



**The Sabasaba International
Trade Fair Project**

2023

Foreword

The Wapo Wapi Foundation (WWF) is a Non-Governmental Organization founded in 2023, with registration number 00NGO/R2/4311 under the Non-Governmental Organizations of the United Republic of Tanzania Act of 2002. Its primary objective is to address the pressing issue of missing children in Tanzania. The foundation derives its name from the Swahili phrase 'Wapo wapi,' which translates to 'Where are they' in English. This name captures the heart-wrenching question frequently asked by parents and families of missing children in Tanzania.

We serve as a beacon of hope for children and their families by providing vital assistance and support. Committed to this cause, the foundation offers a diverse range of services. It tirelessly works to reduce the number of missing children, enhance the chances of locating them, and ultimately reunite them safely with their families.

Through unwavering dedication and commitment, we are making a positive impact on countless lives, instilling hope for a brighter future for children and their families. The foundation firmly believes that no family should have to face the trauma of a disappearance experience alone.

Our mission is to reduce the occurrence of disappearances and facilitate the recovery of missing children. Its vision is to create a safe and supportive environment for all children in Tanzania. With these goals in mind, we strive to make a lasting difference in the lives of vulnerable children, working towards a society where every child can thrive and be protected.

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1.0 Project Introduction

The Sabasaba International Trade Fair is an annual event held at the Mwalimu Julius Nyerere Trade Fair Grounds in Dar es Salaam, the largest city and economic hub of Tanzania. Taking place on July 7th every year, the trade fair showcases a wide range of industries and businesses from both domestic and international exhibitors. It serves as a platform for businesses to promote their products and services, network with potential partners, and attract customers. The event attracts a diverse audience, including government officials, industry professionals, entrepreneurs, investors, traders, and the general public. In addition to business exhibits, the trade fair incorporates cultural displays, entertainment performances, and food stalls, creating a vibrant and festive atmosphere.

The Saba Saba Trade Fair plays a significant role in promoting trade, investment, and economic development in Tanzania. By bringing together diverse businesses and industries, it facilitates collaboration, knowledge sharing, and economic growth. The event provides opportunities for exhibitors to showcase their innovations, launch new products, and engage in business interactions. It also contributes to the cultural enrichment of the community through various cultural displays and performances.

2.0 Statement of Problem

The Sabasaba International Trade Fair is known to draw in large crowds, posing a challenge for parents and guardians to closely monitor their children. In such bustling environments, children can easily wander off or become lost, increasing the risk of separation from their families. Unfortunately, the absence of a well-coordinated system to swiftly identify missing children and facilitate their reunion with their families compounds the issue further.

The lack of an effective mechanism to promptly address missing children incidents during the Saba Saba Trade Fair hampers the safety and well-being of the young attendees. It is crucial to establish a comprehensive system that can efficiently track and locate missing children while streamlining the reunification process. By implementing a well-coordinated approach, we can mitigate the risks and provide reassurance to parents and guardians, ensuring a safer environment for children to enjoy the trade fair experience.

3.0 Project Objectives

The primary objective is to enhance child safety and well-being at the Saba Saba Trade Fair by establishing a comprehensive system to track and locate missing children, facilitating their prompt reunion with their families. This ensures a safer experience for all attendees by mitigating the risks of children wandering off or getting lost in the bustling environment.

The specific objectives include:

- a. To raise awareness among parents, guardians, and attendees about the implemented system and safety measures in place to address missing child risks and to reassure parents and guardians that their children's safety is a top priority during the trade fair.
- b. To continuously monitor the effectiveness of the implemented system and gather feedback from parents, guardians, and event organizers to identify areas for improvement.

4.0 Project Location

The project focuses on the Saba Saba International Trade Fair, held at the Dar es Salaam International Trade Fairground in Dar es Salaam, Tanzania. This location is renowned for attracting substantial crowds during the trade fair, making it an important platform to address the well-being and safety measures concerning children.

