

Motivational Hike Empowers Reckitt Benckiser Employees and Community

Crystal Winner: *Terra Nova*

Client: *Reckitt Benckiser*

Program: *"Reckitt Benckiser Horizonte"*



Terra Nova took the idea of a mountain hike and transformed it into a motivational experience that had a positive impact on the participants, the company and the local community. Reckitt Benckiser had challenged Terra Nova to plan an event that included a group hike for 160 participants. Terra Nova was able to overcome the logistical and safety challenges presented to bring the hike to life and expanded the experience to showcase the destination's beauty, culture and community.

Terra Nova chose the beautiful Drakensberg Mountain Range as the locale for the event and planned a route that would take the guests through the most spectacular parts in Kwa Zulu Natal. Faced with the area's lack of hotels large enough to accommodate the group, Terra Nova brainstormed an elegant solution: a tented camp at the Mountain Speldour Eco Resort. Terra Nova also arranged for the guests to be able to see South Africa's amazing wildlife, coordinating a visit to the Tala Game Lodge. Half the group arrived a day early to make their visit to lodge and half stayed a day late to do so, with all the guests completing the hike together. Terra Nova seamlessly handled the additional coordination that having two separate schedules required.

The experience began when the guests arrived at the Tala Game Lodge. They were welcomed by an African choir that entertained them with traditional and modern local songs. The next day, the participants had their choice of day trips that allowed them to immerse themselves into the local culture. Some were introduced to local artists, some swung through the trees on a canopy tour and the rest visited the local village, with a special stop at the school to donate supplies and plant trees.

The main event of the trip, the hike, started the next day. Terra Nova and its partners worked for



months to ensure that the hike would be safe and inspiring for all. The event required a plan that let people of all fitness levels participate and allowed everyone to meet at a scenic viewpoint at the same time. After fully mapping the area, Terra Nova came up with four routes of different intensity and length. It then staggered the departure times so that all the guests would reach the summit at the same time.

The guests were accompanied by 16 guides and eight translators, who ensured that the hikers were safe and happy at all times. Terra Nova provided the community with employment opportunities by hiring and training locals as guides. Their familiarity with the area enhanced the hike, as the guides were able to provide a narrative about the local environment, culture and customs. The diligence and enthusiasm of the Terra Nova team created a motivational event that the Reckitt Benckiser employees will remember as a once-in-a-lifetime experience. The hikers, enthralled by the scenery as they climbed the mountain, encouraged and supported each other to make it to the top.

Terra Nova took special measures throughout the event to encourage environmental and social responsibility. The experience provided many opportunities for the local people and the guests to interact and included ways for the participants

to give back to the local community. In addition to the donation to the school, the group also gave soccer equipment to the local players, most of whom had never even owned their own soccer shoes. Reckitt Benckiser was also able to honor the local chief's wife with the gift of a cow, which adds to the wealth of the herd. Terra Nova made every effort to respect the stunning South African environment. It used recycled papers and containers, gave a thorough briefing about the local flora and fauna and encouraged the hike guides to share information about the area and its environmental issues and solutions.

Reckitt Benckiser was ecstatic with the results of the program. The experience, especially the inspiring hike, motivated the employees and brought them closer together. Supporting each other through the mountains created a tangible sense of togetherness. The participants were thrilled by the experience and inspired to continue to achieve excellence. The event also contributed directly to the well-being of the local people, providing them with employment, an economic boost and a chance to interact with people from a different culture, an opportunity the Reckitt Benckiser group relished as well. The group hike and the entire South African experience created a powerful sense of community, both within the company and between the visitors and the local people. ●