition

First step Egypt

There are 42 universities in the country, half of which are public. 29% of students follow scientific courses.¹)

Two universities could host the project:

- The Zewail city of science and technology, inaugurated in 2011 in Cairo. In particular the Institute for Energy, Environment and Space (IEES) given that Egypt will be building, in 2019, the largest solar park in the world.
<https://www.zewailcity.edu.eg>



1 <http://unesdoc.unesco.org/images/0023/002354/235407e.pdf>

- The Faculty of Sciences of the University of Alexandria which conducts research in environment, mathematics, physics, chemistry, geology, oceanography among others.
<http://www.sci.alexu.edu.eg>



Many partnerships take place between France and Egypt to conduct scientific research (for example IRD, Imhotep Program) thus facilitating contacts.

The possibilities for exhibition places are numerous. In addition to the schools concerned, to reach the less informed public partnerships will be established with local associations (Soeur Emmanuelle association Egyptian Women's Development Association (EDWA) etc.

Contact with these institutions is already in progress. The University of Zewail city and the French Embassy through the French Institute of Egypt are participating in the project.

Contacts with scientists in Malawi and Senegal will take place when the first exhibition is completed.

Intermediate countries

Meetings and interviews will be held at Future University in Sudan, particularly in the IT faculty <http://cs.fu.edu.sd/>, at the University of Addis Ababa at the Institute of Geophysics, space and astronomy in Ethiopia <http://www.aau.edu.et/igssa/>.

Other contacts will be established as the trip progresses.



The English acronym SWOT stands for Strengths, Weaknesses, Opportunities and Threats. This tool provides a global vision of the strengths and weaknesses of a project and thus to define upstream solutions to potential difficulties.

STRENGTHS

- I already have all the skills to carry out this project.:
 - I am or have already been a journalist, a scientific popularizer, a project manager and an animator...
 - I have a background in anthropology.
 - I am physically prepared.
 - I have extensive travel experience.
 - I am open and tolerant towards other cultures and I get to know their principles before immersing myself in them.
 - I have traveled alone and I apply simple safety rules as a woman.
 - I am motivated.
- Funds are provided in case of problems and for the return to France at the end of the project.
- Researchers are the ones who make the content of the exhibition, translated into the language of the country. The project conveys the words of the researcher and not an interpretation of them.
- The exhibition will be highly illustrated and interactive to be attractive and accessible to as many people as possible.
- In addition to the content developed with the scientific team of each country, further contents based on interviews

with researchers from other universities in Africa will be added in order to have an broader overview.

- The implementation of the project does not depend on external limiting factors such as weather, mandatory travel, access to specific places, etc..
- The presence of many universities in Africa helps facilitate the choice of partners
- The host culture in Africa will make lodging easy (except Ethiopia).

WEAKNESSES

- This is the first time I'm going to Africa (apart from Morocco and Egypt)
- I am conducting this one big project alone (backed up by the structure of the association).
- Being Westerner can pose a problem of legitimacy as a project leader in Africa.

OPPORTUNITIES

- Local associations could support the project.
- Local media could report on the project
- Multinational companies with an interest in the development of Africa may be interested in this project and give it more visibility and resources.
- Exhibitions could be integrated with already existing events such as festivals, science fairs, etc.
- Since the project lasts at least one year, it could get grants during the year, as well as rewards for its various contents (articles, videos etc.)

THREATS

- Health risks are important.
- It could be difficult to find some resources for the project.
- Although the project will develop formally with local researchers, the political conditions in some countries may be contrary to the principles of my project or may require specific authorizations
- Not getting sufficient funding, partly because travel project grants are most often awarded to people less than 30 years old.

➤ Analysis

The main strengths of this Voyage-Partage project are my skills and my experience that allow me to adapt constantly and bounce back when confronted by obstacles. Like any project, it also presents potential points of failure that I pay close attention to, so that they do not jeopardize the achievement of objectives.

First, since this is the first time I will be travelling to Africa (other than North Africa), I have done a lot of research and I am making contact, before arrival, with people who have traveled in the different countries on my planned itinerary and also with local people, so that I will be properly informed about the situation on the spot.