5.0 Project Duration

Our project is scheduled to take place at the Saba Saba event grounds over a span of three consecutive days: July 6th, July 7th (the official day of trade celebrations), and July 8th. These dates have been carefully selected due to the significant turnout of attendees compared to other days. We believe conducting the project during these high-attendance days will maximize its impact and reach a larger audience.

Additionally, looking ahead, we have ambitious plans for the future. In the next three years, we aim to expand the project's duration and scope by implementing it for an entire week. This extended timeframe will allow us to delve deeper into our objectives, engage with stakeholders more extensively, and make a lasting difference in enhancing child safety and well-being at the Saba Saba Trade Fair.

6.0 Project Expected Outcomes

To provide a safer environment for children at the Saba Saba Trade Fair and ensure their well-being and safety, we aim to achieve the following expected outcomes. These outcomes are intended to make a positive impact and offer peace of mind to parents and guardians attending the trade fair:

- a. The establishment of a comprehensive infrastructure and procedures at the Saba Saba Trade Fair to track and locate missing children involves implementing identification measures, communication protocols, and designated reporting areas for parents.
- b. Raising awareness among parents, guardians, and attendees about the implemented system and safety measures through communication and outreach efforts instils a sense of confidence and reassurance in all attendees that the well-being and safety of children attending the event are top priorities during the trade fair.
- c. The establishment of a monitoring and evaluation framework is crucial for continuously assessing the effectiveness of the implemented system. The designed framework includes collecting and analysing data and feedback from parents, guardians, and event organizers through surveys and feedback forms. Additionally, it involves generating regular reports to identify areas for improvement and make informed decisions.
- d. The development of a comprehensive improvement plan, based on feedback and evaluation findings, serves as the roadmap for implementing the recommended improvements. This plan outlines specific actions to address identified areas for improvement, such as enhancing communication protocols, refining identification measures, and optimizing response procedures.

7.0 Project Implementation Strategies

To achieve the project's objectives, the following strategies will be implemented:

- a. Establishing a well-coordinated comprehensive system to track and locate missing children during the Saba Saba Trade Fair will involve close collaboration with event organizers, security personnel, and relevant authorities to ensure a synchronized approach.
- b. Launching an extensive awareness campaign targeting parents, guardians, and attendees aims to educate them about the implemented system and the safety measures

in place. Various communication channels such as social media, posters, flyers, and trade fair announcements will be utilized to effectively reach a wide audience.

- c. Distributing special identification bracelets to children attending the trade fair will enable swift reunion with their families or guardians. These bracelets will contain contact information for parents or guardians. Training sessions will be conducted to instruct staff on the proper use of these bracelets, and education will be provided to parents and children about their significance.
- d. Providing comprehensive training to security personnel and event staff on child safety protocols, including the identification of missing children and the prompt initiation of appropriate action, ensures a rapid response in the event of any incidents and increases the likelihood of reuniting children with their families or guardians.
- e. Continuously monitoring the effectiveness of the implemented system and gathering feedback from parents, guardians, and event organizers will be essential. Regular assessments will be conducted to identify areas for improvement and make necessary adjustments to enhance child safety measures.

8.0 Project Activities

Through the following activities, we can achieve the desired outcomes of enhancing child safety and well-being at the Saba Saba Trade Fair.

- a. Conduct a thorough assessment of the Saba Saba Trade Fairground to identify areas where child safety measures can be implemented and improved.
- b. Collaborate with event organizers, security personnel, and relevant authorities to establish protocols for addressing missing children incidents and facilitating prompt reunification with their families.
- c. Establish a dedicated information booth or help desk at the trade fairground to provide free special bracelets and assistance to parents and guardians in case of a missing child. Staff the booth with trained personnel who can quickly and efficiently coordinate efforts to locate and reunite missing children with their families.
- d. Conduct training sessions for security personnel and event staff on child safety protocols, including identifying missing children, initiating prompt action, and effectively using the identification bracelets. Ensure that all staff members are well-equipped to respond to any missing children incidents.

