



Uwin Iwin Incentives Orchestrates Once-in-a-Lifetime Botswana Research Mission

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Client: Momentum

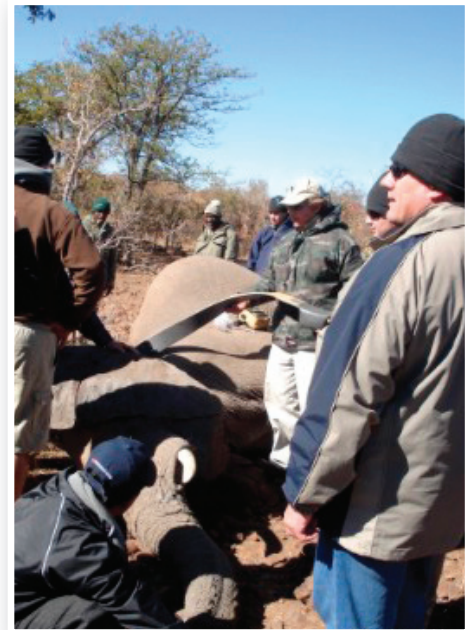
Program: Winners in Motion

Momentum's incentive program's requirements sounded similar to others — design a reward program that will increase sales, motivate participants and reward the top performers — but then working with Uwin Iwin Incentives took what started as a luxury weekend getaway and incorporated a socially responsible element of intrigue and excitement.

In the heart of Botswana bushveld the culmination of this once-in-a-lifetime experience included active involvement in placing tracking collars on two wild elephants.

They had to get permission from the owners of the private game reserve, obtain clearance from the Botswana Wildlife Authority, source tracking collars, and find a qualified and experienced veterinarian who was willing to be involved in a large operation and who had a solid reputation that would be acceptable to the game reserve's owners. Additionally, researchers had to identify suitable elephants that would provide the most data and ensure the elephants identified were close to the area before the group's arrival.

Finally, the team had to ensure complete safety of the participants. In-depth training covered potential hazards, threats and what would happen if an elephant fell in an awkward position. Tasks assigned to the participants included lookout duty, time keeping, heart rate monitoring, keeping the elephant trunk open, monitoring breathing rate and temperature, taking tusk and foot measurements, assisting with skin and blood samples and fitting the collars.



“The immersion in environmental concerns and related research made a lasting impression on the participants.”

When brainstorming potential program designs, planners investigated a myriad of activities but had to discard them because of cost, safety factors or regulations. Then the group met an elephant researcher who mentioned that research funding was drying up and completing his group's objectives was becoming a challenge. An extraordinary idea immersed.

Researchers collar elephants to track movement in the Limpopo Valley area and address the commonly held misconception that elephants are the major cause of habitat destruction. The two-day excursion would help prevent the culling of vast amounts of elephants blamed for environmental degradation and enable more than two year's of data collection after their departure.

In planning the outing, the Uwin team had to address countless details and ensure the excursion complied with agency requirements.

Before venturing off, an elephant researcher spoke to the group about day-to-day challenges in researching elephant movements and expressed gratitude to Momentum for sponsoring the collars and the event. Planners also had to consider the possibility that the team would not be able to find and dart both elephants in one day, so the itinerary was flexible enough to give participants extra time for elephant searching. As a worst case scenario, the collaring would be completed after the group left, and a videographer would film the exercise.

Fortunately, the collaring went off without a hitch — no injuries or undue stress to the elephants, and both collars continue to transmit vital information on a regular basis. The team bonding experience was a success in all regards!

The immersion in environmental concerns and related research made a lasting impression



on the participants. A significant benefit of the tracking collars purchased for this event is that they can be tracked via the Internet and many attendees still log on to the tracking Web site to monitor the progress and movements of the elephants. This aspect has extended the life of the reward program beyond the weekend and into the culture of the company as the top performers have remained interactive with their incentive long after it has ended. ●