I am fully aware that the Travel and share project requires a lot of organization. Even though I am the only main project participant, the association Fais ta Science! allows me to be supported financially and through volunteers whose skills are complementary to mine.

I am also aware that it is necessary above all to avoid the position of the foreigner who imposes his/her project and his/her way of working. It is for this reason that the content of the exhibition will be carried out by local researchers who wish to promote and communicate their work and not directly by myself. During the realization of the exhibition I would lead and coordinate the project, but researchers will have the final decision on the form and content.

To mitigate health, socio-political and other risks, I am organizing and preparing myself before departure (local contacts, medical kit specific for Africa, medical insurance, money available, medical visits, vaccines, advice to travelers, etc.) And in case of missing material resources, administrative barriers or insufficient funds, my experience will allow me to find alternatives knowing that the website will anyway relay the achieved experience and content.

5 The budget

This estimated budget is calculated on the first year of the 2018-2019 project. Volunteering is valued: you will find in the budget the financial value of these benefits. The accommodation and transport item is calculated for a paid accommodation each night, but the goal will be to be welcomed free of charge whenever possible.

Income sources, with the exception of the project carrier's investment, are still provisional and will depend on the acceptance and embracement of the project by stakeholders and sponsors. New income sources will be updated regularly.

Expenses	In euros	Incomes	Source	In euros
Material for 3 exhibitions		Fais ta science!		
- 30 X Banner panels 120x200cm (10 per exhibition) + printing	1 200	- Financing of the project	Investment by Taïna Cluzeau	5 000
- Micro Video projector for videos	500		donations from private citizens	1 000
- Charger + solar battery for the projector	200		Private company donations	2 000
- 3 interactive devices and / or workshop designs	3 000		French grant	1 000
- Exhibition Goodies for researchers	500		Africa Grant	750
		- Volunteering		
Material for exhibition design		* Graphics	Anne-Laure Thiery	(eq. 3 000€)
- Computer «asus vivo 11»	400	* Translation	Tinhinane Ait Aissa, Giuseppe D'Elia	(eq. 2 400€)
- Suite Adobe - 1 years	240			
- Go pro	400	Donations in kind by companies or individuals		
- Multipurpose support	50	- Video projector for videos		500
- Reflex + micro	0	- Charger + solar battery for the projectort		200
		- Computer «asus vivo 11»		400
exhibitions design		- Go pro		400
- Graphics	volunteering (eq. 3 000€)	- Multipurpose support		50
- Writing of texts by researchers	0			
- Text correction by Taïna	0			

Expenses	In euros	Incomes	Source	In euros
- Translation of texts (5000 words/expo.)	volunteering (eq. 2 400€)	Sponsoring (brand on media)	French and local companies	
		- 30 X Banner panels 120x200cm (10 per exhibition) + printing		1 200
		- 3 interactive devices and / or workshop design		3 000
Website				
- hosting and domain name (for 3 years)	300			
Accommodation and travel in the countries				
- Egypt 2 months - 55 € / day	3 300			
- Malawi 2 months - 40 € / day	2 400			
- Senegal 2 months - 30 € / day	1 800			
- Visa Egypt and Malawi	100			
Management and office expenses				
- phone and internet 2 months				
*Egypt	60			
*Malawi	100			
*Senegal	80			
- Storage space on the internet - 1 year	25			
Health				
Insurance	576			
Traveling Council - Institut Pasteur	60			
Unexpected expenses	136			
Total	20 900	Total		20 900
Total with volunteering	15 500	Total with volunteering		15 500

BUDGET - AROUND THE WORLD TOUR

In addition to investing 5000 euros in the Travel and Share project, the project carrier finances the rest of her trip up to 15 000 euros the first year (travel, accommodation, visits in 14 countries) partially thanks to her freelance activity as journalist.

➤ Budget calendar

Material and financial needs are spread throughout the year. It is therefore possible to start the project even if all the revenue has not yet been collected.

■ October : 7 700€ ■ March : 4 300€ ■ August : 3 500€

In order to make the Travel and Share project become real, support is needed. Financial on one hand, but also material and logistic. If you wish to become a partner, you can choose: donating through the association, providing the project leader with equipment for free, helping volunteering (hosting, translation ...) or providing free services as a company (transportation, exhibition printing, etc.) All project needs are listed on the project site voyage-partage.fr at Support the project/Needs. You can also get an overview browsing the budget on the previous page.