- e. Design and implement an awareness campaign to educate parents, guardians, and attendees about the implemented child safety system and the importance of adhering to safety measures during the trade fair. Utilize various communication channels such as social media, posters, flyers, and announcements to reach a wide audience.
- f. Document and share success stories and case studies of successfully reunited missing children to reinforce the importance and effectiveness of the implemented child safety system.
- g. Conduct post-trade fair assessments to evaluate the project's impact and gather further feedback from stakeholders. Use this information to refine and enhance the child safety system for future trade fairs.

9.0 Project Evaluation and Continuous Improvement

By implementing these robust project evaluation process and continuously seeking feedback and improvement opportunities, we can ensure the long-term effectiveness and sustainability of the child safety system at the Saba Saba Trade Fair.

- a. Conducting a comprehensive evaluation of the project will assess its effectiveness in enhancing child safety and well-being at the Saba Saba Trade Fair. Utilizing both qualitative and quantitative methods, such as surveys, interviews, and observations, we will gather data and feedback from parents, guardians, event organizers, security personnel, and other stakeholders.
- b. Identifying specific Key Performance Indicators (KPIs) that align with the project's objectives and expected outcomes is essential. These KPIs will include the number of missing children incidents, response time to missing children reports, satisfaction levels of parents and guardians, and public awareness levels about the implemented child safety system.
- c. Analysing the collected data and feedback will enable us to evaluate the project's performance. We will assess the effectiveness of the implemented system in reducing missing children incidents and facilitating prompt reunification. Through this analysis, we will identify strengths, weaknesses, and areas that require improvement.
- d. It is crucial to continue the awareness campaign beyond the trade fair to maintain public understanding of the implemented child safety system. We will utilize various channels, including social media, websites, and community events, to disseminate information and reminders about safety measures.

- e. Fostering collaboration and knowledge sharing among stakeholders involved in child safety initiatives is paramount. We will actively engage with other organizations and institutions working on child protection to exchange best practices and share resources. This collaboration will further enhance the effectiveness of child safety measures at the trade fair and beyond.

10.0 Project Implementation Plan

Our aim is to establish an effective system for successfully implementing the project, which will significantly enhance child safety and well-being at the Saba Saba Trade Fair. This plan provides a clear roadmap to create a secure environment for all children, ensuring their prompt reunion with their families and the coordinated execution of project activities. By implementing this plan, we will create a safe and nurturing environment that prioritizes the protection and well-being of children attending the trade fair, as indicated in Appendix I.

11.0 Project Activity Costing Budget

The project requires a total budget of TZS 9,950,000 (USD 4,198.04232) to successfully enhance child safety and well-being at the Saba Saba Trade Fair in the first year. However, the budget will decline to a total of TZS 4,580,000 (USD 1,932.36521) in subsequent years due to the purchase of reusable items costing TZS 5,470,000 (USD 2,307.86849).

Moreover, an additional fee of TZS 100,000 (USD 42.19138) will be applicable annually for booth setup and decoration. The list of reusable equipment is provided below as the reference. For a comprehensive breakdown of the budget, see Appendix II.

List of reusable items:

No.	Name of Item	Quantity
1.	Fairground/Command Centre Booth	1
2.	Desk Printer	2
3.	Standing rollup Banner	3
4.	Laptops	2
5.	Radio calls	6
6.	Megaphones	6
7.	Video camera	1

If you are interested in making a donation to the Wapo Wapi Foundation or have inquiries regarding our projects and initiatives, we appreciate your support. Please find the following banking information and contact details for your reference:

Account Holder: Wapo Wapi Foundation

Bank: National Bank Of Commerce, The

Branch: NBC Kariakoo Branch

Account Number: 048172000099

SWIFT Code: NLCBTZTX

Bank Address: Head Office, Sokoine Drive & Azikiwe Street, P.O. Box 1863, Dar es
Salaam, Tanzania

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Appendices

Appendix I: Project Implementation Plan

Objectives	Activities	Extended Output	Project Implementation						Responsible	Budget		
			31/5 – 9/6	10/6 – 23/6	24/6 – 30/6	1/7 – 5/7	6/7 – 8/7 Project Day	9/7 – 15/7		16/7 – 31/7	TZS	USD
-	1. Requesting permission to work with the Board of External Trade to enhance child safety and well-being at the Dar es Salaam International Trade Fair.	1. Obtaining an official letter or document granting permission to work with the Board of External Trade at the Sabasaba International Trade Fair.							Executive Director	Internal fund	Internal fund	
To enhance child safety and well-being at the Saba	1. Studying the layout and infrastructure of	1. Producing a comprehensive assessment report							Project personnel and security personnel	60,0000	25.31483	

<p>Saba Trade Fair by establishing a comprehensive system to track and locate missing children, facilitating their prompt reunion with their families.</p>	<p>the Saba Saba Trade Fairground.</p> <ol style="list-style-type: none"> 2. Understanding the demographics and characteristics of the attendees at the trade fairground. 3. Conducting and documenting a thorough site inspection to identify potential risks and areas lacking child safety measures at the trade fairground. 	<p>that details the findings.</p> <ol style="list-style-type: none"> 2. Developing action strategies and implementing safety measures, which include determining project team locations based on the assessment findings. 3. Equipping security personnel and event staff with the necessary knowledge and skills to identify 															
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	<p>4. Collaborating with event organizers, security personnel, and authorities to establish protocols for addressing incidents involving missing children and facilitating prompt family reunification</p>	<p>missing children, take prompt action, and effectively utilize identification bracelets. This ultimately enhances child safety and well-being at the trade fair.</p>								<p>Project personnel, event staffs, security personnel, and authorities</p>	<p>50,000</p>	<p>21.09569</p>
	<p>5. Conducting child safety training sessions for security personnel and event staff, covering all protocols and utilizing identification bracelets effectively.</p>									<p>Project personnel, event staffs and security personnel</p>	<p>300,000</p>	<p>126.57414</p>

	<p>6. Obtaining the necessary resources, including bracelets, communication devices, brochures, and any other materials or equipment required for the operation.</p> <p>7. Setting up the dedicated information booth at a prominent location within the trade fairground.</p> <p>8. Recruit personnel who possess the necessary skills and experience to assist parents in case of a missing child, coordinate</p>	<p>4. Establishing a designated area where project personnel can assist in locating missing children, allowing parents to report and find them, and serving as a place to bring found children.</p> <p>5. Providing valuable assistance to parents and guardians in the event of a missing child and improving the overall safety and well-being of children attending the event.</p> <p>6. Enhancing the communication and collaboration</p>								Project personnel and security personnel	7,715,000	3,255.06498
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	efforts to locate and reunite missing children with their families, and conduct awareness campaigns.	between event organizers, law enforcement agencies, and concerned parents, contributing to the swift resolution of missing child cases.										
	7. Assisting parents, guardians, and attendees to coordinate efforts to locate and reunite missing children.											
To raise awareness among parents, guardians, and attendees about the implemented system and safety measures in place to	1. Distributing brochures to parents, guardians, and attendees, offering t-shirt gifts to selected children, and assisting parents in correctly fitting bracelets on their children.	1. Ensuring that the public is kept informed about the implemented child safety system and promoting a culture of safety for children within the community.							Project personnel	1,125,000	474.65303	

<p>address missing child risks and to reassure parents and guardians that their children's safety is a top priority during the trade fair.</p>	<p>2. Targeting parents, guardians, and fair attendees to educate them about child safety and what to do in case of a missing child.</p>											
<p>To continuously monitor the effectiveness of the implemented system and gather feedback from parents, guardians, and event organizers to identify areas</p>	<p>1. Document successful reunions of missing children through the implemented child safety system, gathering information, testimonials, and case details.</p>	<p>1. Reinforcing the significance and effectiveness of the implemented child safety system, raising awareness about child safety measures, and inspiring others to prioritize child protection in similar contexts or events.</p>								<p>Project personnel and freelancer video editor</p>	<p>600,000</p>	<p>253.14828</p>