Beyond your direct interest in the project, here are additional reasons to participate.

Your name cited as a partner in the communication documents

If you are an individual your name will appear in the list of benefactors of the project on the website. For companies, you will be quoted on the communication documents as partners of the project which includes press releases, the website, social networks.

Your brand on the exhibition boards

Depending on your participation, you can be quoted as a partner on the exhibition board together with all other companies, or quoted alone on one of the panels as a main sponsor. It will also be possible to finance the interactive devices of the exhibition or the making of the videos, applying your brand logo as main sponsor.

Tax allowances

«Fais ta Science!», the association that supports the project, corresponds to the “criteria of general interest” in France. This allows you to be reimbursed 66% in case of donations from individuals and 60% for donations from business entities (provided you are a taxpayer in France, because this amount will be deducted). If you are living in Europe, special agreements exist between the European countries to allow their citizens to donate to a foreign organisations and still benefit from the tax allowance. All the details are explained by the association Transnational giving Europe (TGE) on their website : <http://www.transnationalgiving.eu>. Taïna will provide you any document your country may require. If you are living in another country, you can let Taïna knows which one and she will find out for you if there is any possibility of a tax allowance.

Service exchange

The project leader can also carry out missions for your company, with remuneration in cash or in kind (material or services). Missions could be the shooting of specific videos for your platform, highlighting your products, participation in conferences or other events, writing journalistic articles if you are a media platform. All your proposals will be examined. In this case the remuneration will then be sent directly to the project leader and not to the Fais ta science! association.



Ambassade de France in Egypte - Intitut Français

Voyage-partage is supported by the French Embassy in Cairo via the French Institute of Egypt. They finance part of the first exhibition of the project in Africa. Placed under the supervision of the Ministry of Europe and Foreign Affairs and the Ministry of Culture, the French Institute is entrusted, within the framework of the policy and orientations decided by the State, to carry a renewed ambition for the diplomacy of influence. It must contribute to the influence of France abroad in a reinforced dialogue with foreign cultures and respond to the demand of France in a process of listening, partnership and openness. The French Institute of Egypt's mission is to contribute to the promotion of French culture, language and expertise in Egypt; to strengthen cooperation between Egypt and France in all areas: educational and linguistic, cultural, academic, scientific and technical. <http://institutfrancais-egypte.com/>



Zewail city of science and technology

It is the Egyptian university that actively participates in the project through researchers from the Center for Photonics and Smart Materials. The University of Science and Technology, was created to train a new generation of scientists and entrepreneurs, able to think critically and creatively, mastering the basic sciences and possessing a deep knowledge of interdisciplinary fields of engineering science fundamental and applied. It houses a collection of state-of-the-art research institutes, particularly to find solutions to Egyptian issues. For example, research is currently underway to find alternative sources of energy, including solar energy, which Egypt has in abundance.



Chapka Assurances

Broker specialist in travel insurance since 2002 and born of a desire to make insurance accessible to all by making contracts understandable, simplifying the subscription and facilitating repayments, Chapka creates insurance solutions tailored to the needs of tourism professionals and individuals. www.chapkadirect.fr.



OffgridSun

OffgridSun is an Italian solar company specialising in the development, design, manufacturing and commercialization of leading-edge solar photovoltaic technologies that provide durable and affordable access to energy in the rural areas of the developing world, as well as in other areas with limited or no access to grid electricity. <http://www.offgridsun.com>



On the Green Road

After making a documentary in 26 countries to raise awareness about the preservation of the planet, On The Green Road supports travelers, curious about the world and looking for sustainability solutions. Through audiovisual training in the field, personalized advice and post-trip assistance, the association encourages committed projects to develop and nourish the wave of awareness already spreading <http://onthegreenroad.com>



Sinfoni

French IT company based in Lille, Sinfoni IT develops applications. Including the BeeBip application that can track down any computer stolen or lost and secure data, and YouScan package traceability application dedicated to transport. www.sinfoni.fr



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