for improvement.	<p>2. Regularly assessing the effectiveness of the information booth or help desk by tracking the number of bracelets distributed, inquiries handled, and successful outcomes in reuniting missing children with their parents or guardians.</p> <p>3. Maintaining accurate records of activities, including attendance, incidents, and outcomes, for future reference, reporting, and evaluation purposes.</p>	<p>2. Fostering regular stakeholder engagement, communication, workshops, and a participatory approach to gather diverse insights, promote ownership, and gain support for the system.</p> <p>3. Gathering feedback from various stakeholders, including trade fair organizers, event staff, security personnel, exhibitors, attendees, and families.</p> <p>4. Revising and updating the child safety protocols</p>								Project personnel	100,000	42.19138
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	<p>4. Establishing a monitoring and follow-up mechanism to track the progress of implementing the recommended child safety measures.</p>	<p>and guidelines based on the assessment findings and recommendations . Ensure that these updated protocols incorporate the lessons learned from the trade fair and reflect best practices in child safety.</p>									
	<p>5. Sharing the assessment findings, recommendations , and action plan with stakeholders, including trade fair organizers, exhibitors, and other key individuals or organizations involved.</p>										

Appendix II: Project Activity Costing Budget

The project requires a total budget of TZS 9,950,000, which is equivalent to USD 4,198.04232, as outlined below.

Thorough assessment of the Saba Saba Trade Fairground:

Items	No. of Items	Cost per item	Total Cost	
			'TZS'	'USD'
Transportation and meals	-	-	40,000	16.87655
Equipment and materials for assessment (notebook, pens, etc.)	-	-	20,000	8.43828
Report and documentation preparation	-	-	-	-
Total Amount			60,000	25.31483

Collaboration with event organizers, security personnel, and relevant authorities:

Items	No. of Items	Cost per item	Total Cost	
			'TZS'	'USD'
Meetings and coordination expenses	-	-	30,000	12.65741
Communication expenses	-	-	20,000	8.43828
Total Amount			50,000	21.09569

Establishment of a dedicated information booth/help desk and assistance to parents and guardians in case of a missing child.

Items	No. of Items	Cost per item	Total Cost	
			'TZS'	'USD'
Booth setup and decoration	-	-	800,000	337.53104
Desk printer	2	500,000	1,000,000	421.91380
laptops	2	700,000	1,400,000	590.67932
Stationaries	-	-	100,000	42.19138
Standing rollup Banner	3	150,000	450,000	189.86121
Brochures and Flyers	500	250	125,000	52.73923
Communication Cards	300	150	45,000	18.98612
Communication voucher for volunteers	15	10,000	150,000	63.28707
T-shirts for Staff & Volunteers	15	20,000	300,000	126.57414
Caps for Staff & Volunteers	15	15,000	225,000	94.93061
Special bracelets for identification (Gift)	600	1500	900,000	379.72242
Radio calls	6	150,000	900,000	379.72242

Megaphones	6	70,000	420,000	177.20380
Volunteers initiatives	10	20,000	600,000	253.14828
Transportation	3 days	100,000	300,000	126.57414
Total Amount			7,715,000	3,255.06498

Training sessions for security personnel and event staff:

Items	No. of Items	Cost per item	Total Cost	
			'TZS'	'USD'
Venue rental for training sessions	1	200,000	200,000	84.38276
Training materials and hand-outs	-	-	100,000	42.19138
Total Amount			300,000	126.57414

Design and implementation of an awareness campaign

Items	No. of Items	Cost per item	Total Cost	
			'TZS'	'USD'
Brochures and Flyers	500	250	125,000	52.73923
T-shirt for Awareness Campaign (Gift)	50	20,000	1,000,000	421.91380
Total Amount			1,125,000	474.65303

Documentation and sharing of success stories and case studies:

Items	No. of Items	Cost per item	Total Cost	
			'TZS'	'USD'
Video camera	1	500,000	500,000	210.95690
Video editing	-	-	100,000	42.19138
Total Amount			600,000	253.14828

Post-trade fair assessments and gathering feedback:

Items	No. of Items	Cost per item	Total Cost	
			'TZS'	'USD'
Surveys and data collection resources	-	-	100,000	42.19138
Data analysing and Report writing	-	-	-	
Total Amount			100,000	42.19138

* NBC exchange rate for 1 USD is equivalent to TZS 2,370.15238 on 12/06/2023